# IMPROVE PERSONALIZED RECOMMENDATIONS

Data Scientists must build recommendation systems that capture interest by predicting individual tastes and preferences.

## BUILD A RECOMMENDATION ENGINE

| WITH TRADITIONAL DATA SCIENCE METHODS | WITH NEO4J GRAPH DATA SCIENCE |
|---|---|
| Complex to aggregate data on preferences and taste across sources | Visually represent individuals and their preferences as relationships |
| Expensive to build recommendation engines with joins and matrix calculations | Make recommendations based on historical actions and those who behave similarly |
| Miss individual user context with approximate methods and precalculated recommendations | Build a personalized recommendation system using graph embeddings, link prediction, and similarity algorithms |

# RESULTS

Neo4j Graph Data Science builds personalized recommendations based on data from similar or past behaviors. The result is improved user satisfaction, greater loyalty, and more informed customer service, driving growth in revenue and market share.

Read our use case selection guide | Neo4j Graph Data Science

*Neo4j Graph Data Science is a data analytics and ML engine that helps you understand the connections in big data to answer critical questions and improve predictions. It uses these data relationships to discover fast, actionable insights and plugs into enterprise data ecosystems so you can get more data science projects into production quickly.See how Graph Data Science can answer your data questions.*