

Ador, brand under Sebb Inc

Ador-AI Confirms Integration of customized **Merlin (Advanced Recommendation System) framework** as a part of AI/ML development

Customized Merlin Requirement for Merlin Integration

To provide personalized feed in the domain of Personal Growth and Mind-Body-Soul Upgrade, engaging content in around 35+ domains was developed. Customer Merlin framework is integrated to curate personalization of engaging content at an individual level.

Methodology

How Merlin Framework operates

Merlin framework is a module under recommendation systems. Merlin operates as a part of 4 step procedure. This includes Retrieving, Filtering, Scoring and Sorting. Merlin retrieves raw data, removes unrequired data as a part of processing, computes scores and sorts data to provide customized scoring to users

Mapping of Variables and Score Generation

Attributes of User and Content are segregated to generate trigonometric scoring. Post score generation, the results are ordered in descending order

How it is Customized Merlin

The entire algorithm of AI/ML recommendation system is devised from scratch to provide personalized content. In lieu of unique use-case of Growersity, Merlin approach is customized



Foundational approach

Creating similarity score with mathematical functions

Each and every posts' core attributes get mapped across the pipeline of user attributes. These mapped attributes of every post across user attributes generate ranking function which sorts all of them based on the associated scoring.

Dynamic scoring and personalization

The scoring of posts gets updated on a real time basis and it is unique for each user. If the repository holding posts gets updated or user profile gets updated, the scoring for that user will be generated again.

RESULT

Innovation meets Appeal and Function

Domain of Personal Growth gets required upgrade with development of Innovative API that provides personalization in 35+ domains. Real time scores meet appealing design to curate personalized feed for users

Improved user-feed with exceptional user - experience

Personalization enabled with machine learning improves user-experience in a multi-fold way. Now a user gets the most relevant posts and videos on the top of their feed out of the entire repository of content

Factoring Scalability of Content Development

The advanced recommendation tech has capability to inculcate increase in content repository by 10x to 1000x while ensuring methodological scoring for all the users



Author Udit Shah

Founder @Ador-AI (Funded AI Startup) | Online Certified (A Grade) from Said Oxford, #1 for 10 consecutive years globally | University of Michigan HCM | Selected in Top Tech & MBA (0.5% Acceptance) | AI x Personal Growth

Conclusion

Every Innovation requires right selection of technique and integration of modules that provide exceptional results. With Merlin, Ador AI has integrated advanced recommendation system. A fundamental know-how of Deep Tech, Machine Learning and AI led Ador team to finalize customized Merlin Framework for the use-case of providing personalized feed for users. Customized Merlin serves as a powerful backend innovation for the appealing front-end providing engaging videos, blogs and quotes in 35+ domains of personal growth and content for users. With integration of Customized Merlin, Founder Udit Shah confirms innovation streak of utilizing advanced technologies in the domain of Personal Growth and Connections that includes factors like Scalability, Innovation and Impact