

KNOWING YOUR AUDIENCE

Denis Kazakov

M.S. Applied Math @ CU Boulder

Data Science Intern @ Chartbeat

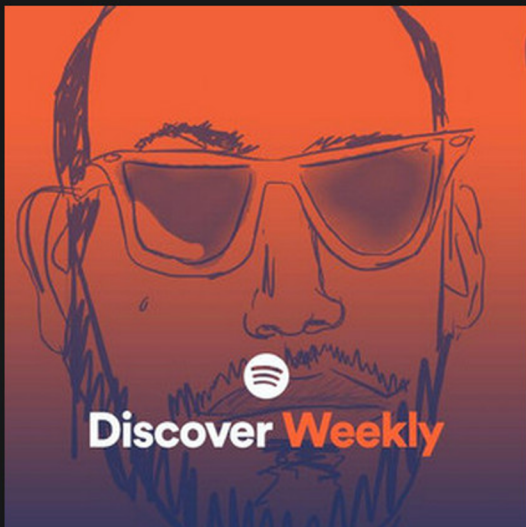
Because you watched New Girl



TV Mysteries



Irreverent TV Shows



PLAYLIST

Discover Weekly

Your weekly mixtape of fresh music. Enjoy new discoveries and deep cuts chosen just for you. Updated every Monday, so save your favourites!

Created by: Spotify • 30 songs, 2 hr 9 min

⏸ PAUSE

FOLLOWING



FOLLOW

Available Offline

SONG

ARTIST



Coffee

Sylvan Esso

2 days ago



Feelin (feat. Spinn & Taso)

DJ Rashad, Spinn, Taso

2 days ago

White line = Discover Weekly songs

Your “blob” of music preferences

Funk/soul

- > The Jackson 5
- > James Brown
- > Allen Toussaint

Indie folk/rock

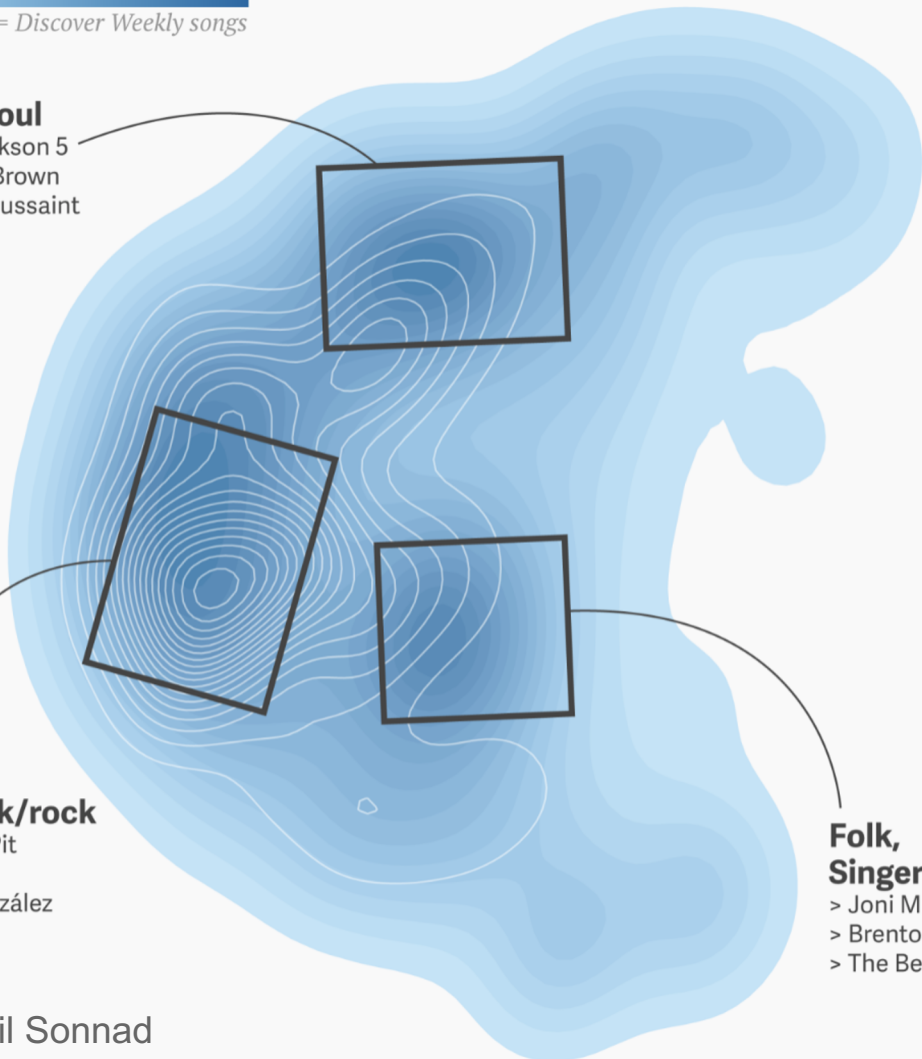
- > Passion Pit
- > The Arcs
- > José González

