

Abstract - Recommender Tutorial

EMIS8331 – Advanced Data Mining

March 23, 2017

As the internet store front eclipses and crushes the traditional brick and mortar stores the challenge for on-line retailers and businesses is how to engage with customers and get them to buy products. An e-commerce web site is not constraint by the physical limits on shelf space and can offer a virtually unlimited number of products. Other businesses such as travel sites and on-line news offer a world of choices to their users. The number of choices can be overwhelming. This challenge has given rise to a class of applications that predict user choices and make personalized recommendations of products and services. These systems are called Recommender Systems. This tutorial will introduce the types of recommender systems, describe the architecture, current practices, limitations and future work.