

Recommendation Systems

1) **What is recommendation systems?**

Recommendation systems are the core information filtering system designed to predict the user preference and help to recommend correct items to create a user specific personalization experience.

2) **Types of Recommendation systems?**

- Content based filtering
- Collaborative filtering

3) **What is content based filtering?**

This type of system focuses on the similarity attributes of the items to give you recommendations. For example if a user has purchased items of a particular category then other similar items from the same category are recommended to the users.

4) **What is collaborative Filtering?**

Collaborative Filtering focuses on the similarity attribute of the users that is, it finds people with similar tastes based on a similarity measures from the group of users. There are two types of collaborative filtering implementation in practice.

- Memory based
- Model based

5) **What is memory based recommendation?**

Memory based recommendation is mainly based on the similarity algorithm. The algorithm look at items liked by similar people to create a ranked list of recommendations you can then sort the ranked list to recommend the top n items to the users.