

# Factorization Machine with context - Partial

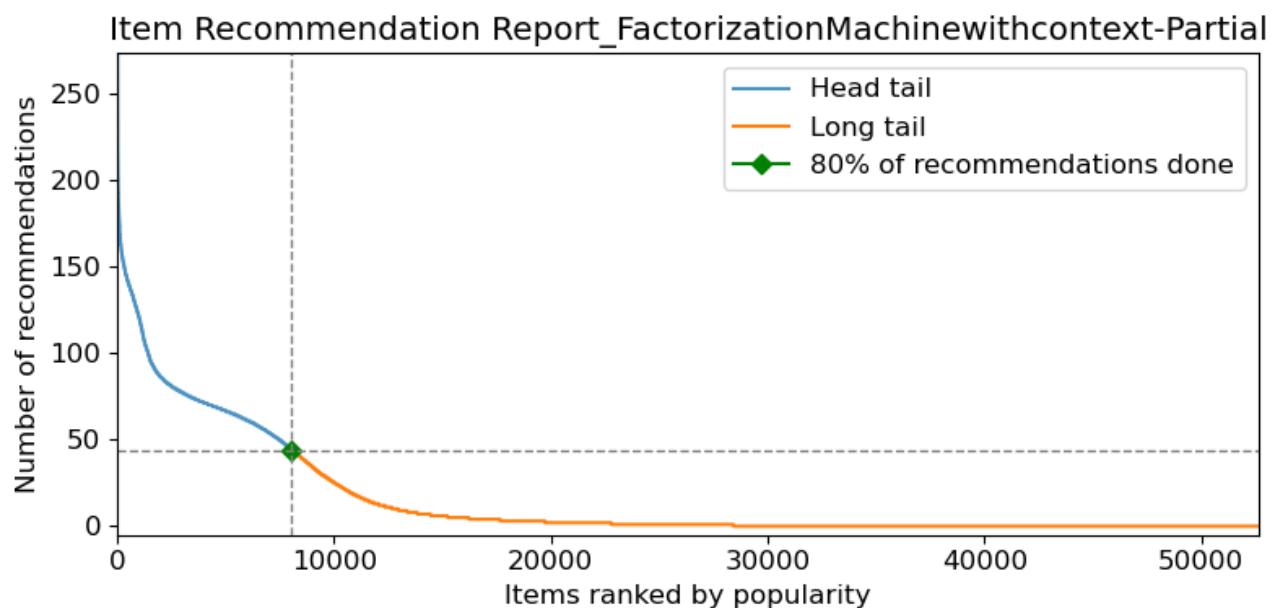
Class name ContextFactorizationMachineModel

## Model results

HR@10 NDCG@10 COV@10 GINI@10 NOV@10  
0.5272 0.2958 0.5398 0.8095 8.8071

## Recommendation distribution

Number Products at what reach the 80% of the recommendations 8017 (Accumulate recommendations 640003)



## 100 first items and accumulative percentage or 80% (whatever it happens first)

Total number of items > 800000

Cummulative percentaje displayed items -> 2.4139 %

|                            |                            |                            |                            |                            |                            |                            |                            |                            |                            |
|----------------------------|----------------------------|----------------------------|----------------------------|----------------------------|----------------------------|----------------------------|----------------------------|----------------------------|----------------------------|
|                            |                            |                            |                            |                            |                            |                            |                            |                            |                            |
| 0372860001<br>81557<br>273 | 0863595006<br>80170<br>250 | 0715624001<br>82114<br>246 | 0751471001<br>80258<br>242 | 0706016001<br>80783<br>235 | 0610776002<br>80672<br>234 | 0787946002<br>82041<br>230 | 0806388001<br>80286<br>223 | 0827968001<br>82062<br>223 | 0915526002<br>88691<br>220 |
|                            |                            |                            |                            |                            |                            |                            |                            |                            |                            |
| 0806388002<br>80289<br>219 | 0579541001<br>81931<br>217 | 0850917001<br>80475<br>214 | 0762846031<br>89776<br>214 | 0706016002<br>80124<br>210 | 0678942001<br>80992<br>210 | 0918292001<br>81888<br>210 | 0554450001<br>82673<br>208 | 0160442010<br>86841<br>207 | 0827968004<br>80751<br>205 |



0547780003  
80642  
204

0464297007  
80163  
203

0803757001  
81185  
202

0568601006  
81688  
202

0759871025  
81856  
202

0610776001  
80549  
201

0685814003  
87046  
201

0768912001  
81382  
200

0673677002  
81329  
199

0896152002  
83626  
199



0372860002  
82982  
197

0816563001  
83321  
197

0896152001  
87005  
197

0456163060  
80284  
195

0800691008  
81431  
195

0791587001  
84015  
194

0893059004  
80324  
193

0673396002  
81331  
193

0751471043  
88223  
193

0714790020  
80319  
192



0685816001  
80550  
192

0859125001  
81894  
192

0568597006  
81993  
192

0736870001  
89671  
191

0559616013  
81042  
189

0636323001  
83277  
188

0720125041  
80574  
187

0762846006  
81340  
187

0759871002  
81859  
187

0751664001  
86512  
187



0711053003  
86563  
187

0733097001  
87875  
187

0783346001  
82856  
186

0832473001  
85218  
186

0760084003  
80714  
185

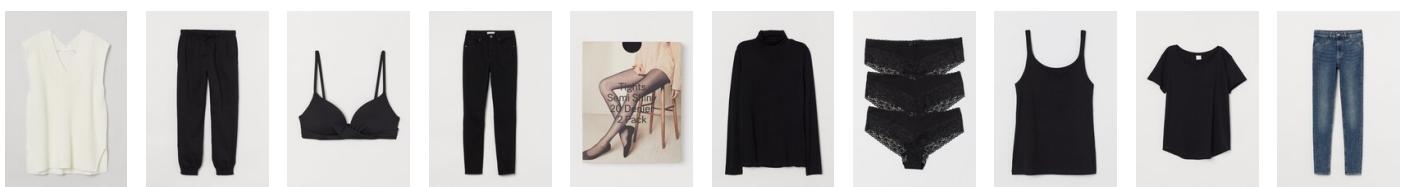
0739590032  
80879  
185

0685813001  
80626  
184

0717490008  
81139  
184

0706016006  
82800  
184

0866731001  
84884  
184



0915526001  
87029  
184

0759814009  
82120  
183

0806225002  
82868  
183

0562245046  
80388  
182

0228257001  
86031  
182

0785018003  
80354  
181

0719655001  
80596  
181

0841383002  
81179  
181

0554598001  
82205  
181

0706016003  
82668  
181



0762846008  
83602  
181

0714790017  
80145  
179

0800245001  
80742  
179

0806388003  
80800  
179

0717490064  
81140  
179

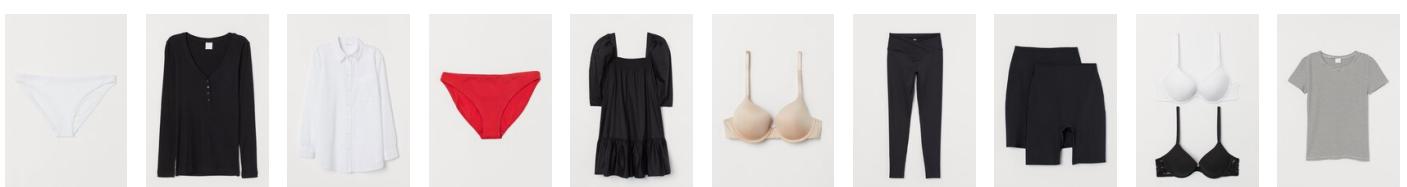
0456163086  
92458  
179

0470789019  
80635  
178

0717490058  
81125  
178

0557994003  
81600  
178

0717490010  
82697  
178



0599580012  
84446

0819520001  
86376

0751592001  
87035

0599580038  
82823

0857571001  
80092

0700701001  
80721

0809961002  
81992

0278811006  
86459

0723469001  
86557

0778064028  
87278

|                            |                            |                            |                            |                            |                            |                            |                            |                            |                            |     |
|----------------------------|----------------------------|----------------------------|----------------------------|----------------------------|----------------------------|----------------------------|----------------------------|----------------------------|----------------------------|-----|
| 178                        | 178                        | 178                        | 177                        | 176                        | 176                        | 176                        | 176                        | 176                        | 176                        | 176 |
|                            |                            |                            |                            |                            |                            |                            |                            |                            |                            |     |
| 0685814001<br>80056<br>175 | 0160442007<br>80619<br>175 | 0685814005<br>82311<br>175 | 0850244002<br>83216<br>175 | 0835348001<br>87022<br>175 | 0817354001<br>87037<br>175 | 0810838010<br>80458<br>174 | 0373506001<br>89331<br>174 | 0778064001<br>80328<br>173 | 0624486001<br>80797<br>173 |     |

## First users sample

User: FN 1.0

Active 1.0

club\_member\_status ACTIVE

fashion\_news\_frequency Regularly

age 31.0

postal\_code 9a9d6e1a1a1092815671be3a44a1365b678ac3e51fba4e...

