SJSU ID: 017434534

⇒ Wedding Gown - VSM (Vector space Model)

* Develop a VSM for Wedding Gown

Vectors = (Gown, Rose, Diamond, flowers)

d_1 = User selected Wedding Gown

d_2 = User ordered online rose flowers

d_3 = User searched diamond ring

d_4 = User selected white wedding gown, online flowers, 3 carat diamond ring

for cosine similarities :

d_1 = Gown = <1,0,0,0>

d_2 = Rose, flowers = <0, 1,0,1>

d_3 = Diamond = <0,0,1,0>

d_4 = Gown, flowers, Diamond = <1,0,1,1>

d_i	User	Selected	Wedding	Gown	ordered	online	Rose	flowers
d_1	1	1	1	1	0	0	0	0
d_2	1	0	0	0	1	1	1	1
d_3	1	0	0	0	0	0	0	0
d_4	1	1	1	1	0	1	0	1

	searched	diamond	Ring	White	3	Carat
d_1	0	0	0	0	0	0
d_2	0	0	0	0	0	0
d_3	1	1	1	0	0	0
d_4	0	1	1	1	1	1

⇒ from the above delivered frequency of documents, form a vsm

$$\Rightarrow \begin{bmatrix} 1 & 1 & 1 & 1 & 0 & 0 & 0 & 0 & 0 & 0 & 0 & 0 & 0 & 0 \\ 1 & 0 & 0 & 0 & 1 & 1 & 1 & 1 & 0 & 0 & 0 & 0 & 0 & 0 \\ 1 & 0 & 0 & 0 & 0 & 0 & 0 & 1 & 1 & 1 & 1 & 0 & 0 & 0 \\ 1 & 1 & 1 & 1 & 0 & 1 & 0 & 1 & 0 & 0 & 1 & 1 & 1 & 1 \end{bmatrix}$$