



## **Session Based Recommendation System – What does this Application do ?**

## Session Based Recommendation System - Recommendations Based on Browsing Behaviour

<http://algorithms.hopto.org:5001/login>



- Recommendation system based the **items visited by the user in a single session**
- System suggests products that user will be interested in visiting next
- Ideal system for guest users

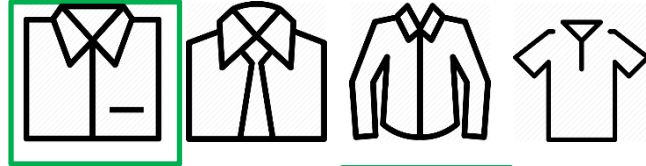
## Session Based Recommendation System - Recommendations Based on Browsing Behaviour

- Use historical sessions data from all customers to recommend products
- Ideal recommendations for guest users
- Recurrent neural network captures the patterns using historical session data

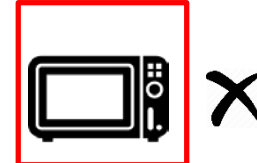
Product Being Viewed  
By The Customer



Recommended Products  
By Our RecSys



Actually Visited Product  
By The Customer



**53%** recall@20 has been achieved using Session Based Recommendation System  
*Thus it is more likely that a customer will view one of the recommended products!*

Thank you!