

# Recommendation Systems - 1

## [ML-2]

→ Introduction

→ A priori Algorithm

TT - 5<sup>th</sup> Nov

Can you give examples of rec. sys?

E-commerce

→ Social media

→ Feed:

Instagram, netflix, spotify, youtube

Poll: Can a search algo like 'google search' be interpreted as a rec sys?.

a)

b)

1 min rec - Sys

You may also know:

→ Gyan Arora

How can you → Patrick Peterson

design this →  
system?



len  
> threshold  
recommend = True  
variation  
convert to %  
based

Why are they useful?

→ increase in revenue !!

→ better user experience !!

more money \$\$

↳ I show add after  
5 songs

→ more ads / more users

→ more money \$

## E-commerce

RAM	ROM	Processor	Price	OS ...
—	—	—	—	—
.	—	—	—	.
			.	
			—	

Recommendation — ?

List of suggestions ?



→ recommend  
from  
this  
cluster.

nearest  
closest  
prabats

Distance can be  
→ cosine  
→ euclidean  
etc.

People who bought this also bought ...

case  
airpods  
iwatch  
warranty

milk  
butter  
Jam  
eggs

Data based:  
↓

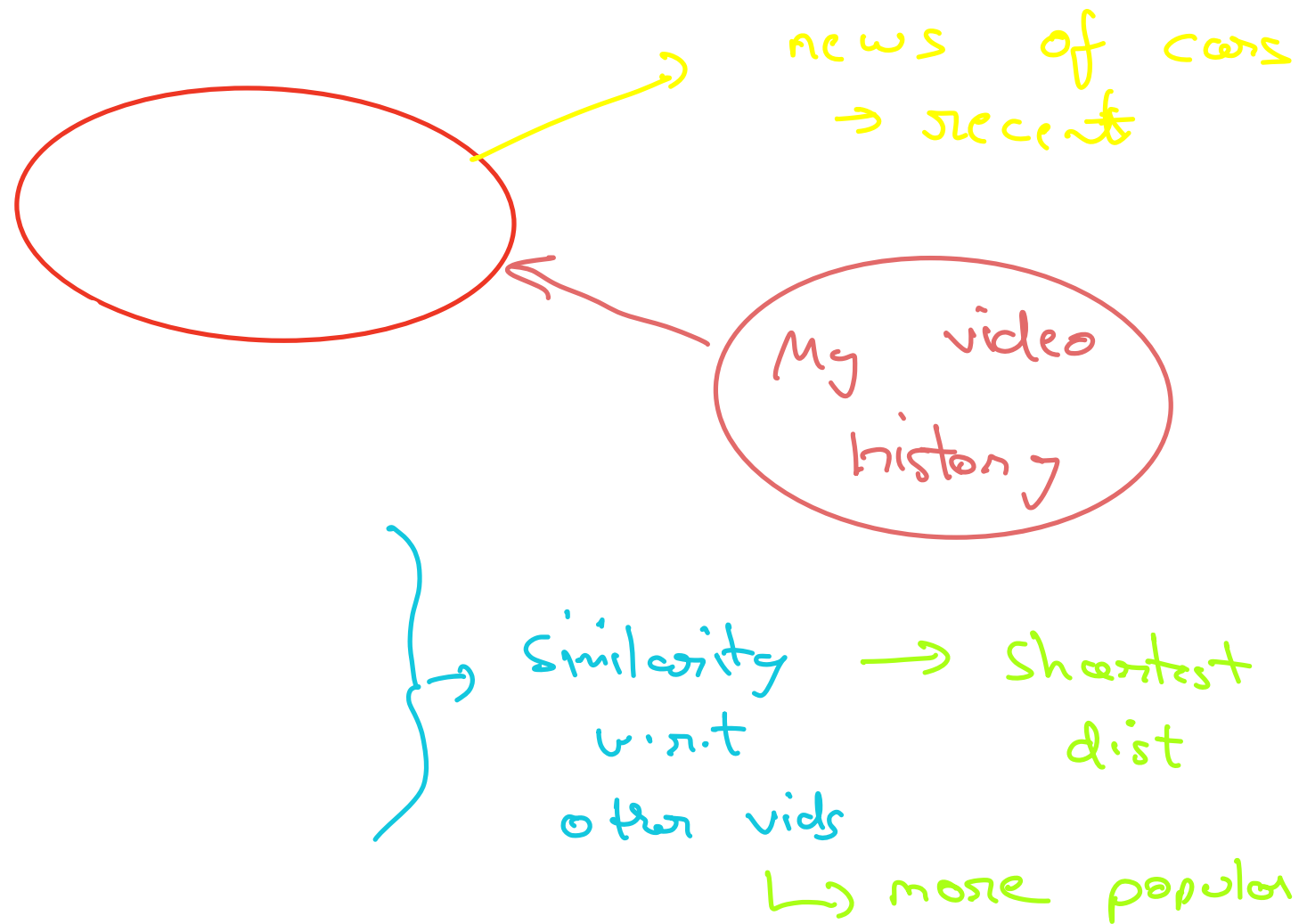
Apriori

How many times  
did it happen in  
the past?

