

ABSTRACT

METHODS AND SYSTEMS FOR RECOMMENDATION USING A NEURAL NETWORK

Methods and systems for generating a recommendation for a target user based on an input using a neural network are disclosed. The input comprises an indication of the target user. A method comprises of generating a recommendation comprises: identifying a target user cluster to which the target user is assigned from a plurality of user clusters; looking up in a stored table, cluster scores for a plurality of candidate recommendation options for the target user cluster, the stored table comprising cluster scores for each recommendation option of the plurality of recommendation options; ranking the plurality of candidate recommendation options according to the cluster scores for the target user cluster; selecting a target set of recommendation options from the plurality of candidate recommendation options according to the ranking of the plurality of candidate recommendation options; calculating a set of user specific recommendation scores corresponding to the set of candidate recommendation options using the neural network; ranking the target set of recommendation options using the user specific recommendations scores; and generating a recommendation for the target user based on the ranking of the target set of recommendation options.

[FIG.7]