

Project Sponsor



Team Members

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INTRODUCTION

Behance is a social media platform owned by Adobe which helps artists and designers to showcase and discover creative work. Behance's recommendation engine suggests creative projects to the users that they might be interested in.

THE CHALLENGE

The current recommendation algorithm requires substantial user activity for generating relevant recommendations. The algorithm also suffers from a bias towards projects with more likes which is disadvantageous to new projects posted on the platform.

SOLUTION



Define the problem and set expectations

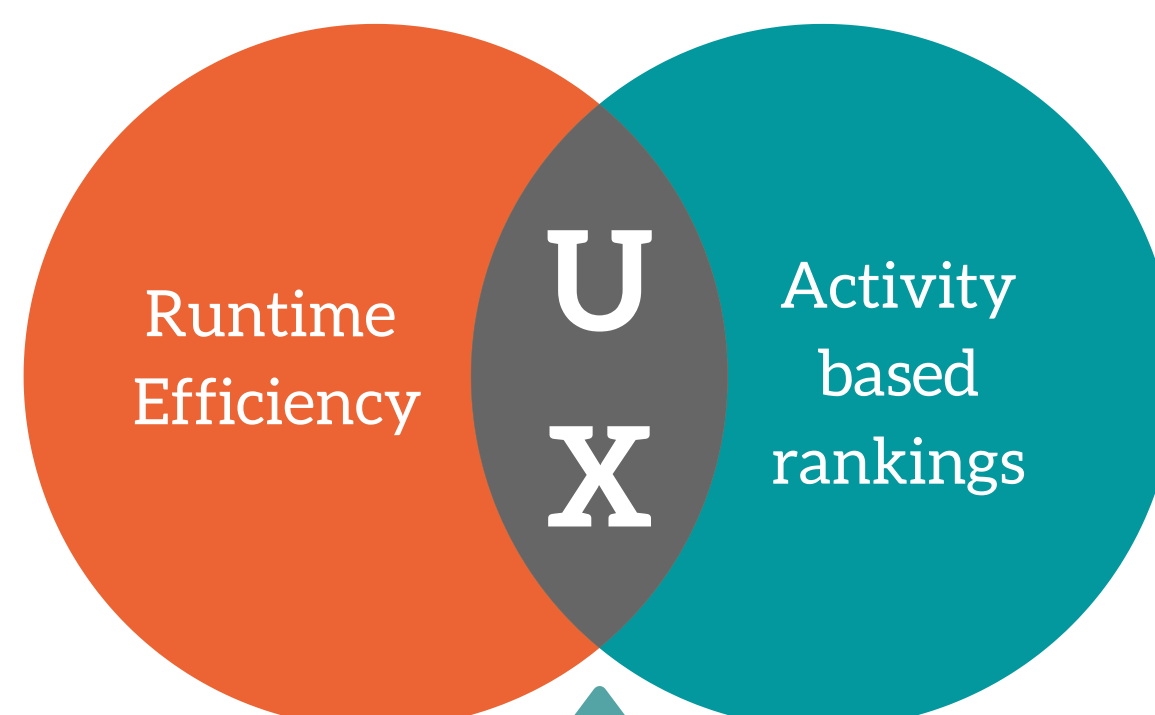
Perform EDA to study the relationships between data entities

Build Cypher queries in Neo4j to generate recommendations

Run Iterations of A/B Testing

RESULTS

The algorithm optimizes performance of recommendation generation by 50%



Elevated User Experience

The algorithm introduced a ranking mechanism based on themes identified from the activity of related users