Name: 0001177027259b455f979d85a278e4b280205d4de5cce4bb83ccbb8d5dbb4b92, dtype: object

## Ground truth + last interactions

|                                  |                                  |                                  |                                  |                                  |                                  |                                  |                                  |                                  |                                  |
|----------------------------------|----------------------------------|----------------------------------|----------------------------------|----------------------------------|----------------------------------|----------------------------------|----------------------------------|----------------------------------|----------------------------------|
|                                  |                                  |                                  |                                  |                                  |                                  |                                  |                                  |                                  |                                  |
| 0708485004<br>80000<br>channel 2 | 0820462009<br>80001<br>channel 2 | 0863456003<br>80002<br>channel 2 | 0570002090<br>80003<br>channel 2 | 0863456005<br>80004<br>channel 2 | 0869232001<br>80005<br>channel 2 | 0810170001<br>80006<br>channel 2 | 0810172003<br>80007<br>channel 2 | 0775402002<br>80008<br>channel 2 | 0857716002<br>80009<br>channel 2 |
|                                  |                                  |                                  |                                  |                                  |                                  |                                  |                                  |                                  |                                  |
| 0841632001<br>80010<br>channel 2 | 0811715001<br>80011<br>channel 2 | 0777243002<br>80012<br>channel 2 | 0860170002<br>80013<br>channel 2 | 0831429001<br>80014<br>channel 2 | 0198714001<br>80015<br>channel 2 | 0857725002<br>80016<br>channel 2 | 0851450001<br>80017<br>channel 2 | 0867989001<br>80018<br>channel 2 | 0834063003<br>80019<br>channel 2 |
|                                  |                                  |                                  |                                  |                                  |                                  |                                  |                                  |                                  |                                  |
| 0810800001<br>80020<br>channel 2 | 0820032004<br>80021<br>channel 2 | 0852149001<br>80022<br>channel 2 | 0851936003<br>80023<br>channel 2 | 0706104007<br>80024<br>channel 2 | 0811715001<br>80011<br>channel 2 | 0843940001<br>80025<br>channel 2 |                                  |                                  |                                  |

## Recommendations

|                     |                     |                     |                     |                      |                                   |                     |                     |                     |                     |
|---------------------|---------------------|---------------------|---------------------|----------------------|-----------------------------------|---------------------|---------------------|---------------------|---------------------|
|                     |                     |                     |                     |                      |                                   |                     |                     |                     |                     |
| 0507883009<br>81323 | 0832177001<br>88195 | 0797456001<br>92922 | 0808628004<br>96420 | 0351484037<br>103899 | <b>0708485004</b><br><b>80000</b> | 0774113006<br>85015 | 0855816001<br>82402 | 0835730001<br>81570 | 0756209001<br>99180 |

User: FN NaN

Active NaN

club\_member\_status ACTIVE

fashion\_news\_frequency NONE

age 24.0

postal\_code 8eacf865805e6b284a015bc1d0594252dd07451f5c7616...

Name: 00023e3dd8618bc63ccad995a5ac62e21177338d642d66b42e0038c6b10f655a, dtype: object

### Ground truth + last interactions

|                                                                                     |                                                                                     |                                                                                     |                                                                                     |                                                                                     |                                                                                     |                                                                                      |                                                                                       |                                                                                       |                                                                                       |
|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|
|    |    |    |    |    |    |    |    |    |    |
| 0861608003<br>80026<br>channel 1                                                    | 0875469004<br>80027<br>channel 1                                                    | 0733097008<br>80028<br>channel 1                                                    | 0636207005<br>80029<br>channel 1                                                    | 0452818001<br>80030<br>channel 1                                                    | 0837941001<br>80031<br>channel 2                                                    | 0837941001<br>80031<br>channel 2                                                     | 0829845004<br>80032<br>channel 2                                                      | 0835417001<br>80033<br>channel 2                                                      | 0812668001<br>80034<br>channel 2                                                      |
|    |    |    |    |    |    |    |    |    |    |
| 0772349002<br>80035<br>channel 2                                                    | 0843200001<br>80036<br>channel 2                                                    | 0830487001<br>80037<br>channel 2                                                    | 0715828013<br>80038<br>channel 2                                                    | 0752091012<br>80039<br>channel 2                                                    | 0831417001<br>80040<br>channel 1                                                    | 0835543001<br>80041<br>channel 1                                                     | 0772570003<br>80042<br>channel 1                                                      | 0827637001<br>80043<br>channel 1                                                      | 0806269001<br>80044<br>channel 1                                                      |
|  |  |  |  |  |  |  |  |  |  |
| 0767543001<br>80045<br>channel 1                                                    | 0780400001<br>80046<br>channel 1                                                    | 0812241004<br>80047<br>channel 1                                                    | 0697315001<br>80048<br>channel 1                                                    | 0685815004<br>80049<br>channel 2                                                    | 0685815004<br>80049<br>channel 2                                                    | 0796685001<br>80050<br>channel 2                                                     | 0754323002<br>80051<br>channel 2                                                      | 0763469001<br>80052<br>channel 2                                                      | 0837368001<br>80053<br>channel 2                                                      |
|  |  |  |  |  |  |  |  |                                                                                       |                                                                                       |
| 0811235002<br>80054<br>channel 2                                                    | 0755609003<br>80055<br>channel 2                                                    | 0685814001<br>80056<br>channel 2                                                    | 0685814020<br>80057<br>channel 2                                                    | 0663009004<br>80058<br>channel 2                                                    | 0755609001<br>80059<br>channel 2                                                    | 0782767001<br>80060<br>channel 2                                                     | 0697315006<br>80061<br>channel 2                                                      |                                                                                       |                                                                                       |

### Recommendations

|                                                                                     |                                                                                     |                                                                                     |                                                                                     |                                                                                     |                                                                                     |                                                                                      |                                                                                       |                                                                                       |                                                                                       |
|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|
|  |  |  |  |  |  |  |  |  |  |
| 0777467001<br>97295<br>channel 2                                                    | 0805000003<br>88476<br>channel 2                                                    | 0667096006<br>98585<br>channel 2                                                    | 0889503001<br>104172<br>channel 2                                                   | 0861608003<br>80026<br>channel 2                                                    | 0820542014<br>81082<br>channel 2                                                    | 0863588002<br>120473<br>channel 2                                                    | 0837049002<br>108385<br>channel 2                                                     | 0509210006<br>85217<br>channel 2                                                      | 0570003031<br>103263<br>channel 2                                                     |

User: FN NaN

Active NaN

club\_member\_status ACTIVE

fashion\_news\_frequency NONE

age 48.0

postal\_code 9b9e1c0198670ed17ef23e4757eac8084be0d4777fd79f...

Name: 0002d2ef78ec29c03a951963a2694be963c06d7123b9726e4bde96e828d770f6, dtype: object

### Ground truth + last interactions

|                                                                                    |                                                                                    |                                                                                    |                                                                                    |                                                                                    |                                                                                    |                                                                                     |                                                                                      |                                                                                      |                                                                                      |
|------------------------------------------------------------------------------------|------------------------------------------------------------------------------------|------------------------------------------------------------------------------------|------------------------------------------------------------------------------------|------------------------------------------------------------------------------------|------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------|
|    |   |   |   |   |   |   |   |   |   |
| 0827411001<br>80062<br>channel 2                                                   | 0832330002<br>80063<br>channel 2                                                   | 0812658001<br>80064<br>channel 2                                                   | 0688537004<br>80065<br>channel 2                                                   | 0780457001<br>80066<br>channel 2                                                   | 0808628002<br>80067<br>channel 2                                                   | 0763673002<br>80068<br>channel 2                                                    | 0854637002<br>80069<br>channel 2                                                     | 0895346003<br>80070<br>channel 2                                                     | 0831467002<br>80071<br>channel 2                                                     |
|    |   |   |   |   |   |   |   |   |   |
| 0818032003<br>80072<br>channel 2                                                   | 0808624001<br>80073<br>channel 2                                                   | 0817353002<br>80074<br>channel 2                                                   | 0779250008<br>80075<br>channel 2                                                   | 0827704004<br>80076<br>channel 2                                                   | 0865714002<br>80077<br>channel 2                                                   | 0779250008<br>80075<br>channel 2                                                    | 0836284003<br>80078<br>channel 2                                                     | 0827704004<br>80076<br>channel 2                                                     | 0836142002<br>80079<br>channel 2                                                     |
|   |  |  |  |  |  |  |  |  |  |
| 0836142003<br>80080<br>channel 2                                                   | 0715624035<br>80081<br>channel 1                                                   | 0828114002<br>80082<br>channel 1                                                   | 0846442003<br>80083<br>channel 1                                                   | 0828114003<br>80084<br>channel 1                                                   | 0823195001<br>80085<br>channel 2                                                   | 0824185001<br>80086<br>channel 2                                                    | 0656304004<br>80087<br>channel 2                                                     | 0781813001<br>80088<br>channel 2                                                     | 0747192001<br>80089<br>channel 2                                                     |
|  |                                                                                    |                                                                                    |                                                                                    |                                                                                    |                                                                                    |                                                                                     |                                                                                      |                                                                                      |                                                                                      |
| 0714825005<br>80090<br>channel 2                                                   |                                                                                    |                                                                                    |                                                                                    |                                                                                    |                                                                                    |                                                                                     |                                                                                      |                                                                                      |                                                                                      |

### Recommendations

|                                                                                    |                                                                                     |                                                                                     |                                                                                     |                                                                                     |                                                                                     |                                                                                      |                                                                                       |                                                                                       |                                                                                       |
|------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|
|  |  |  |  |  |  |  |  |  |  |
| 0827411001<br>80062                                                                | 0810227002<br>86869                                                                 | 0795505001<br>91574                                                                 | 0839457002<br>87632                                                                 | 0519749004<br>94086                                                                 | 0706271028<br>114966                                                                | 0823972001<br>100780                                                                 | 0751471039<br>81967                                                                   | 0757552013<br>94900                                                                   | 0492897001<br>80200                                                                   |

User: FN NaN

Active NaN

club\_member\_status ACTIVE

fashion\_news\_frequency NONE

age 25.0

postal\_code e3fe8160ace8eba9c7e2c8fb711c1b4393994e2c1cd032...

