

Item

Items recommended by LFS algorithm



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## Benchmark of LFS and other Item-based Rec Algorithms

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Algo	CR (sessions)	CR (rec)	Served rec	Served sessions	Rec purchases
LFS	<b>6.70%</b>	0.38%	96%	98%	<b>49%</b>
KNN	4.76%	<b>0.54%</b>	38%	77%	27%
Apriori	2.01%	0.61%	9%	50%	8%
Top Sellers	0.18%	0.01%	100%	100%	1%

## Four Algorithms

- LFS: Latent Features Similarity
- Item-KNN
- Apriori
- Top Sellers

## LFS rec algorithm lift against proprietary algorithms

