

# 8-5: Wrap Up

# Goals and Take-Aways

- Broad Overview of Recommendation Techniques – Focused around Algorithms
  - Non-Personalized
    - Summary stats
    - Product Association
  - Content-Based Filtering
  - User-User Collaborative Filtering
  - Item-Item Collaborative Filtering
  - Dimensionality Reduction (SVD)

# Goals and Take-Aways

- Understanding of Recommender Systems Evaluation and Metrics
  - Different metrics for different goals
  - How to measure in a meaningful way
  - Limitation of metrics
- Broader Introduction
  - Interaction and Design
  - Emerging models
  - Data quality, pragmatic issues

# Goals and Take-Aways

- A few parting thoughts ...
  - Recommender solutions require thoughtful design ... there is no generic solution
    - What are ratings? What are recommendations? What is the system goal? All context-dependent.
  - Evaluation is essential to building quality recommender systems
    - Evaluation for tuning; evaluation against overall goals.
  - Nearly all recommender systems depend on some simplifying assumptions ...

# Reflecting on this Course

- In case you've wondered about your peers ...
  - A little over 28,000 people “ever signed up”
  - A little over 1000 people doing “everything”
  - Around 2500 people “picking and choosing”
- What did we learn?
  - A lot of thanks are due ...
- Are there things we'd do differently?
- Are we planning to offer the course again?

# Looking forward ...

- Finishing Written Assignment 6
  - And peer grading
- Second Exam
  - Same structure; only covers Modules 5-8
    - Evaluation; Item-Item; SVD; Advanced Topics
    - But integrative questions are fair game
- End-of-Course data gathering
  - Survey; Post-Course Knowledge Evaluation
- End-of-Course schedule ....
  - Final scores; statements; forums; and course shutdown

# Finally ... Thanks!

- This has been an interesting experience
  - We appreciate your time and involvement, active feedback, discussion, patience, and trust.
  - We hope you feel you've received something worthwhile in exchange

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