

# Personal Recommendation Algorithm

# Main Flow

- 个性化召回算法Content Based背景介绍
- Content Based 算法的主体流程介绍

# 背景

- 思路极简，可解释强
- 用户推荐的独立性
- 问世较早，流行度高

# Content Based算法主流流程

- Item Profile
- User Profile
- Online Recommendation

# Item Profile

- Topic Finding
- Genre Classify

# User Profile

- Genre/Topic
- Time Decay

# Online Recommendation

- Find top  $k$  Genre/Topic
- Get the best  $n$  item from fixed Genre/Topic