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Kurumbapalayam (Po), Coimbatore – 641 107
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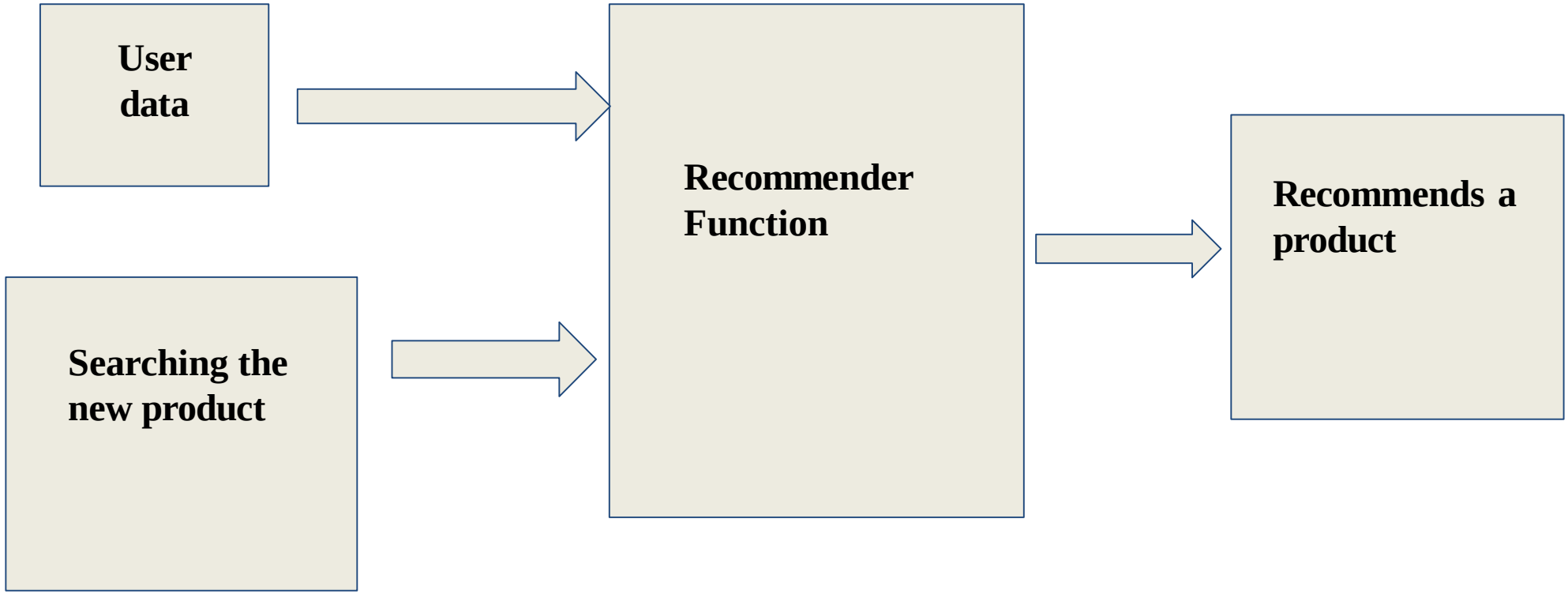
DEPARTMENT OF ARTIFICIAL INTELLIGENCE AND DATA SCIENCE

Recommender System

RECOMMENDER SYSTEM FUNCTIONS



RECOMMENDER SYSTEM FUNCTIONS

- An important component of any of these systems is the recommender function which takes information about the user and predicts the rating that user must assign to a product.
- Predicted user ratings,even before the user has actually provided one,makes recommender systems a powerful tool

RECOMMENDER SYSTEM FUNCTIONS

How do Recommender systems functions?

Understanding Relationships:

- Relationships provide recommender systems with tremendous insight,as well as an understanding of customers.
- There are three main types that occur:

1.User-product Relationship

2.Product-Product Relationships

3.User-User Relationships

RECOMMENDER SYSTEM FUNCTIONS

1.User-product Relationships:

- The user-product relationship occurs when some users have an affinity or preference towards specific products that they need.
- **For Example:** A cricket player might have a preference for cricket-related items.Thus the e-commerce website will build a user-product relation of Player->cricket.

2.Product-Product Relationships:

- Product-product relationships occur when items are similar in nature,either by appearance or description.
- Some **examples** include books or music of the same genre,dishes from the same cuisine,or news articles from a particular event.

RECOMMENDER SYSTEM FUNCTIONS

3.User-User Relationship:

- User-user relationships occur when some customers have similar taste with respect to a particular product or service.
- Examples include mutual friends,similar backgrounds,similar ages,etc.

RECOMMENDER SYSTEM FUNCTIONS

Data Recommender Systems:

- In addition to relationships,recommender systems utilize the following kinds of data:

  1.User Behavior data

  2.User Demographic data

  3.Product attribute data

RECOMMENDER SYSTEM FUNCTIONS

1.User Behavior Data:

- User behavior data is useful information about the engagement of the user on the product.Itcan be collected from ratings,clicks and purchase history.

2.User Demographic Data:

- User Demographic information is related to the user's personal information such as age,education,income and location.

3.Product attribute data:

- Product attribute data is information related to the product itself such as genre in case of books,case in casen of movies,size in case of food.


THANK
YOU