

ABSTRACT

Bachelor's thesis: 91 p., 8 tabl., 40 fig., 2 applications, 34 references.

Object of the study: recommender systems, mathematical algorithms for the machine learning.

Subject matter of the study: machine learning algorithms.

Purpose of the thesis: research and implementation of the machine learning algorithms for the systems that predict recommendations.

Technologies: Python programming language.

Results: implementation of the two machine learning algorithms (model-based) and two algorithms that are based on heuristics (memory-based). The analysis of the prediction errors of the user's preferences depending on the parameters of the algorithms.

The direction of the future research: implementation of the hybrid algorithms for user's preferences prediction.

RECOMMENDER SYSTEM, MACHINE LEARNING,
RECOMMENDATION, PREDICTION, ONLINE MARKETING,
COLLABORATIVE FILTERING, CONTENT FILTERING.