HW # 11 feedback

Avraham Adler, Donny Lofland, Michael Yampol
Congratulations on this thorough research, involving personal contact. Would
you say that, while the Cold start problem is resolved using content-based filtering,
the basic recommender algorithm is collaborative?
A number of machine learning algorithms has been found and explained.

Tamiko Jenkins, Jai Jeffryes, Nicholas Chung
Inventive reverse engineering and worthwhile constructive suggestions.
Idem for the references.
A great suggestion to Amazon giving users a choice to remove recommended items,
so that to have a better customized recommendation list.

Sin Ying Wong, Fan Xu
What are the conclusions of reverse engineering: It looks like TripAdvisor uses
collaborative filtering, or you'd describe it as a content-based recommender system?
A great suggestion that TripAdvisor may build a behavior analysis system to analyze
each customer's needs, habits, and spending power by using predictive modeling.

Habib Khan
Insightful analysis. It looks like Netflix uses a content-based recommender system,
or you'd describe it as a collaborative filtering?
The assignment requirement was to provide at least one reference.

Samuel Kigamba
Important concerns have been pointed out.
However, the assignment was to reverse engineer a particular recommender
system.
Does it use a content-based model, or you'd describe it as collaborative filtering?
What machine learning algorithms might be at work (from our textbook, Data
Science in Business)?

Your feedback should include at least one additional reference and/or constructive
suggestion.

Interleaving A/B test : https://glinden.blogspot.com/2008/11/testing-rankers-by-interleaving-search.html

Zillow : https://www.zillow.com/tech/introduction-recommendations-zillow/