

Recommender System

Collaborative Filtering vs. Content-based Filtering

Recommender System

Find the best items that hit the spot !

amazon

The Amazon logo, featuring the word "amazon" in a dark grey, lowercase, sans-serif font. Below the text is a curved orange arrow pointing from the letter 'a' to the letter 'z'.

NETFLIX



Recommender System

Find the best items that hit the spot !



**YouTube algorithm
when I'm bored**

**YouTube algorithm
when I have to study**

Nobody:
Youtube Recommendations :



Youtube algorithm has brought
us together again



Even India knows....

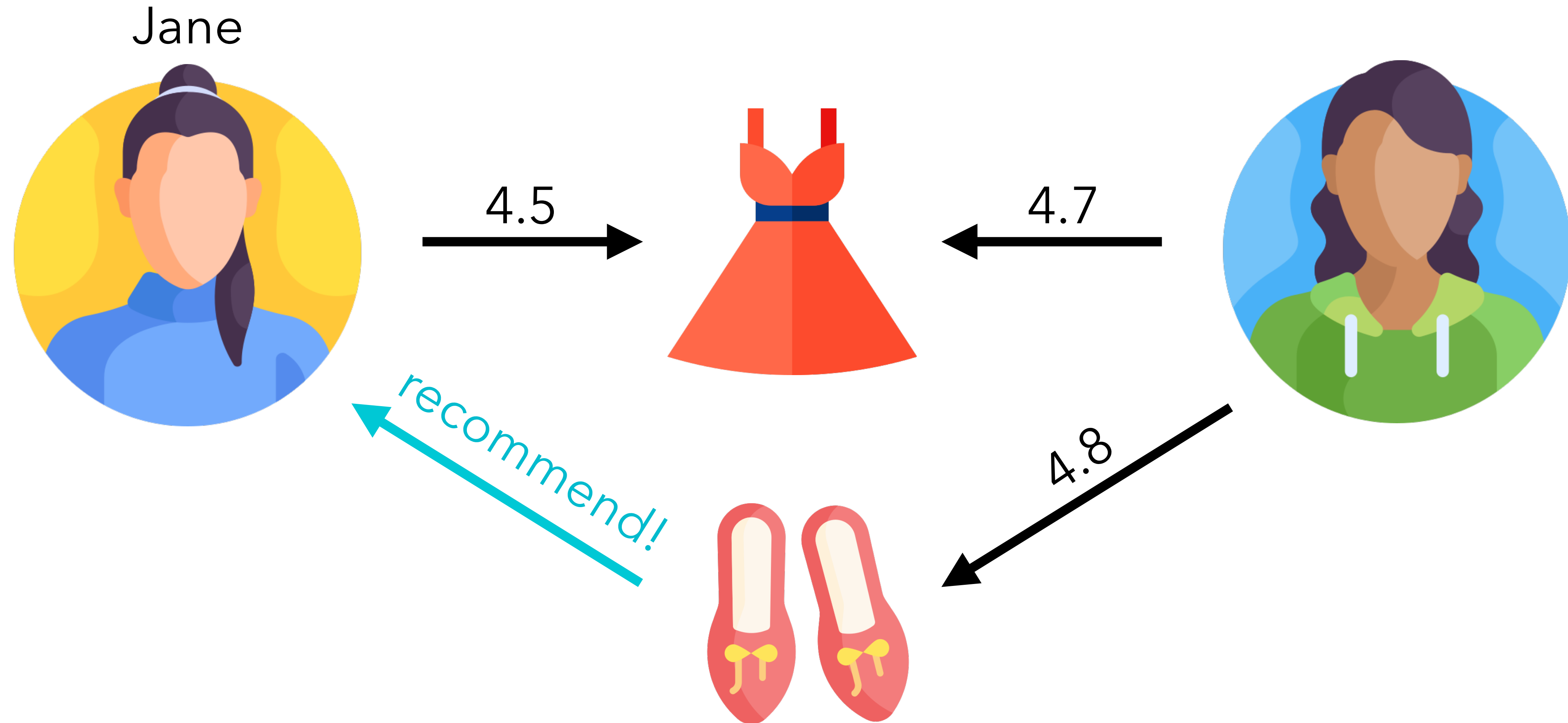
Recommender System

Collaborative
Filtering

Content-based
Filtering

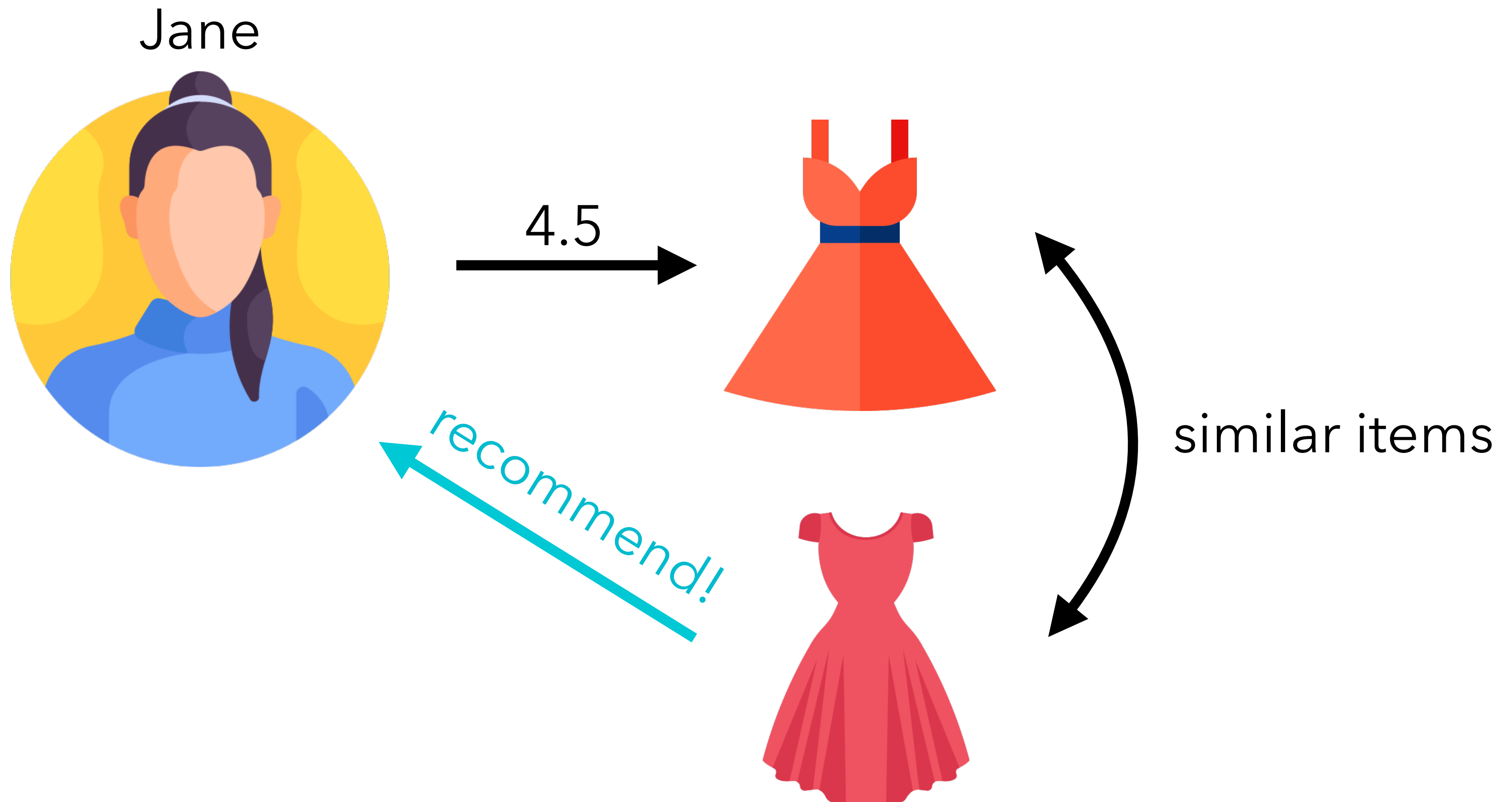
Collaborative Filtering

How it works?



Content-based Filtering

How it works?



Wrap - Up

Let's compare these two methods

	Collaborative Filtering	Content-based Filtering
Pros	No need to have domain knowledge	Easier to scale to a large number of users Tailored recommendation
Cons	Cold-start problem	Hard to obtain explicit profiles of items/users

<https://developers.google.com/machine-learning/recommendation/content-based/summary>

<https://developers.google.com/machine-learning/recommendation/collaborative/summary>

References

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- <https://towardsdatascience.com/introduction-to-recommender-systems-1-971bd274f421>
- code for content-based filtering
<https://www.kdnuggets.com/2019/11/content-based-recommender-using-natural-language-processing-nlp.html>

Thank You 💖💖