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P(Prod I user's history)

Assess how a user will like / purchase / visit an item that has never seen before.

MOTIVATION

CRITERION

- Satisfaction: Conversion Rate (Click Rate), Survey
- Accuracy: precision/recall/F-score/MAP@N
- Coverage: cold start problem (User/Item), long-tail product
- Diversity: different but correlated
- Novelty: never heard of, new
- Robustness: Anti-attack, reseller, SSENSE Employee
- Real-time/online: real time behaviour (Session-based Recommendation)

SSENSE