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Chennai



**DEPARTMENT OF ARTIFICIAL INTELLIGENCE AND DATA
SCIENCE**

Recommender System



APPLICATIONS OF RECOMMENDATION SYSTEMS



- **1.E-Commerce:**
- Recommender systems embedded in commercial applications provide recommendations to the customers and boost them to buy different kinds of products of their interest such as watches, cameras, PCs, books, etc.
- The product recommendations depend on demographic information, or past purchasing behavior of the customer.
- RSs enhance e-commerce sales by converting browsers into buyers, increasing cross-sell by recommending supplementary products and gaining customer loyalty.
- Examples of commercial RSs include amazon, eBay, drugstore, moviefinder, reel, cdnow31



APPLICATIONS OF RECOMMENDATION SYSTEMS



2.Movie:

- There has been a significant increase in the movie RSs since it attracts almost all categories of users and researchers.
- MovieLens recommends movies to the users based on their movie preferences. Netflix is also a recommender for movies and TV shows that allows streaming on internet-connected devices at any time.
- Movies2GO an online voting based movie RS, learns user preferences from movie synopsis rated by the user.
- On the same lines, television RSs assist TV watchers by recommending interesting TV programmes to watch more comfortably and avoiding the



APPLICATIONS OF RECOMMENDATION SYSTEMS



3. Web Recommenders:

- Now-a-daysRSs are increasingly being adopted in websites where they play a significant role.
- The review findings help identify many popular web recommenders.
- To learn about the users' personal interests, Personal WebWatcher keeps track of the Web pages they visit and also the pages laying just a link away from the visited ones.
- Web uses advanced representation techniques to represent profiles in the form of a weighted semantic network.
- It gathers both user's likings as well as dislikings from explicit feedback.



APPLICATIONS OF RECOMMENDATION SYSTEMS



4. Tourism:

- Tourism recommenders produce personalized recommendations for the tourists whenever they are to visit unfamiliar places.
- These recommenders serve them as support tools to make their decision process simple, easier and more manageable.
- Tourism RSs employ two types of interfaces: web-based which are very useful prior to the visit and mobile-based that recommends attractions during the visit.
- Examples of web-based RSs include e-Tourism, City Trip Planner and Otium; whereas MapMobyRek, GeOasis (a tourist guide that uses GPS) and Android based RSs like moreTourism and STS are the examples of mobile-based RSs.



APPLICATIONS OF RECOMMENDATION SYSTEMS



5.Music:

- In the music domain, CF techniques are very common in producing recommendations.
- Last.fm and MyStrands RSs are the best examples. Pandora is another popular music recommender that uses CB filtering technique.
- FOAFing the music is another recommender that discovers, explores and recommends the music content based on user profiling via Friend of a Friend (www.foaf-project.org) description, content-based and contextbased information.

