RS- Use Cases

Is there any person in this class who wasn't influenced by Recommender Systems till now in any spheres of his/her life?

Videos we watch
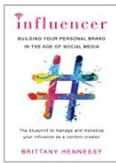
Because you watched Hellbound
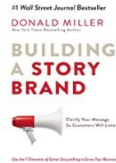
Dramas

Young Adult Movies & Shows

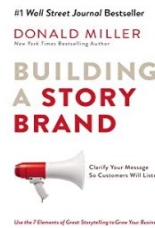# Books we read

Frequently bought together

Total price: ₹1,224.00
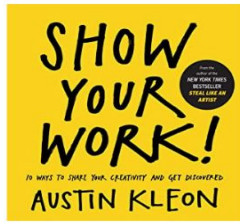
[Add both to Cart]

☑ **This item:** Influencer by Brittany Hennessy Paperback **₹824.00**

☑ Building a Story Brand: Clarify Your Message So Customers Will Listen by Donald Miller Paperback **₹400.00**

Customers who viewed this item also viewed

Page 1 of 4

Building a Story Brand: Clarify Your Message So Customers Will Listen
> Donald Miller
★★★★½ 6,468
Paperback
₹400.00
✓prime Today by 6:00 PM

Show Your Work!: 10 Ways to Share Your Creativity and Get Discovered (Austin...
> Austin Kleon
★★★★½ 6,078
Paperback
₹750.00
FREE Delivery

Contagious: How to Build Word of Mouth i...
> Jonah Berger
★★★★½ 4,612
Paperback
₹359.00
✓prime FREE Same-Day
Purchased Jul 2021
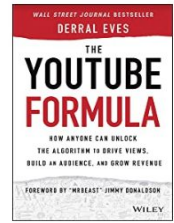
The YouTube Formula: How Anyone Can Unlock the Algorithm to Drive...
> Derral Eves
★★★★½ 580
Hardcover
₹1,803.00
✓prime FREE One-Day
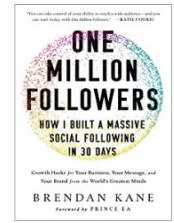
One Million Followers: How I Built a Massive Social Following in 30...
> Brendan Kane
★★★★½ 1,453
Hardcover
₹4,153.65
Get it Oct 11 - 18
FREE Delivery
Usually dispatched in 6 to ...
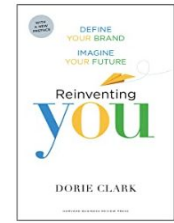
Reinventing You, With a New Preface: Define Your Brand, Imagine Your Future
> Dorie Clark
★★★★☆ 367
Paperback
₹1,115.00
FREE Delivery

Music we hear

Janani Janani
Ilaiyaraaja & Deepan Chakravarthy

Potri Paadadi Penne(Sivaji)
Sivaji Ganesan & Sruthi Kamalahasan

Sendhamizh Nadennum
Bharathiyar & Nithyashree Mahadevan

Aayarpadi Maligaiyil
S. P. Balasubrahmanyam, M. S. Viswanathan & Kanna

Sivapuranam
D.V. Ramani

Oru Kulanthaiyin
Trivendram Sisters

Mahaganapathim
K. J. Yesudas

Mariyamma Mariyamma
Malaysia Vasudevan & K. S. Chithra

Sree Kandha Shasti Kavasam
Deepika

My Discovery Mix
Mani Sharma & Amit...

Sara Ali Khan: My...
Rahat Fateh Ali Kha...

50 Most Played: I...
Pritam, Arijit Singh, ...

Dhvani Bhanushal...
Adele, Cardi B, Arian...

100 Best 2010s I...
DJ Snake, Coldplay, ...

Arjun Kanungo: M...
Pritam, Arijit Singh, ...

Fully Tolly
Ram Miriyala, Ramya...

100 Grea...
Ronan Kea...

Investments we make

Investments we make

Next Big Thing
Top-performing sectors, strategies & themes for the next decade

Total smallcases
5

China Plus One Strategy - India Rising!
A smallcase to play the emerging structural theme from China plus one strategy. Rec amount > 2 lac

Min. Amount	1Y CAGR	
₹ 73,303	**25.80%**	Low Volatility

Speciality Chemicals
Companies producing sophisticated chemicals for specific purposes. The dark horse

Min. Amount	6Y CAGR	
₹ 85,787	**19.14%**	Med. Volatility

Green Energy
A portfolio of stocks, which will get benefit from the RE sector development. Rec amount > 2 lac

Min. Amount	1Y CAGR	
₹ 57,489	**82.77%**	High Volatility

Digital Inclusion
Companies spearheading and benefitting from the digital revolution in India

Min. Amount	6Y CAGR	
₹ 17,545	**15.57%**	High Volatility

Electric Mobility
Companies driving India's transition to electric vehicles. Transport's new era

Min. Amount	5Y CAGR	
₹ 36,027	**5.27%**	Med. Volatility

Our Friendships
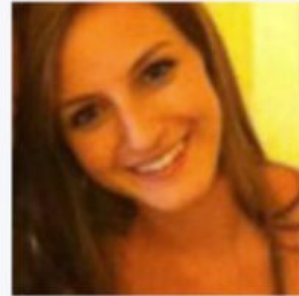
RS Influences every sphere of our life

- Clothes we wear - Stitch Fix
- Food we eat - Swiggy, Zomato
- Restaurants we frequent - Swiggy, Zomato, Google Maps
- Vacations we take - Makemytrip
- News we follow - Facebook News Feed
- Exercises we do - Strava
- Products we buy - Amazon and other e-commerce sites
- Cars we drive - CarDekho
- Routes we travel - Google Maps
- Grocery we buy - Bbdaily
- Choosing life partner - Dating Apps

RS Influences every sphere of our life

- Software we code - Github co-pilot
- Slides we present - Google slides
- Email we send - Suggested replies
- Classes we take - Udemy
- Photos we share - Google Photos
- Gifts we give - Amazon and other e-commerce sites
- Live events we attend - Bookmyshow
- The ads we see - Google
- Neighborhoods we live - Nobroker
- Jobs we apply - LinkedIn
- Pharmaceuticals we take - 1mg
- Dashboards we look at
- And many more

Recommendation Applications

- Purchase: People who bought X also bought Y
- Experience: People who read/watched/enjoyed X also enjoyed Y
- Location: People who have been at/ate at/stayed at X also went to Y
- Current website: People who come to this website also browse Y
- Education: People who knew about/worked on/learned/ X also learned Y
- Hiring: People who have skills like your employees
- Recipes: People who cooked X also cooked Y
- Context: People in X mood, at Z time do activity Y more

Recommendation Applications

- Finance: Stocks bought by successful X people
- Popularity: Items popular in the last hour, week,year, event
- Promotions: People who responded to promotion X should be offered promotion Y
- Social: People/friends are talking about item Y
- Health: People who are healthy do Y more
- Drugs: People with X characteristics respond to drug Y better

Do you still believe that you are not influenced by the Recommendation systems?