

User segmentation for personalization of newsletters in CQA systems

Bc. Matúš Salát

Ing. Ivan Srba, PhD.



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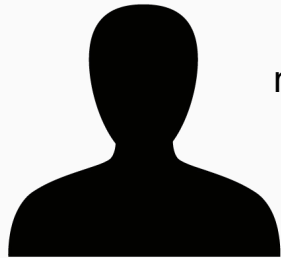
[ruby-on-rails](#) [ruby](#) [javascript](#) [python](#) [r](#)

Can newsletters take into account a user's favorite tags on that site?

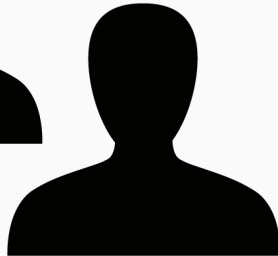
How about an interesting newsletter?

User segmentation

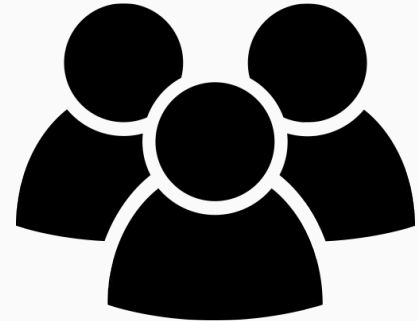
Experts -
overloading



Others -
nothing to do



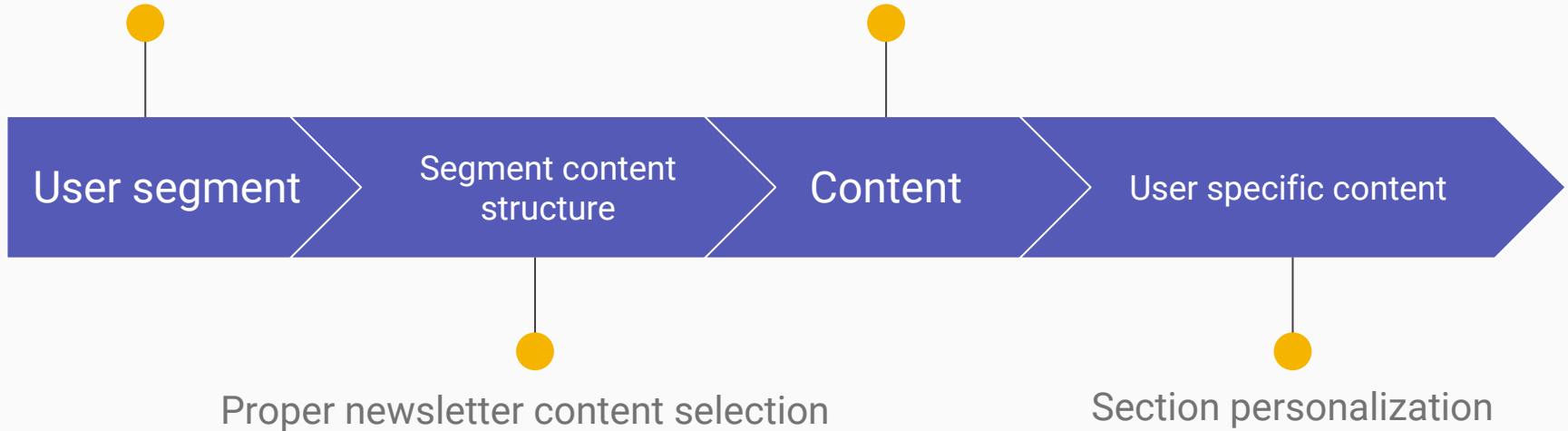
Multiple segments -
proper question routing



Specification of idea

User segmentation

Segment content routing



User segmentation for personalization of newsletters in CQA systems

Bc. Matúš Salát - matus.salat@gmail.com