Information Overload

Information Filter
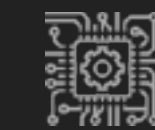
Web Directory

Search Engine

Personalization

Recommendation

P(Prod | 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