



College of Science and Mathematics

Big Data Lecture Series

Science Bldg., room 213 (Kennesaw)/Wednesday, September 28th/ 11:30 – 2:00

Lunch will be served

Recommender Systems

Abstract: Recommender systems are used by some of the largest tech companies to show users which products they have the highest likelihood to be interested in. In order for these systems to be functional as well as personalized, there needs to be a large bank of products and user interaction with the products. In the case of AMC Theatres, there exists the unique problem of recommending a new movie that has been purchased by few or no customers. In this talk, John will present a look into how a data product is developed and implemented in the real world, and share his experiences with messy data, business/political challenges, technological short comings, and communicating results.



John Jacobson John has lived in Georgia for most of his life, but has family ties to rural Minnesota. In 2012, **John graduated from Kennesaw State University with a B.S. in Mathematics and a minor in Applied Statistics and Data Analysis.** Soon after graduation, John began working at a start up in Dunwoody where he got his first exposure to the Telecom Industry as well as advanced analytics on Big Data. After gaining two years of amazing experience, John moved to the advertising agency Moxie to provide services for Verizon Wireless, and help bolster Moxie's name in the Data Science space. John has had many opportunities to apply his mathematical and statistical background to inform business decisions, and is always looking for a chance to solve problems using Graph Theory. When he is not at work, you will most likely find him at a show in East Atlanta Village or chilling at home with his wife and three cats.