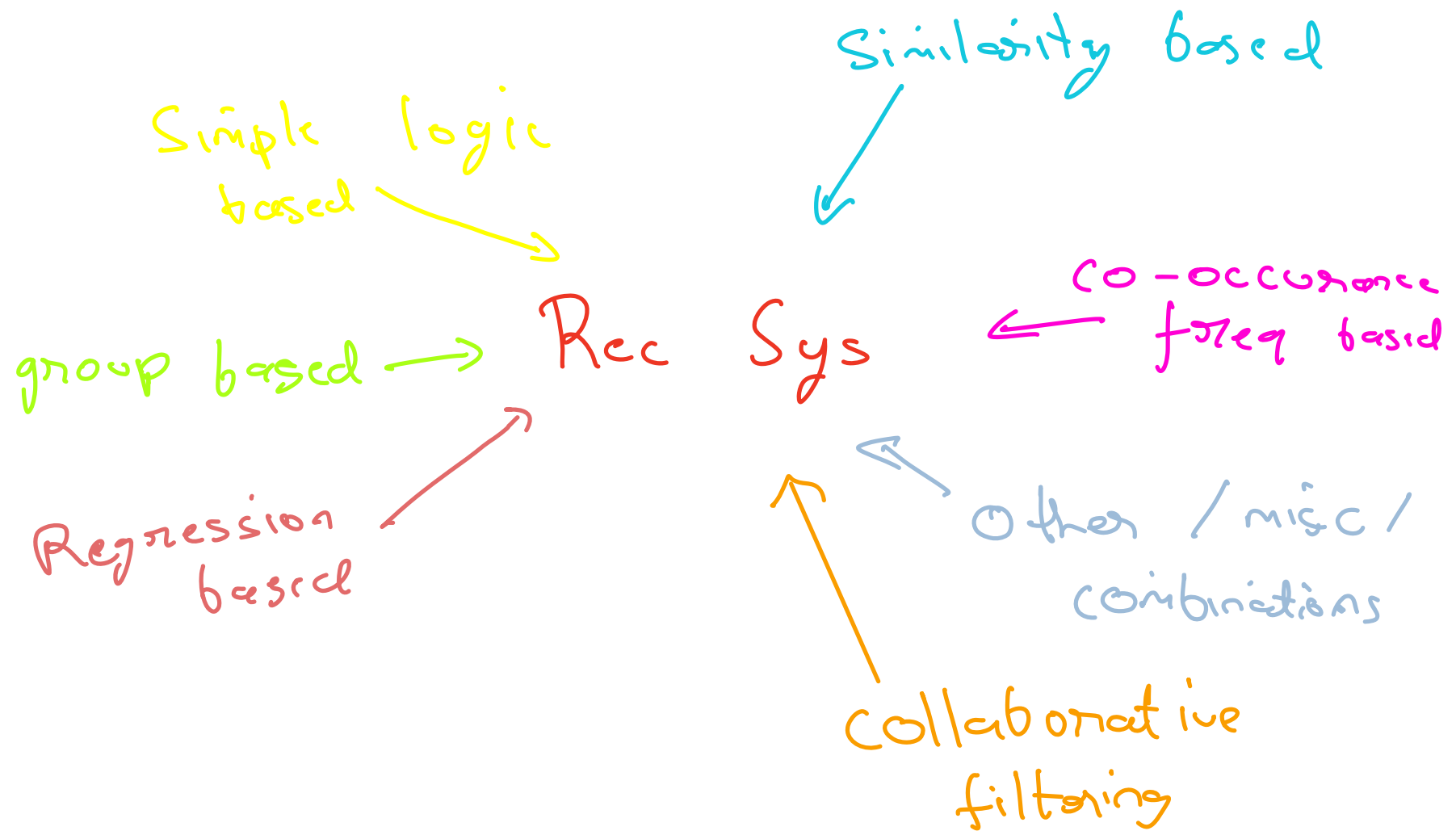
↳ hotels in Kashmir  
↳ sweaters.



# Youtube



# Broad Ideas



\* could be many more types of ideas

## Feedback Signals

Q: How can you tell if a user would appreciate your recommendation on any item in general?