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You Like What? Creating a Recommender System with SAS®

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ABSTRACT

Recommendation engines provide the ability to make automatic predictions (filtering) about the interests of a user by collecting preference information from many users (collaborating). SAS® provides a number of techniques and algorithms for creating a recommendation system, ranging from basic distance measures to matrix factorization and collaborative filtering. The “wisdom of crowds” suggests that communities make better decisions than a handful of individuals, and as a community grows, the better its decisions are. With enough data on individual community participation, we can make predictions about what an individual will like in the future based on what their likes and dislikes have been in the past.

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