Hello.

This week we'll discuss how analytics can be used to make recommendations for movies and for health.

In the first lecture, we discuss how Netflix offered the million dollar prize to improve their movie recommendation system.

In the second lecture, we discuss how health care claims data can be used to predict the occurrence of a heart attack and to better understand patterns.

Through these examples, we'll discuss the method of plastering, which is used to find similarities and patterns in data.

Let's get started.