Name: 0002e6cdaab622b5047407efc0d0bf85e23220e092012095d98119fa9cb3cee7, dtype: object

## Ground truth + last interactions

|                                                                                   |                                                                                    |                                                                                    |                                                                                    |                                                                                   |                                                                                   |                                                                                    |                                                                                     |                                                                                     |                                                                                     |
|-----------------------------------------------------------------------------------|------------------------------------------------------------------------------------|------------------------------------------------------------------------------------|------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------|-----------------------------------------------------------------------------------|------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|
|   |   |   |   |  |  |  |  |  |  |
| 0859148001<br>80091<br>channel 1                                                  | 0857571001<br>80092<br>channel 1                                                   | 0849257001<br>80093<br>channel 2                                                   | 0812207003<br>80094<br>channel 2                                                   | 0510420008<br>80095<br>channel 2                                                  | 0830953001<br>80096<br>channel 2                                                  | 0849257002<br>80097<br>channel 2                                                   | 0850622002<br>80098<br>channel 2                                                    | 0858883001<br>80099<br>channel 2                                                    | 0797078014<br>80100<br>channel 2                                                    |
|   |   |   |   |  |  |  |  |  |  |
| 0836699002<br>80101<br>channel 2                                                  | 0881562001<br>80102<br>channel 2                                                   | 0832253001<br>80103<br>channel 2                                                   | 0856332001<br>80104<br>channel 2                                                   | 0749615010<br>80105<br>channel 2                                                  | 0640021011<br>80106<br>channel 2                                                  | 0753737015<br>80107<br>channel 2                                                   | 0640021019<br>80108<br>channel 2                                                    | 0887949002<br>80109<br>channel 2                                                    | 0783346024<br>80110<br>channel 2                                                    |
|  |  |  |  |                                                                                   |                                                                                   |                                                                                    |                                                                                     |                                                                                     |                                                                                     |
| 0835008005<br>80111<br>channel 2                                                  | 0862325004<br>80112<br>channel 2                                                   | 0789303001<br>80113<br>channel 1                                                   | 0665481013<br>80114<br>channel 1                                                   |                                                                                   |                                                                                   |                                                                                    |                                                                                     |                                                                                     |                                                                                     |

## Recommendations

|                                                                                    |                                                                                     |                                                                                     |                                                                                     |                                                                                     |                                                                                     |                                                                                      |                                                                                       |                                                                                       |                                                                                       |
|------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|
|  |  |  |  |  |  |  |  |  |  |
| 0855080004<br>86874                                                                | 0868392003<br>87577                                                                 | 0794320001<br>80838                                                                 | <b>0859148001<br/>80091</b>                                                         | 0689365040<br>89927                                                                 | 0818024001<br>94076                                                                 | 0780297013<br>90305                                                                  | 0572797041<br>81720                                                                   | 0826508010<br>89292                                                                   | 0767799018<br>96789                                                                   |

User: FN NaN

Active NaN

club\_member\_status ACTIVE

fashion\_news\_frequency NONE

age 20.0

postal\_code 777fe14eafe75737a8e234db25da1d0e0c5009c3931f02...

Name: 00045027219e894b683fb4687211e2d0c904c268e9f28d370d9a84994678ac71, dtype: object

## Ground truth + last interactions

|                                                                                    |                                                                                     |                                                                                     |                                                                                     |                                                                                     |                                                                                     |                                                                                      |                                                                                       |                                                                                       |                                                                                       |
|------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|
|  |  |  |  |  |  |  |  |  |  |
| 0879088001<br>80115<br>channel 2                                                   | 0832481001<br>80116<br>channel 1                                                    | 0907696001<br>80117<br>channel 1                                                    | 0817477001<br>80118<br>channel 1                                                    | 0854679002<br>80119<br>channel 2                                                    | 0854677002<br>80120<br>channel 2                                                    | 0864716001<br>80121<br>channel 2                                                     | 0854679005<br>80122<br>channel 2                                                      | 0854677004<br>80123<br>channel 2                                                      | 0706016002<br>80124<br>channel 2                                                      |



0795440007 0609719001 0832298006 0834258001 0699081001 0863665002 0759469001 0632982054 0633152012 0797710001  
80125 80126 80127 80128 80129 80130 80131 80132 80133 80134  
channel 2 channel 1

### Recommendations



0599580067 0827637001 0879088001 0684062001 0786336003 0837306010 0898596005 0902518001 0895418002 0767398001  
91156 80043 80115 92928 80467 92835 88409 94237 87574 101245

User: FN NaN

Active NaN

club\_member\_status ACTIVE

fashion\_news\_frequency NONE

age 21.0

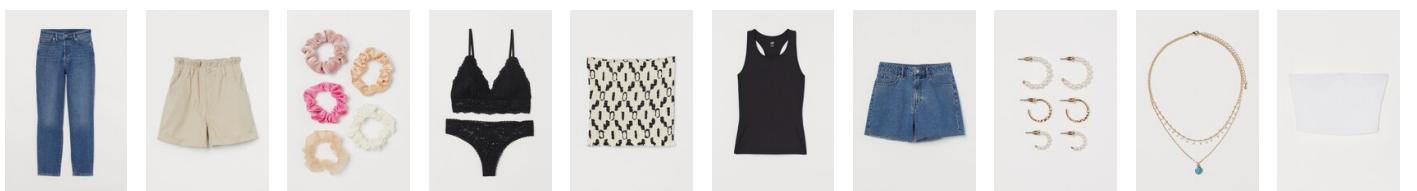
postal\_code 2c29ae653a9282cce4151bd87643c907644e09541abc28...

Name: 0005340aa69bb5a28d98712a36d8f669024bce137e3c82a618ea49032b9023c6, dtype: object

### Ground truth + last interactions



0821395014 0759814036 0806388019 0903306001 0715624008 0903773001 0759814022 0903306003 0821513001 0832036002  
80135 80136 80137 80138 80139 80140 80141 80142 80143 80144  
channel 1 channel 1



0714790017 0859105002 0798902002 0878794001 0832473005 0808569001 0865073005 0865236001 0880597001 0733749010  
80145 80146 80147 80148 80149 80150 80151 80152 80153 80154  
channel 1 channel 1



0839284002 0856310003 0795988001 0787481008 0792058001  
80155 80156 80157 80158 80159  
channel 1 channel 1 channel 1 channel 1 channel 1

### Recommendations







0649397012  
80266  
channel 2



0649397012  
80266  
channel 2



0790132001  
80267  
channel 2



0790132001  
80267  
channel 2



0669091018  
80268  
channel 2



0669091018  
80268  
channel 2



0669091018  
80268  
channel 2

## Recommendations



0838197005  
99617



0823139002  
93830



0779863001  
92926



0823118003  
82067



0730857006  
115108



0855239003  
97201



0907846002  
122405



0824767001  
83405



0743840007  
107391



0803993001  
95216

User: FN NaN

Active NaN

club\_member\_status ACTIVE

fashion\_news\_frequency NONE

age 23.0

postal\_code 3119ea10ffe5ac3419b9127589a61b33e1ae38ecbb997b...

Name: 00077dbd5c4a4991e092e63893ccf29294a9d5c46e85010e95f2fc10bf9437a4, dtype: object

## Ground truth + last interactions



0158340001  
80269  
channel 2



0867966009  
80270  
channel 2



0915529003  
80271  
channel 2



0932798002  
80272  
channel 2



0915529005  
80273  
channel 2



0486639003  
80274  
channel 2



0918171001  
80275  
channel 2



0936622001  
80276  
channel 2



0907149001  
80277  
channel 2



0935892001  
80278  
channel 2



0448509014  
80279  
channel 2



0799365027  
80280  
channel 2



0879189005  
80281  
channel 2



0929744001  
80282  
channel 2



0865799005  
80283  
channel 2



0456163060  
80284  
channel 2



0933989002  
80285  
channel 2



0806388001  
80286  
channel 2



0911950001  
80287  
channel 2



0897687001  
80288  
channel 2



0806388002  
80289  
channel 2



0817401001  
80290  
channel 2



0889379006  
80291  
channel 2



0824337002  
80292  
channel 2



0720125001  
80293  
channel 2



0799190004  
80294  
channel 2



0826949004  
80295  
channel 2



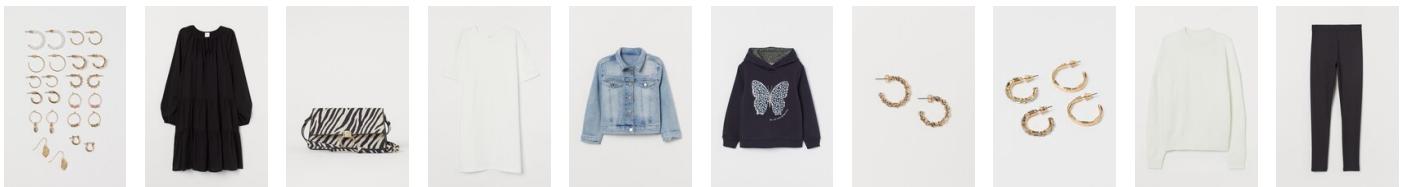
0826955011  
80296  
channel 2



0808651003  
80297  
channel 2



0832311003  
80298  
channel 2



|            |            |            |            |            |            |            |            |            |            |
|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|
| 0880786001 | 0857812003 | 0843906001 | 0825577002 | 0807642001 | 0806199002 | 0861685001 | 0880774001 | 0826492006 | 0796685001 |
| 80299      | 80300      | 80301      | 80302      | 80303      | 80304      | 80305      | 80306      | 80307      | 80050      |
| channel 2  | channel 2  | channel 2  | channel 2  | channel 1  | channel 1  | channel 1  | channel 1  | channel 2  | channel 2  |



0805505001 0777628003 0831686003 0714790020 0843594001 0868410001 0826492007 0763284006  
80316 80317 80318 80319 80320 80321 80322 80323  
channel 2 channel 2

## **Recommendations**



0815564001 0851400001 0791152003 0638355009 0865430001 0847116002 0914351004 0821397004 0889621001 0241602018  
89872 80911 87313 88704 89121 110365 94728 81594 102062 115349

