# 猜你喜欢

输入- Hive表：knowyou\_ott.ads\_rec\_userdetail\_wtr，取最近一个月的数据

|  |  |
| --- | --- |
| 字段 | 备注 |
| device\_id | 设备编号 |
| video\_id | 节目编号 |
| video\_name | 节目名称 |
| content\_type | 节目类型 |

输出 - Hbase表，猜你喜欢推荐表，推荐时去除用户观看历史节目的top50：

|  |  |  |
| --- | --- | --- |
| 字段 | 取值 | 备注 |
| rowkey | “device\_id”\_07 | Hbase rowkey |
| tableName | hlwdsyyzsns1:rec\_guess | Hbase表名 |
| FAMILY\_NAME | “info” | Hbase表列簇 |
| column\_list | "items" | 列 |
| value\_list | [{"itemid":"videoid","type":"content\_type","itemname":"video\_name","picurl":"","param1":"","param2":"","param3":""}, …] | 具体值，推荐结果，json格式 |

# 相关推荐

输入：

1. 猜你喜欢ALS算法训练特征矩阵
2. Hive表：knowyou\_ott.ads\_rec\_userdetail\_wtr，取最近一个月的数据

|  |  |
| --- | --- |
| 字段 | 备注 |
| device\_id | 设备编号 |
| video\_id | 节目编号 |
| video\_name | 节目名称 |
| content\_type | 节目类型 |

输出 – Hbase表，相关推荐表，每个节目推荐最相关的top50：

|  |  |  |
| --- | --- | --- |
| 字段 | 取值 | 备注 |
| rowkey | “video\_id”\_07 | Hbase rowkey |
| tableName | hlwdsyyzsns1:rec\_relative | Hbase表名 |
| FAMILY\_NAME | “info” | Hbase表列簇 |
| column\_list | "items" | 列 |
| value\_list | [{"itemid":"videoid","type":"content\_type","itemname":"video\_name","picurl":"","param1":"","param2":"","param3":""}, …] | 具体值，推荐结果，json格式 |

# 热门推荐

输入 - Hive表：knowyou\_ott.ads\_rec\_userdetail\_wtr，取最近一个月的数据

|  |  |
| --- | --- |
| 字段 | 备注 |
| device\_id | 设备编号 |
| video\_name | 节目名称 |
| content\_type | 节目类型 |
| playnums | 观看次数，count(device\_id) |

输出 – Hbase表，热门推荐表，观看热度排名top50的节目：

|  |  |  |
| --- | --- | --- |
| 字段 | 取值 | 备注 |
| rowkey | 07 | Hbase rowkey |
| tableName | hlwdsyyzsns1:rec\_hot | Hbase表名 |
| FAMILY\_NAME | “info” | Hbase表列簇 |
| column\_list | "items" | 列 |
| value\_list | [{"itemid":"videoid","type":"content\_type","itemname":"video\_name","picurl":"","param1":"","param2":"","param3":""}, …] | 具体值，推荐结果，json格式 |