Folk, Singer-songwriter

- > Joni Mitchell
- > Brenton Wood
- > The Beach Boys

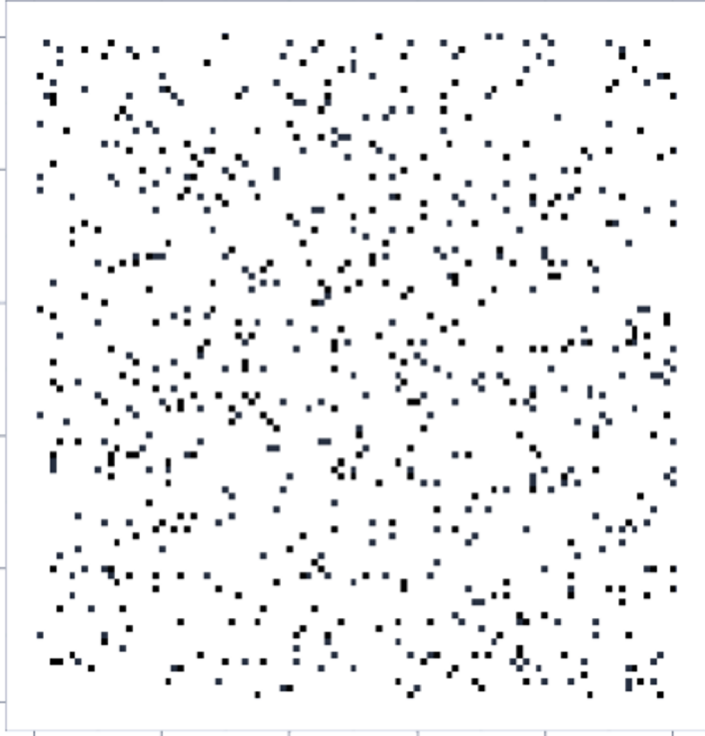
Kids' songs
(for my daughter)
> Susie Tallman

Ref: Nikhil Sonnad



News Stories

News Websites



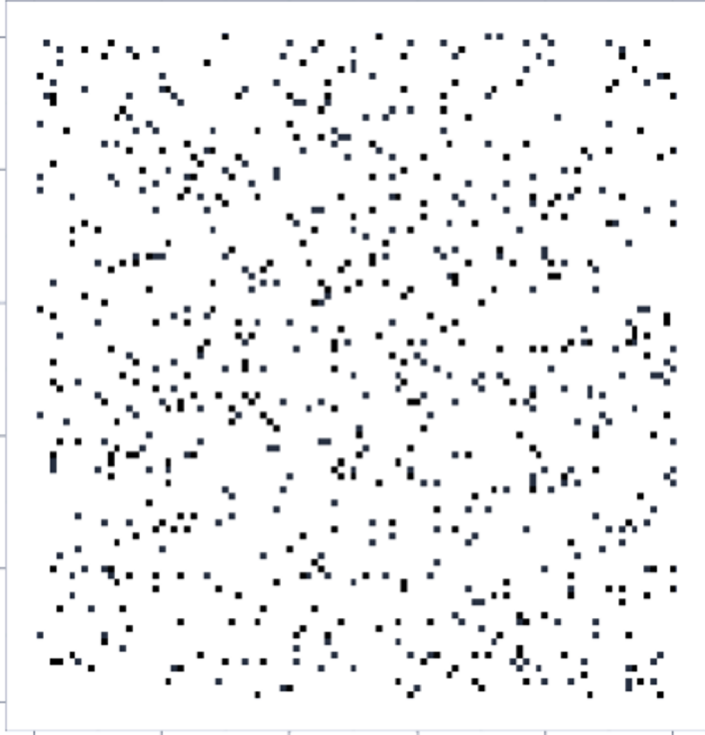
Story = {article1,
article2,
article3,
...}