User: FN 1.0

Active 1.0

club\_member\_status ACTIVE

fashion\_news\_frequency Regularly

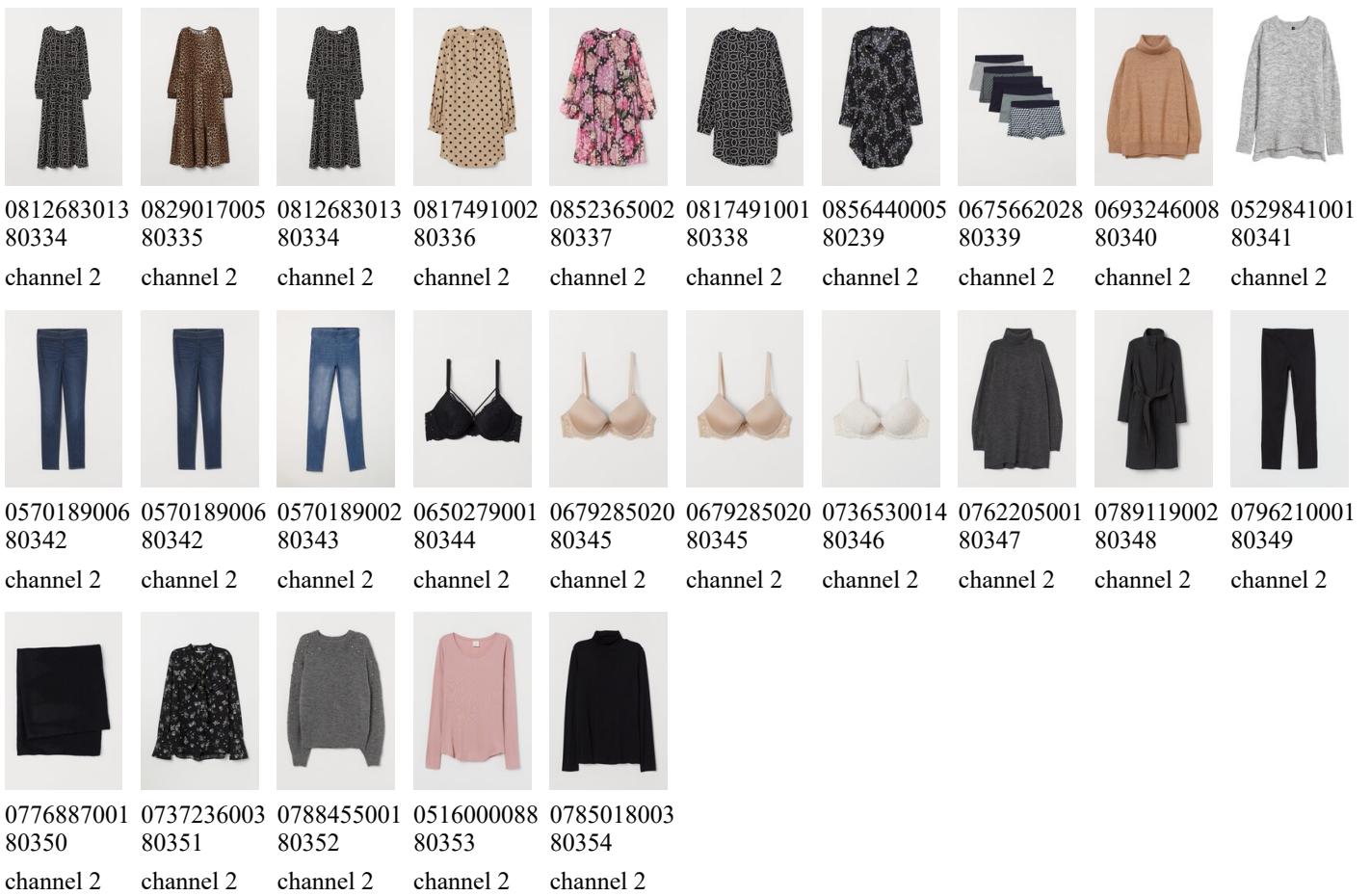
age 50.0

postal\_code 860a370c01b1eeebe3f3c78241f3236c79b0c41669c19e...

Name: 0008968c0d451dbc5a9968da03196fe20051965edde7413775c4eb3be9abe9c2, dtype: object

## Ground truth + last interactions





## Recommendations



User: FN NaN

Active NaN

club\_member\_status ACTIVE

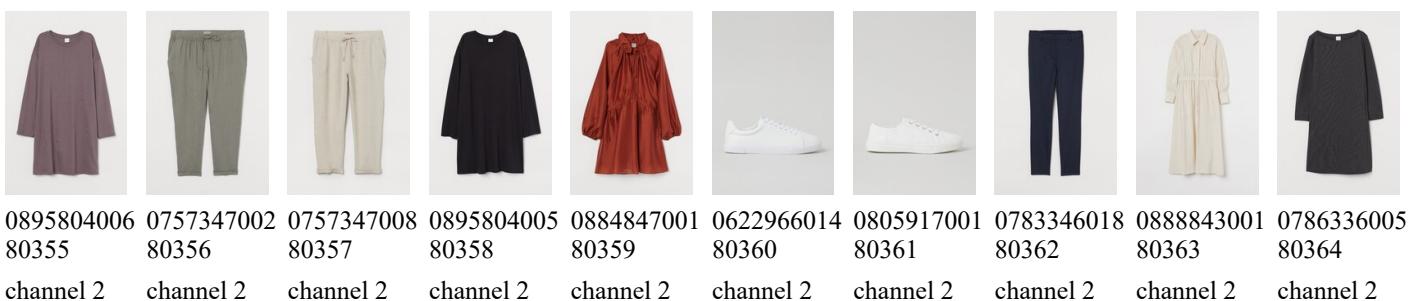
fashion\_news\_frequency NONE

age 35.0

postal\_code b1ea876cc67d31c655cf224127b4b4271f38f496ac892...

Name: 0008d30a148478dc88c69af6c51230ad5802590afc84889af16b661e64407408, dtype: object

## Ground truth + last interactions

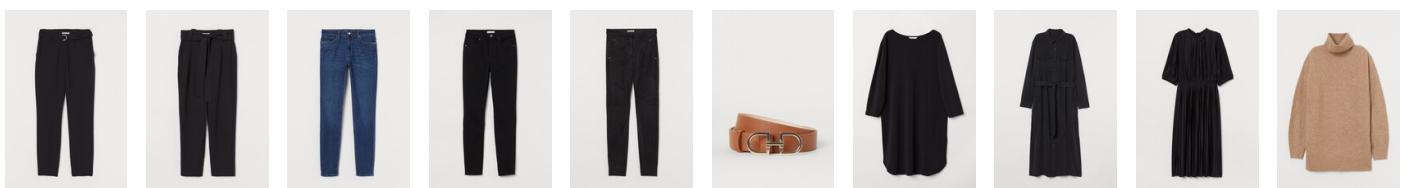




0771337002 0842112001 0857570001 0879646001 0857280001 0602409002 0831395001 0564358053 0822201001 0849586004  
80365 80366 80367 80368 80369 80370 80371 80372 80373 80374  
channel 2 channel 2



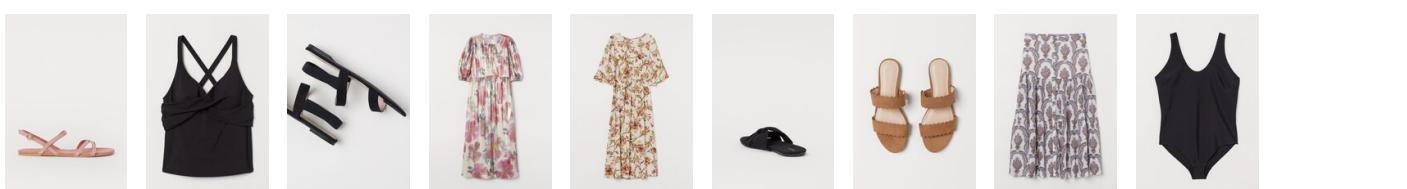
0843332001 0787285005 0837939004 0824526002 0840426001 0608210005 0788846004 0573937001 0653145007 0573937006  
80375 80376 80377 80378 80379 80380 80381 80382 80383 80384  
channel 2 channel 2 channel 2 channel 2 channel 2 channel 1 channel 2 channel 2 channel 2 channel 2



0832616001 0749615001 0562245088 0562245046 0786193001 0775388004 0637255001 0808586001 0800803001 0812167004  
80385 80386 80387 80388 80389 80390 80391 80392 80393 80394  
channel 2 channel 2



0806335001 0784698001 0812241002 0734460002 0631878005 0734460006 0762130001 0592541001 0767133002 0650672001  
80395 80396 80397 80398 80399 80400 80401 80402 80403 80404  
channel 2 channel 2 channel 1 channel 2 channel 2 channel 2 channel 2 channel 2 channel 2 channel 2



0734460006 0710389001 0631878001 0804248001 0764514001 0710056003 0735945002 0771665001 0732297001  
80400 80405 80406 80407 80408 80409 80410 80411 80412  
channel 2 channel 2

## Recommendations



0874619001 0895804006 0822171001 0752814004 0829607001 0808028008 0827349002 0835348001 0809278006 0759847004  
88330 80355 82847 82342 91028 83968 88128 87022 91497 100262

