

**Abstract:** The recommendation system is now to be applied in various areas, including the marketing field. This presentation briefly introduces recommendation systems in the marketing field, followed by an analysis of recommendation systems with higher interpretability based on the paper "Embedding Marketing Environment with Customer Heterogeneity for Store-Level Scanner Data". We propose a recommendation system that incorporates the market environment including promotion, as well as demographic information. Finally, we discuss consumers' preferred consumption patterns and the interpretability of the model.