

Exploiting user behavior learning for personalized trajectory recommendations

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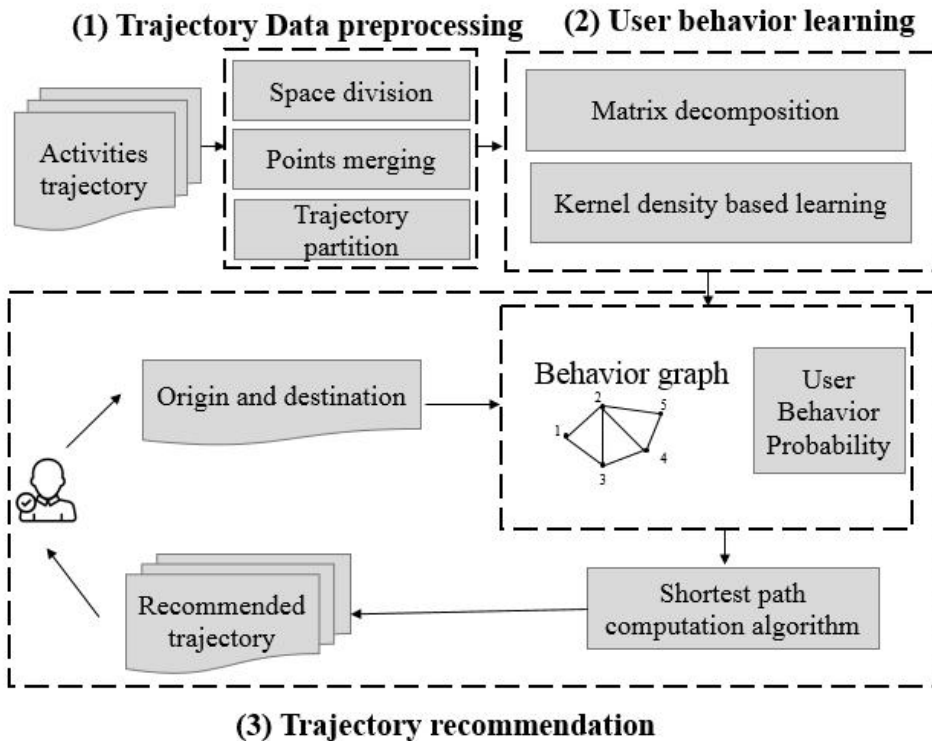
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Problems & Ideas

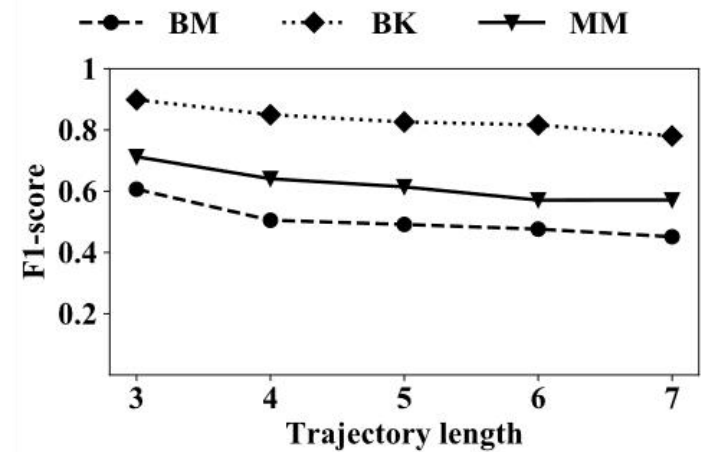
- Most existing trajectory recommendation works return the same route to different users given an origin and a destination.
 - We define a user behavior as two consecutive activities. The users' behavior preferences can be learned from users' historical multi-attributes trajectories.
- Ideas:
 - We propose a personalized route recommendation framework, which transforms a route recommendation problem into a classical shortest path problem employing a user-behavior graph.
 - Two user behavior probability learning methods, i.e., BM and BK, are proposed to learn user preferences fusing the spatial-temporal information to conquer the data sparsity.

Main Contributions

- **Framework**



- **F1-score on LA**



- **F1-score on NYC**

