

SEMINARAS

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Using Machine Learning for generating recommendations in various domains: from e-commerce to job search

This talk presents an overview of research results and ongoing projects on applications of machine learning in various types of recommendation systems. In e-commerce, physical retail settings, and web services, we utilize machine learning to tailor recommendations to individual shopping behaviors, enhancing customer engagement and satisfaction. A notable deviation in our approach is seen in the educational domain, where our approach, through knowledge tracing, identifies knowledge gaps rather than user preferences, thereby recommending educational content that addresses these gaps. Additionally, our "Kids Radio Europe" project, funded by the Creative Europe programme, leverages machine learning for personalized audio recommendations based on content analysis. Additionally, a Job Matching project, supported by Oxford University, employs language models based on deep learning for entity extraction and linkage, analyzing job postings to map required skills and occupations to established taxonomies, such as ESCO. These initiatives highlight the versatility of machine learning in transforming data into actionable, personalized insights across diverse sectors.

Kviečiame dalyvauti.

Seminaro sekretorius A. Bugajev