User: FN NaN

Active NaN

club\_member\_status PRE-CREATE

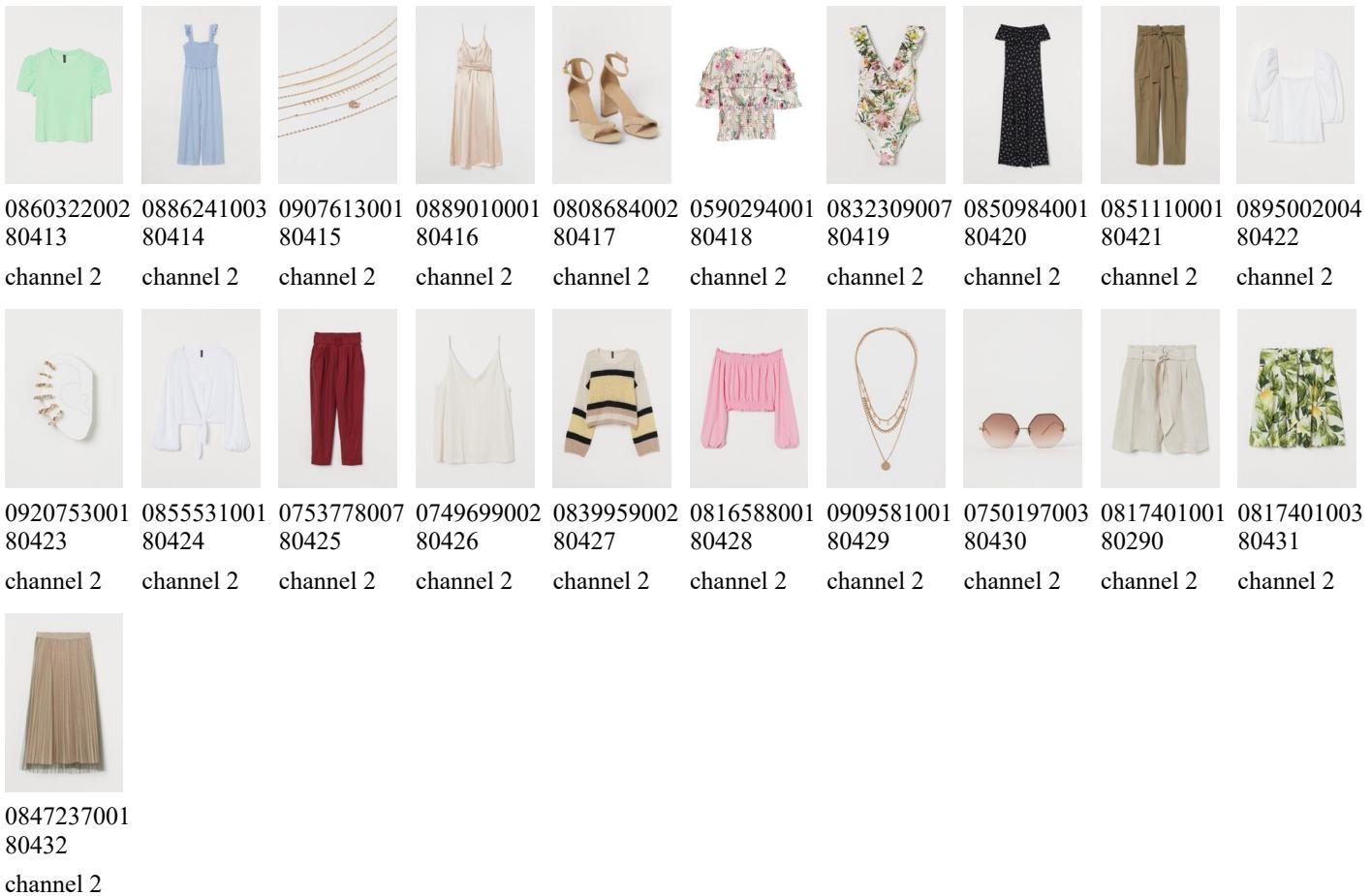
fashion\_news\_frequency NONE

age NaN

postal\_code 69fa89d2815afb4ab4ea461a077a76e4b25f30afc43f4e...

Name: 000a5f3c8be9167cb0d09dd8a17b6b54998e9e83faaf52072ee9434b85c85dd3, dtype: object

### Ground truth + last interactions



### Recommendations



User: FN NaN

Active NaN

club\_member\_status ACTIVE

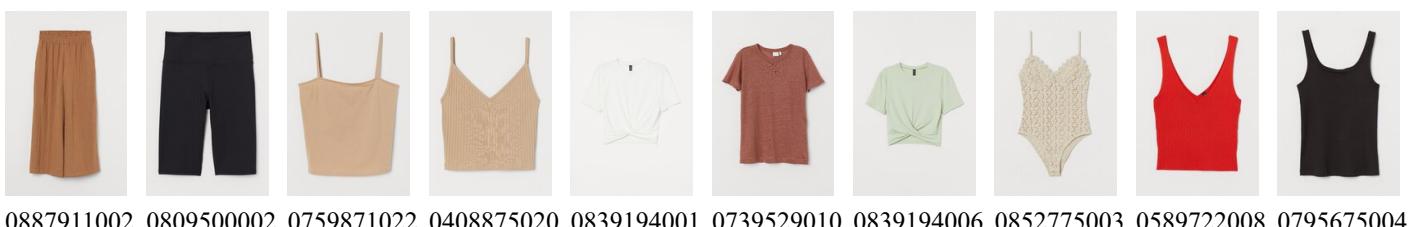
fashion\_news\_frequency NONE

age 33.0

postal\_code a764be1540e0791bac63069dc3ecb9a85e009a4bc09bd7...

Name: 000a74a8ce6e616c1d26d186d8ffae487878b89223b60f5d369665e367faa677, dtype: object

### Ground truth + last interactions



|                                                                                   |                                                                                   |                                                                                   |                                                                                   |                                                                                   |                                                                                   |                                                                                    |                                                                                     |                                                                                     |                                                                                     |
|-----------------------------------------------------------------------------------|-----------------------------------------------------------------------------------|-----------------------------------------------------------------------------------|-----------------------------------------------------------------------------------|-----------------------------------------------------------------------------------|-----------------------------------------------------------------------------------|------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|
| 80433<br>channel 2                                                                | 80434<br>channel 2                                                                | 80435<br>channel 1                                                                | 80436<br>channel 1                                                                | 80437<br>channel 1                                                                | 80438<br>channel 1                                                                | 80439<br>channel 1                                                                 | 80440<br>channel 1                                                                  | 80441<br>channel 1                                                                  | 80442<br>channel 1                                                                  |
|  |  |  |  |  |  |  |  |  |  |
| 0817472002<br>80443<br>channel 1                                                  | 0845032001<br>80444<br>channel 1                                                  | 0751530001<br>80445<br>channel 1                                                  | 0863937008<br>80446<br>channel 1                                                  | 0839194006<br>80439<br>channel 1                                                  | 0832361003<br>80447<br>channel 1                                                  | 0832361001<br>80448<br>channel 1                                                   | 0524529013<br>80449<br>channel 1                                                    | 0826203001<br>80450<br>channel 1                                                    | 0832362003<br>80451<br>channel 1                                                    |
|  |  |  |  |  |  |  |  |  |  |
| 0873653001<br>80452<br>channel 2                                                  | 0742472001<br>80453<br>channel 2                                                  | 0836551006<br>80454<br>channel 2                                                  | 0808619001<br>80455<br>channel 2                                                  | 0808619004<br>80456<br>channel 2                                                  | 0829152002<br>80457<br>channel 2                                                  | 0810838010<br>80458<br>channel 1                                                   | 0787481007<br>80459<br>channel 1                                                    | 0866086001<br>80460<br>channel 1                                                    | 0750423013<br>80461<br>channel 1                                                    |
|  |  |  |  |                                                                                   |                                                                                   |                                                                                    |                                                                                     |                                                                                     |                                                                                     |
| 0810838004<br>80462<br>channel 1                                                  | 0861767002<br>80463<br>channel 1                                                  | 0854043007<br>80464<br>channel 1                                                  | 0832311002<br>80465<br>channel 1                                                  |                                                                                   |                                                                                   |                                                                                    |                                                                                     |                                                                                     |                                                                                     |

## Recommendations

|                                                                                     |                                                                                     |                                                                                     |                                                                                     |                                                                                     |                                                                                     |                                                                                      |                                                                                       |                                                                                       |                                                                                       |
|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|
|  |  |  |  |  |  |  |  |  |  |
| 0698276007<br>93917                                                                 | 0673638001<br>94545                                                                 | 0864846001<br>84843                                                                 | 0793185029<br>91923                                                                 | 0774012002<br>81901                                                                 | <b>0887911002<br/>80433</b>                                                         | 0559630027<br>91521                                                                  | 0784677002<br>101954                                                                  | 0881497002<br>86270                                                                   | 0347200001<br>80547                                                                   |

User: FN NaN

Active NaN

club\_member\_status ACTIVE

fashion\_news\_frequency NONE

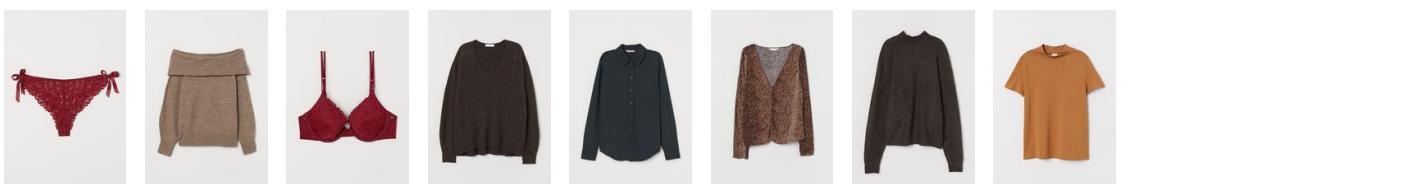
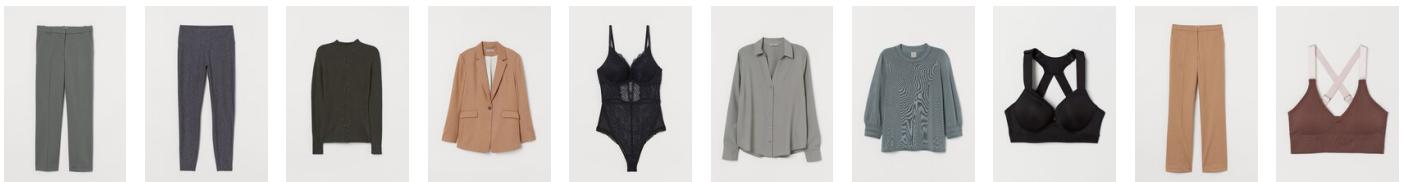
age 52.0

postal\_code ce8fa5fed635b26618fbf59031e307b50aceb1dbe3fb39...

Name: 000ab6e1f39b83d936d5855c412d9695f40331c3e9d632d70f6e823ff7aa2b16, dtype: object

## Ground truth + last interactions

|                                                                                     |                                                                                     |                                                                                     |                                                                                     |                                                                                     |                                                                                     |                                                                                      |                                                                                       |                                                                                       |                                                                                       |
|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|
|  |  |  |  |  |  |  |  |  |  |
| 0562245097<br>80466<br>channel 1                                                    | 0786336003<br>80467<br>channel 1                                                    | 0822238003<br>80468<br>channel 1                                                    | 0757906005<br>80469<br>channel 1                                                    | 0610776068<br>80470<br>channel 1                                                    | 0876337001<br>80471<br>channel 2                                                    | 0807820010<br>80472<br>channel 2                                                     | 0568601038<br>80473<br>channel 2                                                      | 0864500001<br>80474<br>channel 2                                                      | 0850917001<br>80475<br>channel 2                                                      |



0776041002 0662888013 0792817002 0693243015 0762856008 0805976001 0763280004 0790096003  
80493 80494 80495 80496 80497 80498 80499 80500  
channel 1 channel 1

## **Recommendations**



0798579013 0923466001 0850626002 0507909003 0524529001 0767579003 0793878003 0843940005 0787989001 0680034002  
84215 87194 97170 96769 91001 100112 105868 97991 124767 132535

User: FN 1.0

Active 1.0

club\_member\_status ACTIVE

### fashion\_news\_frequency Regularly

age 59. $\bar{0}$

postal\_code 2c29ae653a9282cce4151bd87643c907644e09541abc28...

