OVERVIEW OF RECOMMENDATION MODELS

Recommendation models, or *recommenders*, are a commonly used type of machine learning solution that matches users to items. While you can use regression, classification, and clustering models to build recommenders, a more common approach is to use a filter-based recommender that uses matrix factorization. This is a technique in which known ratings given by users to items are used to determine likely ratings that are not present in the matrix.

This chapter discusses the key concepts for recommendation models, and then describes how to build and evaluate a recommender using Azure ML.