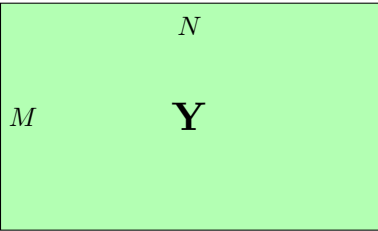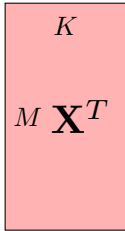$$\mathbf{Y} \approx \hat{\mathbf{Y}} = \mathbf{X}^T\mathbf{W}$$

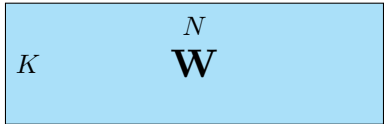

(Full) Utility matrix

Item features

User features