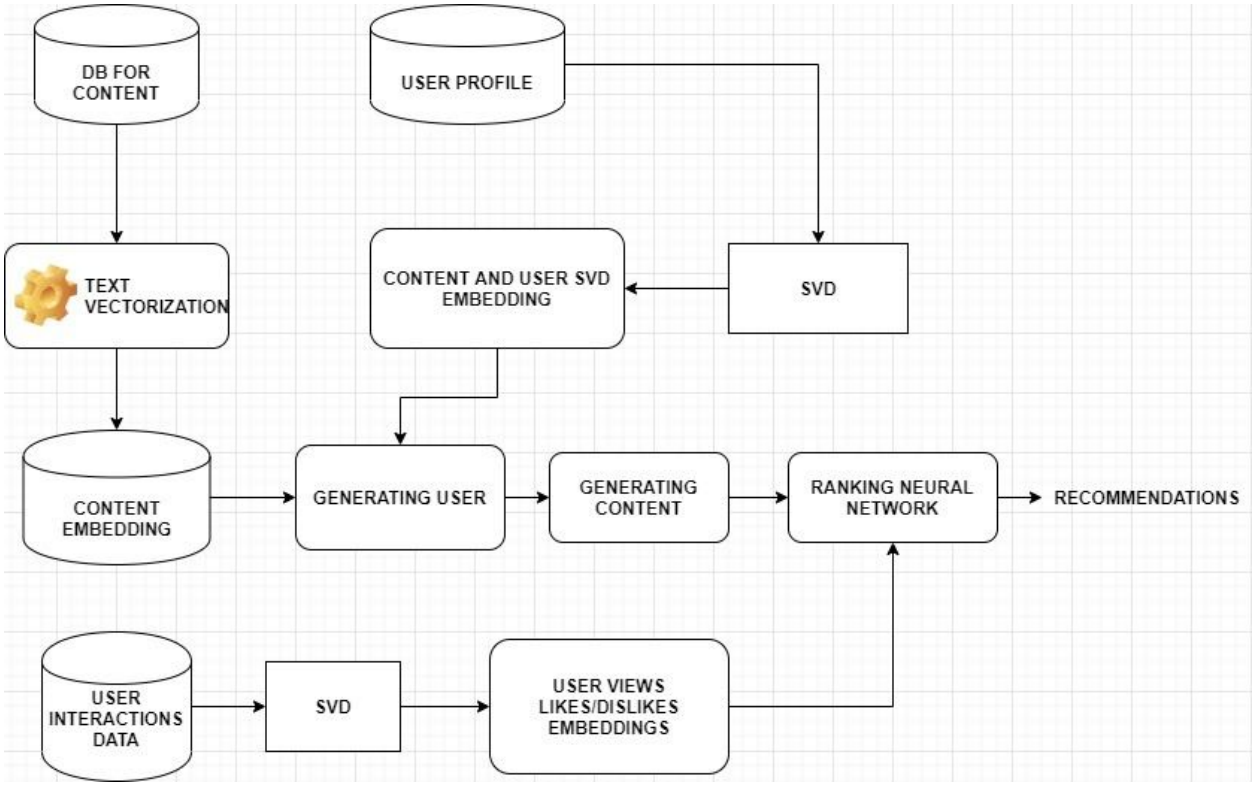

PREPARING CONTENT:

- **The video content is stored in a DB.**
- **They are converted as word embedding using Glove embeddings which are represented as vector spaces.**
- **The importance of each word in the vector space is calculated using tf-idf vectorizer.**

GENERATING USER AND CONTENT:

- **For each tag in the content data the system a user and ranks him for providing specific content.**
- **SVD - Singular Value Decomposition, this maps a linear relationship between two vectors in dimensions. Thus helping us to map user interest with content.**
- **Content embedding and User profile embeddings are combined to generate user and followed by generating Video content.**

RANKING NEURAL NETS:

- **The embedded user data and generated content is sent into the ranking nets, which then maps the user and content respectively.**
- **Thus personalized recommendation feed is given to the user.**