

ABSTRACT

Thesis: 82 p., 27 fig., 7 tabl., 2 appendixes, 21 sources.

RECOMMENDER SYSTEM, COLLABORATIVE FILTERING, CONTENT FILTERING, HYBRID MODEL, USER PROFILE, PRODUCT PROFILE.

The purpose of this work is to implement film recommender system.

The object of the research is the goods recommender system.

The subject of the research is the methods and algorithms for forming recommendations.

Methods of research - methods of collaborative filtering, content methods and their combination.

The paper analyzes the methods of forming recommendations and reviews the existing recommender systems.

The result of the work is the proposed own algorithm for the formation of recommendations based on a two-tier model, which combines the approaches of content and collaborative filtration. The practical result is the development of a recommendation video system for users of the online cinema company Megogo.

The results of this work are recommended to be used in cases when it is necessary to formulate a recommendation in the form of a list of goods.

Ways of further development of the subject of research - it is advisable to pay attention to the problem of "cold start" and how to assess the quality of the model by obtaining explicit feedback from users.