

Unit 9 - Week 7

Course outline

How does an NPTEL online course work?

week 0

Week 1

Week 2

Week 3

Week 4

week 5

Week 6

Week 7

Lecture 34:Recommendation Engine and Retail Analytics

Lecture 35:Recommendation Engine and Retail Analytics (Contd.)

Lecture 36:Recommendation Engine and Retail Analytics (Contd.)

Lecture 37:Recommendation Engine and Retail Analytics (Contd.)

Lecture 38:Recommendation Engine and Retail Analytics (Contd.)

Lecture 39:Recommendation Engine and Retail Analytics (Contd.)

Lecture Material

Quiz : Assignment 7

Feedback Form

Week 8

Week 9

Week 10

Week 11

Week 12

[Details Solution](#)

[DOWNLOAD VIDEOS](#)

[Text Transcripts](#)

[Live Interactive Session](#)

Assignment 7

The due date for submitting this assignment has passed.
As per our records you have not submitted this assignment.

Due on 2020-03-18, 23:59 IST.

1) Recommender systems provide the consumer recommendations for products that are similar to their choices

- True
- False

2 points

- a
 b

No, the answer is incorrect.
Score: 0

Accepted Answers:
a

2) Machine learning can allow learning a user profile of a particular user which further can be used to

2 points

- Prediction of user behavior
- Filter information
- Recommendation
- All of the above

- a
 b
 c
 d

No, the answer is incorrect.
Score: 0

Accepted Answers:
d

3) Collaborative filtering is a technique that can filter out items that a user might like on the basis of reactions by similar users.

2 points

- True
- False

- a
 b

No, the answer is incorrect.
Score: 0

Accepted Answers:
a

4) _____ is a statistical analysis method used in retailing to identify consumer purchase trends and group stores based on consumer buying behaviors

2 points

- Regression
- Anova
- Clustering
- None of the above

- a
 b
 c
 d

No, the answer is incorrect.
Score: 0

Accepted Answers:
c

5) A _____ is a matrix of scores which express the closeness between two data points.

2 points

- Square matrix
- Scalar matrix
- Identity matrix
- Similarity matrix

- a
 b
 c
 d

No, the answer is incorrect.
Score: 0

Accepted Answers:
d

6) Function _____ computes the correlation coefficient.

2 points

- Corr ()
- Cor ()
- Correlate ()
- None of the above

- a
 b
 c
 d

No, the answer is incorrect.
Score: 0

Accepted Answers:
b

7) Function `tstrsplit ()` is a convenient wrapper function to split a column using `strsplit ()` and assign the transposed result to individual columns.

2 points

- True
- False

- a
 b

No, the answer is incorrect.
Score: 0

Accepted Answers:
a

8) Function `evaluationscheme ()` creates training and testing of data.

2 points

- True
- False

- a
 b

No, the answer is incorrect.
Score: 0

Accepted Answers:
a

9) The function _____ computes a histogram of the given data values.

2 points

- histogram()
- hist ()
- histo ()
- None of the above

- a
 b
 c
 d

No, the answer is incorrect.
Score: 0

Accepted Answers:
b

10) A _____ is a matrix which contains very few non-zero elements.

2 points

- Sparse matrix
- Scalar matrix
- Identity matrix
- Similarity matrix

- a
 b
 c
 d

No, the answer is incorrect.
Score: 0

Accepted Answers:
a