*Matrix entry: # of articles posted by website to given story (implicit feedback)



News Stories

News Websites



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News Websites

News Stories

*Matrix entry: # of articles posted by website to given story (implicit feedback)



~~Website vs. Story (relevance)~~

$$w_i \cdot s_j$$

Story vs. Story (similarity)

$$\frac{s_i \cdot s_j}{\|s_i\|^2 \|s_j\|^2}$$

Website vs. Website (similarity)

$$\frac{w_i \cdot w_j}{\|w_i\|^2 \|w_j\|^2}$$



Story vs. Story API

QUERY: Hurricanes lose Nehe Milner-Skudder for six weeks with fractured foot

id: 1422

Crusaders storm home to down Chiefs

id: 63066

Seta Tamanivalu try hands Crusaders important Super Rugby win over Highlanders

id: 11404

Hurricanes drop Julian Savea

id: 34041

Crusaders stay unbeaten after cruising past Sunwolves

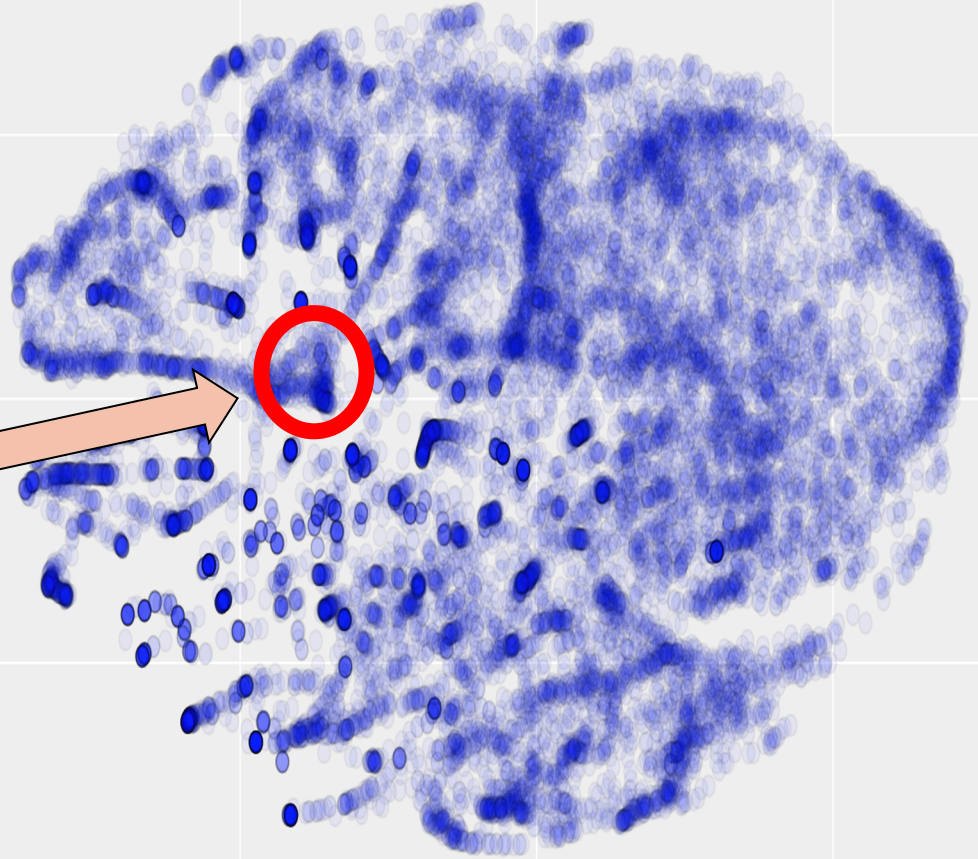
id: 61208

Waratahs v Brumbies; Super Rugby



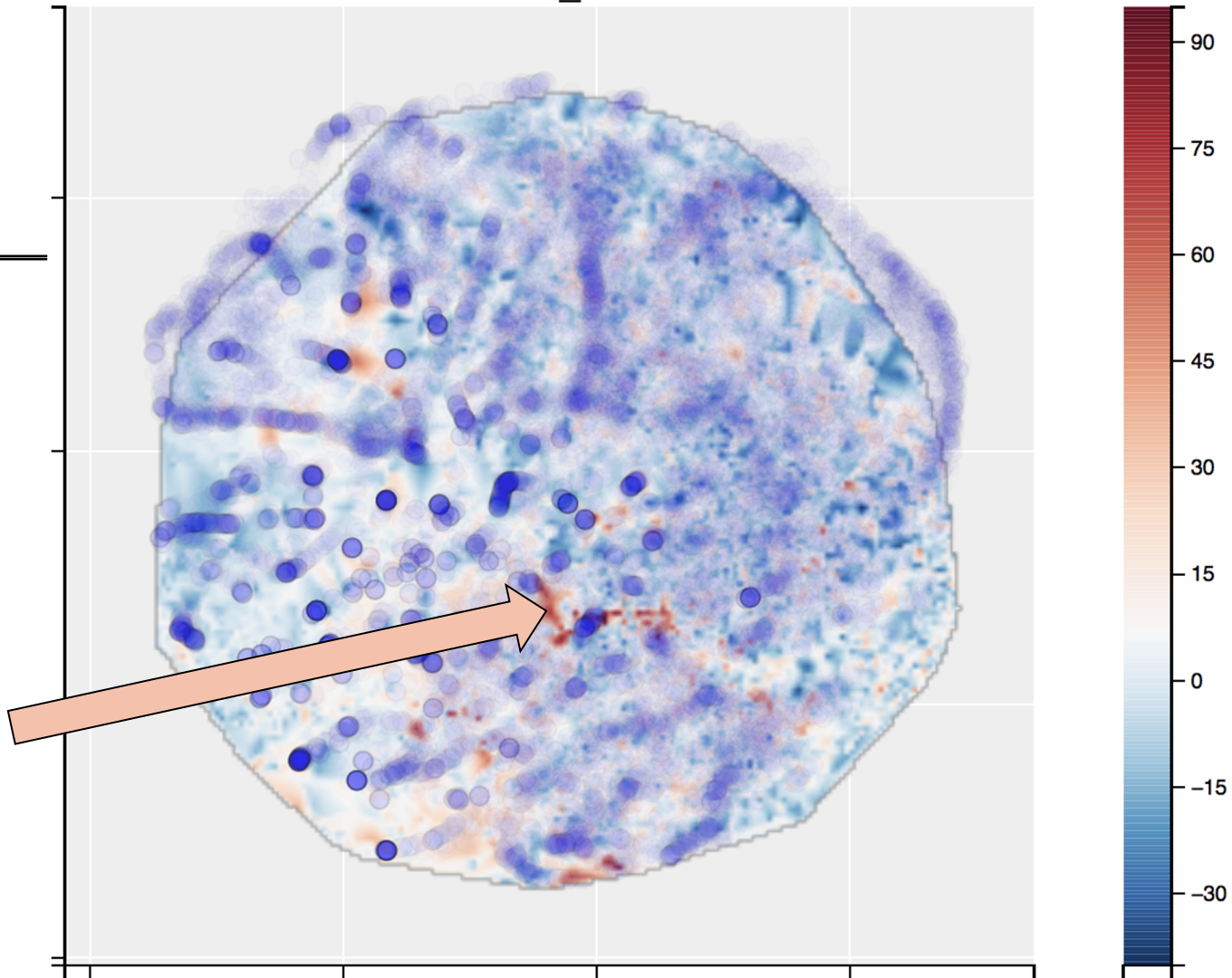
Story Space

Soccer

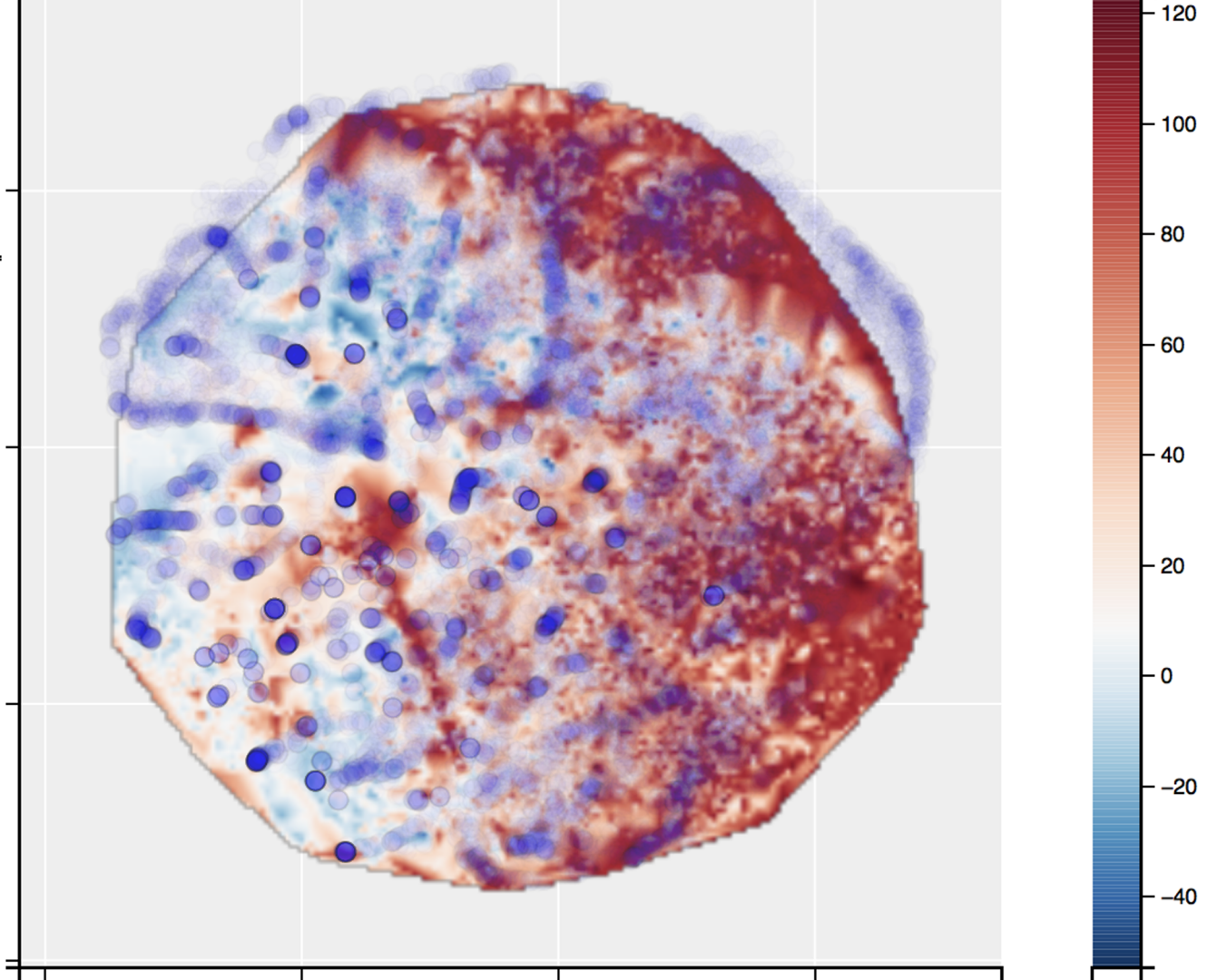


Query:
Car Website

Car related article



Query:
One of the
top breaking
news
websites



Thank you to:
Chartbeat
hackNY
NYC
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