Personalised Recommendations for Modes of Transport: A Sequence-based Approach

Gunjan Kumar, Houssem Jerbi, and Michael P. O'Mahony

Insight Centre for Data Analytics
School of Computer Science, University College Dublin, Ireland

1 Summarized Publication(s)

Paper Title:	Personalised Recommendations for Modes of Transport: A Sequence-based Approach [1]
URL:	http://www2.cs.uic.edu/∼urbcomp2013/urbcomp2016/papers/Personalised.pdf
Conference / Journal	The 5th International Workshop on Urban Computing held in conjunction with the 22th ACM SIGKDD 2016
Publication Date	August 14, 2016

2 Summary

In this paper we consider the problem of recommending modes of transport to users in an urban setting. In particular, we build on our past work in which a general framework for activity recommendation is proposed. To model the personal preferences and habits of users, the framework uses a sequence-based approach to capture the order as well as the context associated with user activity patterns. Here, we extend this work by introducing a machine learning approach to learn and take into account the natural variations in the regularity and repetition of individual user behaviour that occur. We demonstrate the versatility of our recommendation framework by applying it to the transport domain, and an evaluation using a real-world dataset demonstrates the efficacy of the approach.[1]

References

1. Kumar, G., Jerbi, H., O'Mahony, M.P.: Personalised recommendations for modes of transport: A sequence-based approach. The 5th ACM SIGKDD International Workshop on Urban Computing (UrbComp 2016) (2016)