

Milestone 1 Assignment

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The blog of Data Science Company could really use a little extra pizzazz. One metric that the current blog doesn't rank well on is number of articles read. Previous analytics data suggests this might be because users can't find relevant articles. In an effort increase the number of articles read it's believed that a recommendation engine for relevant articles might help. The following describes that process involved in creating those recommendations.

First the data about the articles browsed by all of the users on DS-Blog were recorded and analyzed for trends. These trends were used to create a predictive model that was used to help other users. The browsing activity of a new user is recorded and evaluated against predictive model to create recommendations on additional articles that might interest them.



