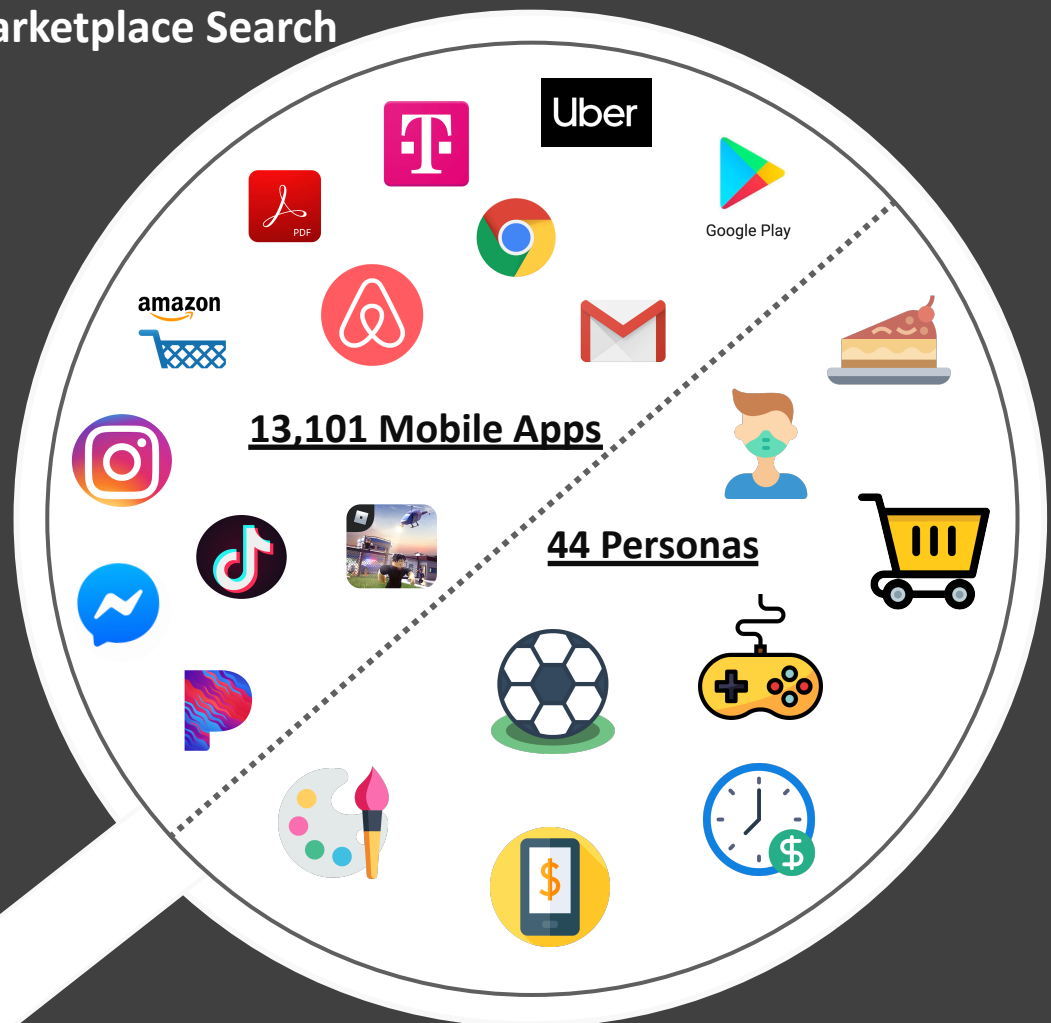


Mission: Boost user engagement with accurate recommendations



GOAL

Build a **Recommender System** search engine which takes mobile application and persona names as inputs and produce highly relevant mobile applications as output

CHALLENGE

- Skewed Distribution
- Recommendation Relevance
- Search Engine Customization

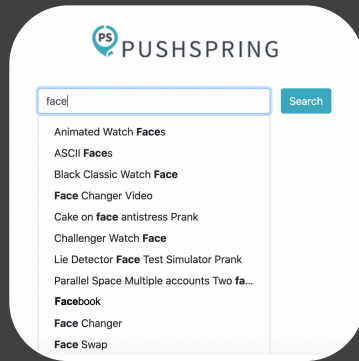
APPROACH

- **Recommender System**
 - Collaborative filtering
 - Content-based recommendation
- **Deep Learning**
 - Convolutional Neural Network
 - Natural Language Processing
 - Matrix Factorization



USER INTERFACE ROADMAP

Step 1: Search targets



Step 2: Check recommendations