Name: 000b31552d3785c79833262bbeefafa484cbc43d7b612b3c8fc696260b5afaadc4, dtype: object

## Ground truth + last interactions







0569997022 0452898031 0569997012 0596400008 0575347010 0791837001 0347200001 0778175001  
 80541 80542 80543 80544 80545 80546 80547 80548  
 channel 1 channel 1

## Recommendations



0778064004 0816423004 0799071001 0790096002 **0756420005** 080523 0794222001 0763270002 0769073003 0751560002 0777229005  
 82919 87895 86271 93994 80523 100933 80615 102225 99592 121097

User: FN NaN

Active NaN

club\_member\_status ACTIVE

fashion\_news\_frequency NONE

age 21.0

postal\_code 39026059913abad166ae7c725d5b3714bc04b41e0a565f...

Name: 000c742a054f1180117024953ea31c3fa65eb47e69990a405f4fc5a2d3fbe6aa, dtype: object

## Ground truth + last interactions



0610776001 0685816001 0767577038 0902518003 0767577045 0688728023 0685600024 0772773001 0821163003 0816423002  
 80549 80550 80551 80552 80553 80554 80555 80556 80557 80558  
 channel 2 channel 2 channel 1 channel 1 channel 1 channel 2 channel 2 channel 1 channel 1 channel 1

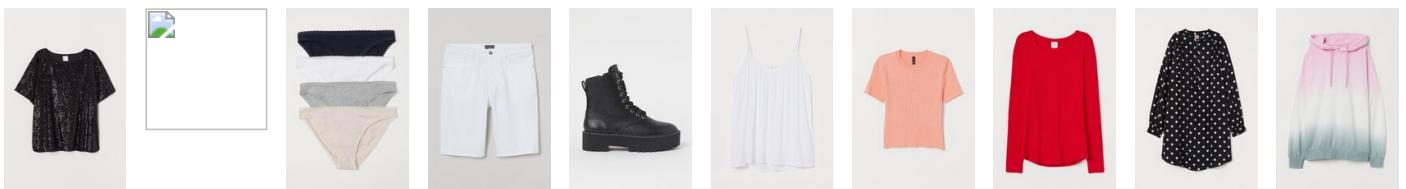


0678942039 0707135012 0859105006 0906635003 0865076002 0699923113 0827359018 0827359014 0649439001 0730863005  
 80559 80560 80561 80562 80563 80564 80565 80566 80567 80568  
 channel 1 channel 1 channel 1 channel 1 channel 1 channel 2 channel 2 channel 2 channel 1 channel 1



0836997001 0782616035 0818947005 0720504007 0795243001  
 80569 80570 80571 80572 80573  
 channel 1 channel 1 channel 1 channel 1 channel 1

## Recommendations



0798791001 0594987012 0857453006 0916256001 0887770002 0808748002 0516000093 0812241004 0826213002  
86978 80549 107473 93521 89397 80173 81059 97055 80047 103226

User: FN 1.0

Active 1.0

club\_member\_status ACTIVE

fashion\_news\_frequency Regularly

age 67.0

postal\_code bdc369501324ac90384f266a514abd65ecd5371de8c6df...

Name: 000eae69313b4fc1824fa7e439f168cc140bf4c3f3a7e95722a62d209c296c60, dtype: object

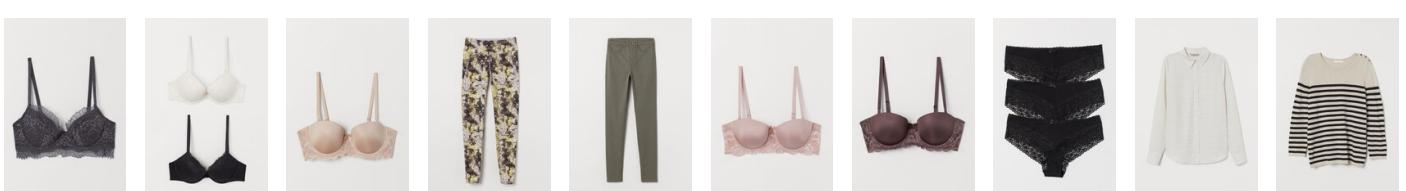
### Ground truth + last interactions



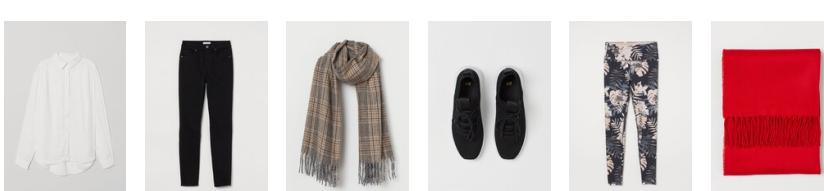
0720125041 0562245018 0562245018 0562245088 0562245025 0599580061 0844294002 0762096002 0795621001 0679285019  
80574 80575 80575 80387 80576 80577 80578 80579 80580 80581  
channel 2 channel 2



0829991002 0787481007 0841402001 0841402003 0679285018 0679285016 0828268001 0846327003 0589599047 0746775003  
80582 80459 80583 80584 80585 80586 80241 80587 80588 80589  
channel 2 channel 2 channel 1 channel 1 channel 2 channel 2 channel 2 channel 2 channel 2 channel 2 channel 2



0746775005 0795621001 0699598004 0840203001 0706016011 0699598011 0699598006 0719655001 0762856014 0764084011  
80590 80580 80591 80592 80593 80594 80595 80596 80597 80598  
channel 2 channel 1 channel 2 channel 2 channel 2 channel 2 channel 2 channel 1 channel 1 channel 1



0697054003 0562245046 0762015003 0808919001 0730683006 0757903002  
80599 80388 80600 80601 80602 80603  
channel 1 channel 2 channel 2 channel 2 channel 2 channel 2

### Recommendations



0824185001 0816597004 0516000091 0788632009 0711053004 0870970004 0618287010 **0720125041**  
80086 95406 82245 92954 81534 103479 95206 **80574**

User: FN NaN

Active NaN

club\_member\_status ACTIVE

fashion\_news\_frequency NONE

age 48.0

postal\_code d0b267896af62f036d4871ad5edf0aa6c9cf6d77207df...

Name: 000f7535bdc611ad136a9f04746d6b1431f50a7f60fbbed14ea401d602badb69, dtype: object

### Ground truth + last interactions



0910132001 0453358002 0875469004 0869052001 0857855001 0816166004 0859711001 0853325001 0751471001 0818031002  
80604 80605 80027 80606 80607 80608 80609 80610 80258 80176

channel 1 channel 1



0751471021 0816845001 0842302002 0614854013 0763270002 0653275008 0653275005 0817953001 0763270002 0160442007  
80611 80612 80613 80614 80615 80616 80617 80618 80615 80619

channel 1 channel 1

### Recommendations



0706016002 0905914002 0682550010 0696991021 0887911001 0844233001 0823168002 0739819009 0744112001 0866605001  
80124 99873 87956 118179 83588 92912 81423 80232 114443 89283

User: FN NaN

Active NaN

club\_member\_status ACTIVE

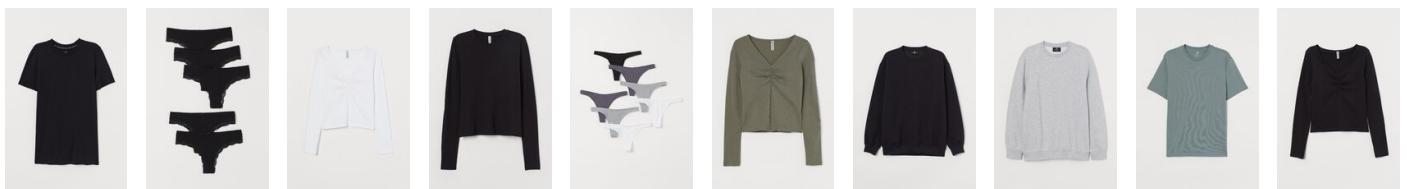
fashion\_news\_frequency NONE

age 41.0

postal\_code 257dc7b7d0e974a06cddfec553e3ac7916142ac4f6c5c8...

Name: 000fa1b80857fa40bf25990bc1b1b65afc63923a8e4b5762db34e4bb46032d29, dtype: object

### Ground truth + last interactions



0879291001 0758034001 0801673002 0762143001 0748355018 0801673015 0685813001 0685813037 0863587005 0801673001  
80620 80621 80622 80623 80624 80625 80626 80627 80628 80629  
channel 2 channel 2 channel 2 channel 2 channel 2 channel 2 channel 1 channel 1 channel 1 channel 2



0872278001 0880099002 0835605004 0868059001 0843551003 0810838010 0470789019 0863477001 0717816003 0820960002  
80630 80631 80632 80633 80634 80458 80635 80636 80637 80638  
channel 2 channel 2 channel 2 channel 2 channel 1 channel 1 channel 2 channel 2 channel 2 channel 2



0470789019 0741356003 0718278001 0733749025 0547780003 0789326001 0685814001 0685813003 0836327003 0752857001  
80635 80639 80640 80641 80642 80643 80056 80644 80645 80646  
channel 2 channel 2 channel 1 channel 1 channel 1 channel 2 channel 2 channel 2 channel 2 channel 2



0764624005 0773989001  
80647 80648  
channel 2 channel 1

## Recommendations



0730946001 0852614001 0761204006 0762656002 0925372001 0803986002 0717773004 0805142001 0869005005 0869530001  
92142 95621 94139 85008 101574 92488 87200 99996 111211 112705

User: FN NaN

Active NaN

club\_member\_status ACTIVE  
fashion\_news\_frequency NONE

age 27.0

postal\_code f49ac7d8eda78e3736a1827e22119bc273b39ab83128af...

