**Risk Identification**

1. The risk in recommender systems is the possibility to disturb or to upset the user which leads to a bad answer of the user

In response to these challenges, the authors inhave developed a dynamic risk sensitive recommendation system called DRARS (Dynamic Risk-Aware Recommender System), which models the context-aware recommendation as a bandit problem. This system combines a content-based technique and a contextual bandit algorithm.

## Lack of Data,

## CF cannot be used for small amount of data as the recommender systems need a lot of data to effectively make recommendations; hence we use a large datasets.

## Changing Data

## **The trends are always changing** clearly an algorithmic approach will find it difficult if not impossible to keep up with fashion trends. Hence we use item to item collaborative filtering rather than user to user collaborative filtering.

## Privacy Risk

## Revealing personnel information of the users hence algorithm, predicts and provides the information about the most appropriate item for the user, based on personal information supplied by users.

## Inaccuracy of the prediction

## To mitigate this risk using automatic recommender system with the demand expansion for real-time personalized online services.

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