A Method and Algorithm to Dynamically Learn Heterogeneous Preferences with Clustering Algorithms

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TECHNOLOGY DESCRIPTION

UCSD inventors from the Rady School of Management have come up with a system and method to dynamically learn consumer preferences and recommend products by sampling from clusters of existing consumer choice data. The invention exploits knowledge from large amount of existing data generated by consumer's interactions with websites to enhance the learning process, which could greatly improve the effectiveness of prediction accuracy. The invention:

- can be utilized in ecommerce product recommendations, website content placement, and app optimization on mobile devices.
- can more accurately predict the type of the consumer and the probability of purchase.
- is currently at the computer model simulation stage using experimental data.

PATENT STATUS

Country	Type	Number	Dated	Case
United States Of America	Issued Patent	10,636,073	04/28/2020	2015-110
Patent Cooperation Treaty	Published Application	2016168703	10/20/2016	2015-110

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OTHER INFORMATION

KEYWORDS

market choice, consumer analysis

CATEGORIZED AS

- **Computer**
  - Software

RELATED CASES

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