Name: 00111614ae738d0b5241b561b61d1d639e2ac2f4da7563b2444ccc3462e4025c, dtype: object

## Ground truth + last interactions

|                                  |                                  |                                  |                                  |                                  |                                  |                                  |                                  |                                  |                                  |
|----------------------------------|----------------------------------|----------------------------------|----------------------------------|----------------------------------|----------------------------------|----------------------------------|----------------------------------|----------------------------------|----------------------------------|
|                                  |                                  |                                  |                                  |                                  |                                  |                                  |                                  |                                  |                                  |
| 0688537004<br>80065<br>channel 2 | 0590928001<br>80649<br>channel 2 | 0712924012<br>80650<br>channel 2 | 0590928022<br>80651<br>channel 2 | 0832527002<br>80652<br>channel 2 | 0590928001<br>80649<br>channel 2 | 0684209004<br>80653<br>channel 2 | 0712924012<br>80650<br>channel 2 | 0599580049<br>80654<br>channel 2 | 0833493002<br>80655<br>channel 2 |
|                                  |                                  |                                  |                                  |                                  |                                  |                                  |                                  |                                  |                                  |
| 0590928022<br>80651<br>channel 2 | 0590928023<br>80656<br>channel 2 | 0712924014<br>80657<br>channel 2 | 0832527002<br>80652<br>channel 2 | 0590928001<br>80649<br>channel 2 | 0712924012<br>80650<br>channel 2 | 0833493002<br>80655<br>channel 2 | 0812364001<br>80658<br>channel 2 | 0590928022<br>80651<br>channel 2 | 0599580047<br>80659<br>channel 2 |
|                                  |                                  |                                  |                                  |                                  |                                  |                                  |                                  |                                  |                                  |
| 0794007001<br>80660<br>channel 2 | 0590928023<br>80656<br>channel 2 | 0776237021<br>80661<br>channel 2 | 0689389058<br>80662<br>channel 2 | 0712924014<br>80657<br>channel 2 | 0802980001<br>80663<br>channel 2 | 0590928001<br>80649<br>channel 2 | 0791795006<br>80664<br>channel 2 | 0818166001<br>80665<br>channel 2 | 0712924012<br>80650<br>channel 2 |
|                                  |                                  |                                  |                                  |                                  |                                  |                                  |                                  |                                  |                                  |
| 0762856014<br>80597<br>channel 2 | 0519583035<br>80666<br>channel 2 | 0573390001<br>80667<br>channel 2 | 0622962001<br>80668<br>channel 2 | 0590928022<br>80651<br>channel 2 | 0777292001<br>80669<br>channel 2 |                                  |                                  |                                  |                                  |

## Recommendations

|                     |                     |                     |                     |                      |                     |                     |                     |                      |                     |
|---------------------|---------------------|---------------------|---------------------|----------------------|---------------------|---------------------|---------------------|----------------------|---------------------|
|                     |                     |                     |                     |                      |                     |                     |                     |                      |                     |
| 0688537004<br>80065 | 0751994006<br>80976 | 0717490059<br>81675 | 0879965002<br>83887 | 0744910001<br>102691 | 0744787002<br>86804 | 0715828013<br>80038 | 0801512004<br>83738 | 0749878001<br>111743 | 0826674001<br>88138 |

## Top recomendations sample

User: FN NaN

Active NaN

club\_member\_status ACTIVE

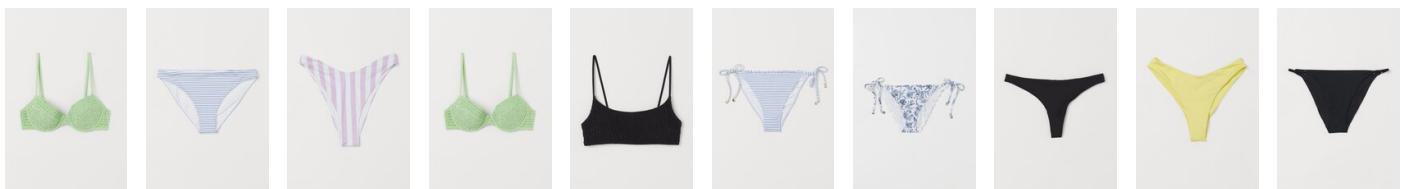
fashion\_news\_frequency NONE

age 23.0

postal\_code d4be14683db46b784630ef858b37b11cf08352b8014a37...

Name: 001aeb7fd20499c0babdf05bc81d76b20ce907a64aa6eb7460416056c05382a9, dtype: object

## Ground truth + last iteractions



|                                  |                                  |                                  |                                  |                                  |                                  |                                  |                                  |                                  |                                  |
|----------------------------------|----------------------------------|----------------------------------|----------------------------------|----------------------------------|----------------------------------|----------------------------------|----------------------------------|----------------------------------|----------------------------------|
| 0894139006<br>80860<br>channel 1 | 0599580046<br>80861<br>channel 2 | 0863560003<br>80862<br>channel 2 | 0894139006<br>80860<br>channel 2 | 0757995009<br>80863<br>channel 2 | 0860820001<br>80864<br>channel 2 | 0559601010<br>80865<br>channel 2 | 0811887001<br>80866<br>channel 2 | 0820866002<br>80867<br>channel 2 | 0853391003<br>80868<br>channel 2 |
|----------------------------------|----------------------------------|----------------------------------|----------------------------------|----------------------------------|----------------------------------|----------------------------------|----------------------------------|----------------------------------|----------------------------------|



|                                  |                                  |                                  |                                  |                                  |                                  |                                  |                                  |                                  |                                  |
|----------------------------------|----------------------------------|----------------------------------|----------------------------------|----------------------------------|----------------------------------|----------------------------------|----------------------------------|----------------------------------|----------------------------------|
| 0866261001<br>80869<br>channel 2 | 0874078003<br>80870<br>channel 2 | 0833499002<br>80871<br>channel 2 | 0812658002<br>80872<br>channel 2 | 0833530002<br>80873<br>channel 2 | 0698286004<br>80874<br>channel 2 | 0853390003<br>80875<br>channel 2 | 0684209019<br>80876<br>channel 2 | 0758002008<br>80877<br>channel 2 | 0894140003<br>80878<br>channel 2 |
|----------------------------------|----------------------------------|----------------------------------|----------------------------------|----------------------------------|----------------------------------|----------------------------------|----------------------------------|----------------------------------|----------------------------------|



|                                  |                                  |                                  |                                  |
|----------------------------------|----------------------------------|----------------------------------|----------------------------------|
| 0739590032<br>80879<br>channel 2 | 0812364011<br>80880<br>channel 2 | 0811925009<br>80881<br>channel 2 | 0912418001<br>80882<br>channel 2 |
|----------------------------------|----------------------------------|----------------------------------|----------------------------------|

## Recommendations



|                                   |                     |                     |                     |                     |                      |                      |                     |                     |                      |
|-----------------------------------|---------------------|---------------------|---------------------|---------------------|----------------------|----------------------|---------------------|---------------------|----------------------|
| <b>0894139006</b><br><b>80860</b> | 0823365002<br>82252 | 0745397009<br>85004 | 0806388001<br>80286 | 0835216002<br>84153 | 0831172001<br>100232 | 0823904001<br>102924 | 0876525001<br>96898 | 0786132002<br>98879 | 0649397016<br>101938 |
|-----------------------------------|---------------------|---------------------|---------------------|---------------------|----------------------|----------------------|---------------------|---------------------|----------------------|

User: FN NaN

Active NaN

club\_member\_status ACTIVE

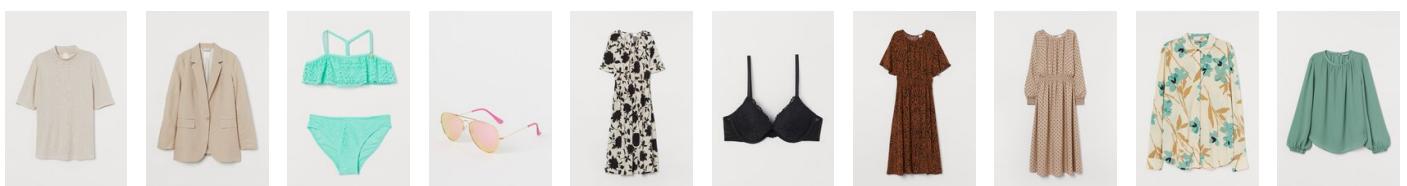
fashion\_news\_frequency NONE

age 36.0

postal\_code b94b8c1c08174d4d78bf2d9a7b31afa0f360ad2a684f50...

Name: 0031feb473fb0908e81128e4dc1cc0f67644a8f03dafe69b5bc20e81e551b0fc, dtype: object

## Ground truth + last interactions



|                                  |                                  |                                  |                                  |                                  |                                  |                                  |                                  |                                  |                                  |
|----------------------------------|----------------------------------|----------------------------------|----------------------------------|----------------------------------|----------------------------------|----------------------------------|----------------------------------|----------------------------------|----------------------------------|
| 0832361003<br>80447<br>channel 1 | 0817352003<br>80750<br>channel 1 | 0805721003<br>81616<br>channel 1 | 0818255001<br>81617<br>channel 1 | 0852374003<br>81618<br>channel 1 | 0800245002<br>81619<br>channel 1 | 0852374002<br>81620<br>channel 1 | 0812683015<br>81621<br>channel 1 | 0695632115<br>81622<br>channel 1 | 0854247001<br>81623<br>channel 1 |
|----------------------------------|----------------------------------|----------------------------------|----------------------------------|----------------------------------|----------------------------------|----------------------------------|----------------------------------|----------------------------------|----------------------------------|



0697564040 0871417002 0842605012 0813415004 0832969001 0695632099 0697054088 0813415004 0813415004 0828205001

81624 81625 81626 81627 81628 81629 81630 81627 81627 81631

channel 1 channel 2 channel 1 channel 2



0796806002 0736530007 0783440005 0697054054 0796806001 0591334003 0519583008 0731521008 0733099003 0763270002

81632 81633 81634 80782 81635 81636 81637 81638 81639 80615

channel 1 channel 1 channel 1 channel 1 channel 1 channel 1 channel 2 channel 1 channel 1 channel 1



0519583042 0554546033 0554546045 0554546015

81640 81641 81642 81643

channel 2 channel 2 channel 2 channel 2

## Recommendations



0832361003 0800800001 0788632002 0803625002 0685814005 0754138002 0679854013 0827704007 0688432001 0810557010

80447 81842 87916 87292 82311 90965 94927 91404 90195 98928

User: FN NaN

Active NaN

club\_member\_status ACTIVE

fashion\_news\_frequency NONE

age 25.0

postal\_code 58becc667610a3e1c9575c8f7057a0eb94676ddf44f547...

Name: 00368437741becbed496af6239c8fc5c9d6bf98600a52f498a8cab0cd4af01f, dtype: object

## Ground truth + last interactions



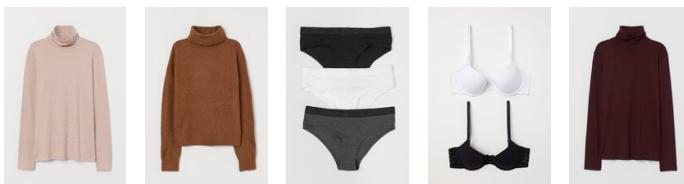
0562613018 0562613011 0630994001 0811783002 0832359002 0872618002 0685811002 0740519002 0841383003 0610776065

81758 81759 81760 80844 81761 81762 81763 81764 81180 81765

channel 1 channel 1 channel 1 channel 2 channel 1 channel 1 channel 2 channel 2 channel 1 channel 1



|            |            |            |            |            |            |            |            |            |            |
|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|
| 0678942047 | 0554598040 | 0562613010 | 0820865002 | 0562613013 | 0562613011 | 0828114003 | 0740519002 | 0790383006 | 0768931002 |
| 81766      | 81767      | 80778      | 81768      | 81769      | 81759      | 80084      | 81764      | 81770      | 81771      |
| channel 1  | channel 2  | channel 1  | channel 1  |



0563519013 0738943005 0562613007 0351933001 0563519016  
81772 81773 81774 81775 81776  
channel 1 channel 1 channel 1 channel 1 channel 1

## **Recommendations**



**0562613018** 0652730004 0772902002 0898336001 0754697004 0713986002 0685813043 0658298001 0767116002 0876411001  
**81758** 86691 80529 119698 91004 105027 83359 80944 88960 85120

User: FN NaN

Active NaN

club\_member\_status ACTIVE

fashion\_news\_frequency NONE

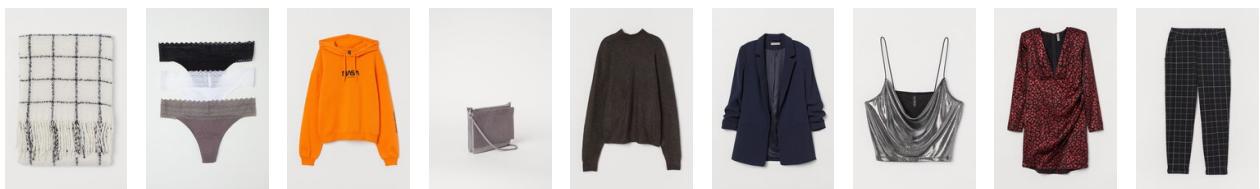
age 25.0

postal\_code a0abe83a9ecd755f12aee3351b52936e4db0752ac9f50d...

Name: 00374f8d0ebab46116ca2c89d8bb89f97814fdab463fce7884bf8aff371f3c3b, dtype: object

## Ground truth + last interactions





0831961002 0465655016 0816586010 0633150002 0763280004 0578487014 0804661001 0765210001 0642437015  
81871 81872 81873 81874 80499 81875 81876 81877 81878  
channel 1 channel 1

## Recommendations



0759871025 0351484002 0738882001 0825720006 0815669002 0770351003 0845181005 0807241032 0748595002 0879132001  
81856 82870 93450 91985 113414 93702 84989 82315 90585 86097

User: FN NaN

Active NaN

club\_member\_status ACTIVE

fashion\_news\_frequency NONE

age 21.0

postal\_code fabb87854a6c456ae85dd858cbe86ee4723535ea2e21d4...

Name: 003b5bc12ded5ecc1def9ed2abf1097e0a96fc6325ae7bd4b0002c8de7b13d7, dtype: object

## Ground truth + last interactions



0706016019 0759871002 0682238001 0574109023 0755566001 0537895005 0761664001 0687347001 0624486049 0520427009  
82003 81859 82004 82005 82006 82007 82008 82009 82010 82011  
channel 2 channel 1 channel 1



0126589010 0624486068 0851822001 0624486051 0574109023 0774005002 0478646003 0818894001 0849209001 0849209001  
82012 82013 82014 82015 82005 82016 82017 82018 82019 82019  
channel 1 channel 1



0755566003 0783014001 0763727005 0664405002 0739953006 0706016001 0660726001 0741716006 0695632095 0759481001  
82020 82021 82022 82023 82024 80783 82025 82026 82027 82028  
channel 1 channel 2 channel 2



|            |            |            |            |            |            |
|------------|------------|------------|------------|------------|------------|
| 0572533002 | 0698317003 | 0768229003 | 0794797002 | 0772902001 | 0751557002 |
| 82031      | 82038      | 82039      | 82032      | 81114      | 82040      |
| channel 2  |

### **Recommendations**



**0706016019** 0516000087 0824282001 0403448007 0779945001 0615141002 0832361007 0679853009 0785226004 0799070001  
82003 86064 94652 91649 99391 86774 82892 82922 89457 91746

## Predictions without GT sample

User: FN 1.0

Active 1.0

club member status ACTIVE

fashion news frequency Regularly

age 23.0

postal code bacfcdbbe53353eb7c558122cf94382858d813abef3a90...

Name: 00130faf36f2571cf7e08451b317545004a8a85327661ffe0f78d4728047d74f, dtype: object

## Ground truth + last interactions



0852103002  
807270806261006  
807280841807005  
807290496111034  
807300696802001  
807310702805003  
807320693243002  
80733

channel 1

## Recommendations

0822115004  
824940751471027  
825790750422018  
827850830744001  
947420853931002  
816740501616048  
988560849103001  
918650663518004  
864980782616017  
1052770820613004  
89147

User: FN 1.0

Active 1.0

club\_member\_status ACTIVE

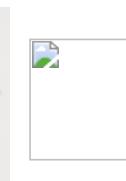
fashion\_news\_frequency Regularly

age 21.0

postal\_code 77d01d7a5cf3801525dd923345e47d079fea7dc14dcfd...

Name: 00155b2ef48cfb5d2fce4642f670f151efe0747542a5b946580684cd2c6093c7, dtype: object

## Ground truth + last interactions

0873679005  
807340864415003  
807350611415035  
801670470985003  
807360717930003  
807370805308002  
807380853925001  
807390806388005  
807400903309002  
807410800245001  
80742

channel 1

channel 1

channel 1

channel 2

0854384003  
807430800245003  
807440857277001  
807450898555001  
807460562245084  
807470817352006  
807480853809001  
807490817352003  
807500827968004  
807510610776001  
80549

channel 2

0825733002  
807520316085001  
807530792817004  
807540562245093  
807550788632003  
807560738943003  
807570811683002  
807580535388003  
807590812484002  
80760

channel 2

## Recommendations



0733067001 0759871035 0693243015 0802023001 0881691002 0732811002 0715624010 0762286001 0730683010 0719957010  
90494 99524 80496 84045 103167 104416 81380 81516 91795 91235

User: FN NaN

Active NaN

club\_member\_status ACTIVE

fashion\_news\_frequency NONE

age 26.0

postal\_code 53e065efe49a0d3ccbac3e05d8556c17c9125ed69b133f...

Name: 0015f37f752a41a75c3be6f3f92deedc4c87d039f1758ec41f54f8c7f4729793, dtype: object

### Ground truth + last interactions



0852442003 0918171001 0778745010 0610776105 0929745001 0536139068 0756322009 0812658001 0827411001 0753737001  
80761 80275 80762 80674 80763 80764 80765 80064 80062 80766  
channel 2 channel 2



0821163003 0887097001 0718278001 0839900002 0749699001 0824499001 0831720001 0612800009 0749699029 0858080001  
80557 80767 80640 80768 80769 80770 80771 80772 80773 80774  
channel 2 channel 2



0844745001 0842952001 0852513004 0562613010 0789303003 0697054052 0697054056 0697054054 0751471001 0706016001  
80775 80776 80777 80778 80779 80780 80781 80782 80258 80783  
channel 2 channel 2 channel 2 channel 1 channel 1 channel 2 channel 2 channel 2 channel 2 channel 2



0773955001

80784

channel 2

### Recommendations



0723675002 0794575005 0811198001 0762143001  
 80821 80822 80823 80623  
 channel 1 channel 2 channel 2 channel 2

### Recommendations



0754323008 0868283001 0810419009 0878507001 0770321001 0832465001 0820542012 0767605014 0863477001 0807362003  
 82804 85472 91520 98382 90274 91385 85527 93797 80636 86896

User: FN NaN

Active NaN

club\_member\_status ACTIVE

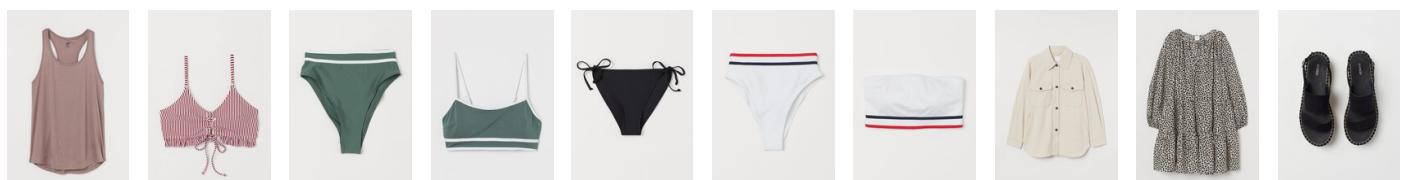
fashion\_news\_frequency NONE

age 25.0

postal\_code f8a21e340ea6013c7b5fe5604a0fcdb09f1c755bbd14c4...

Name: 00190ae87b184c5a8886a6024c043275e883636c238fad618497026cfed97b3c, dtype: object

### Ground truth + last interactions



0912204009 0823118002 0823168006 0811907011 0879944002 0823168008 0879999001 0851546002 0857812002 0721435001  
 80824 80825 80826 80827 80828 80829 80830 80831 80329 80832  
 channel 1 channel 2 channel 2 channel 2



0698276006 0739819009 0732060001 0556539010 0810838010 0749400010 0841807003 0794320001 0856732001 0826498004  
 80833 80232 80834 80835 80458 80836 80837 80838 80839 80840  
 channel 2 channel 2 channel 2 channel 1 channel 1 channel 1 channel 1 channel 1 channel 1 channel 1

### Recommendations



0608776002 0688537001 0848991001 0843555002 0831269004 0864415005 0698286007 0847237001 0810671001 0865076003  
 82521 82394 112396 85235 84415 97734 84789 80432 100766 85211