INFO7374 Algorithmic Digital Marketing

Summary	In this assignment, we implemented all the three implementations. And create two respective apps to fulfill the two modes.
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Data Preprocessing

Sampling Data:

We used the **bson_and_image preprocessing.ipynb** to sample dataset, to generate sample images, as well as to have an insight of the category-id

```
pool.join()

print('Images saved at %s' % images_dir)
print('Products: \t%d\nCategories: \t%d\nPictures: \t%d' % (pro

file = open(os.path.join(base_dir, 'retrained_labels.txt'), 'w'

rootdir_glob = images_dir + '/**/*'
folder_list = [f for f in iglob(rootdir_glob, recursive=True) i
for folder in folder_list:
    category = folder.split('/')[-1]
    file.write(category + '\n')

file.close()

print('"retrained_labels.txt" saved at %s' % base_dir)
```

```
82it [00:00, 101.84it/s]
Images saved at /Users/check4068/images
Products:       2
Categories:     2
Pictures:       2
"retrained_labels.txt" saved at /Users/check4068
```

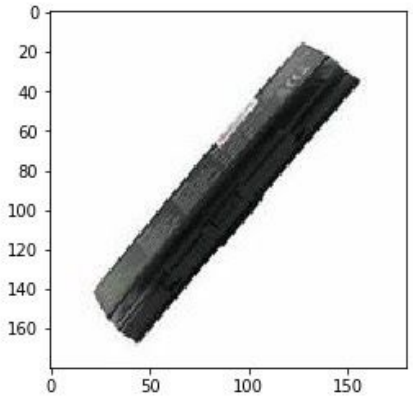
```
[5]: prod_to_category
```

[5]:

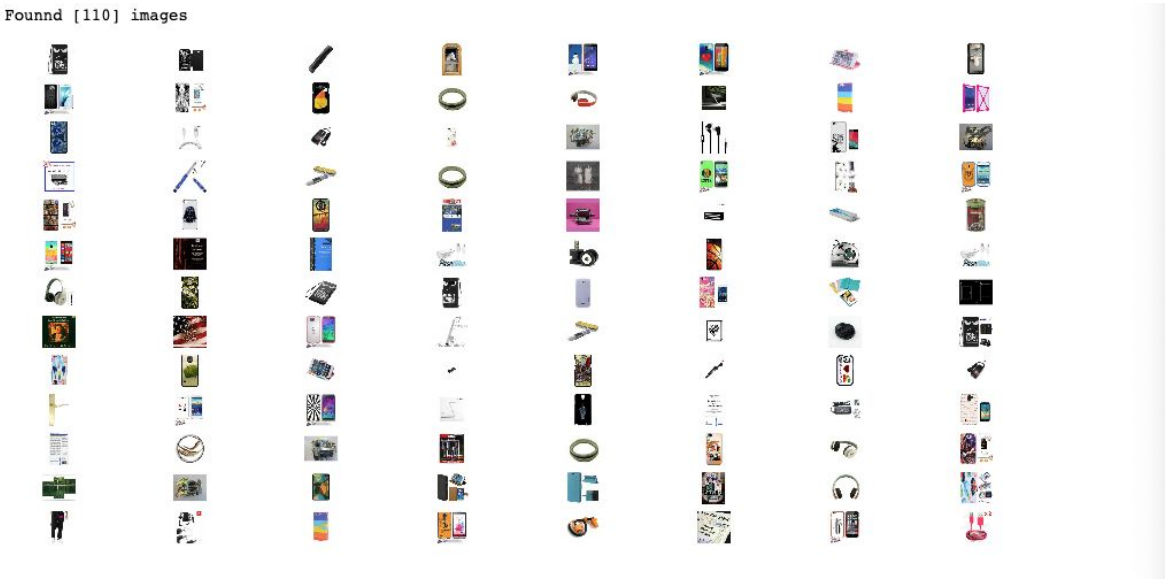
_id	category_id
0	1000010653
1	1000010653
2	1000004079
3	1000004141
4	1000015539
...	...
95	1000010653
97	1000010683
98	1000010667
99	1000014053
101	1000004085

82 rows × 1 columns

```
[6]: plt.imshow(picture);
```



Sample Images to Use:

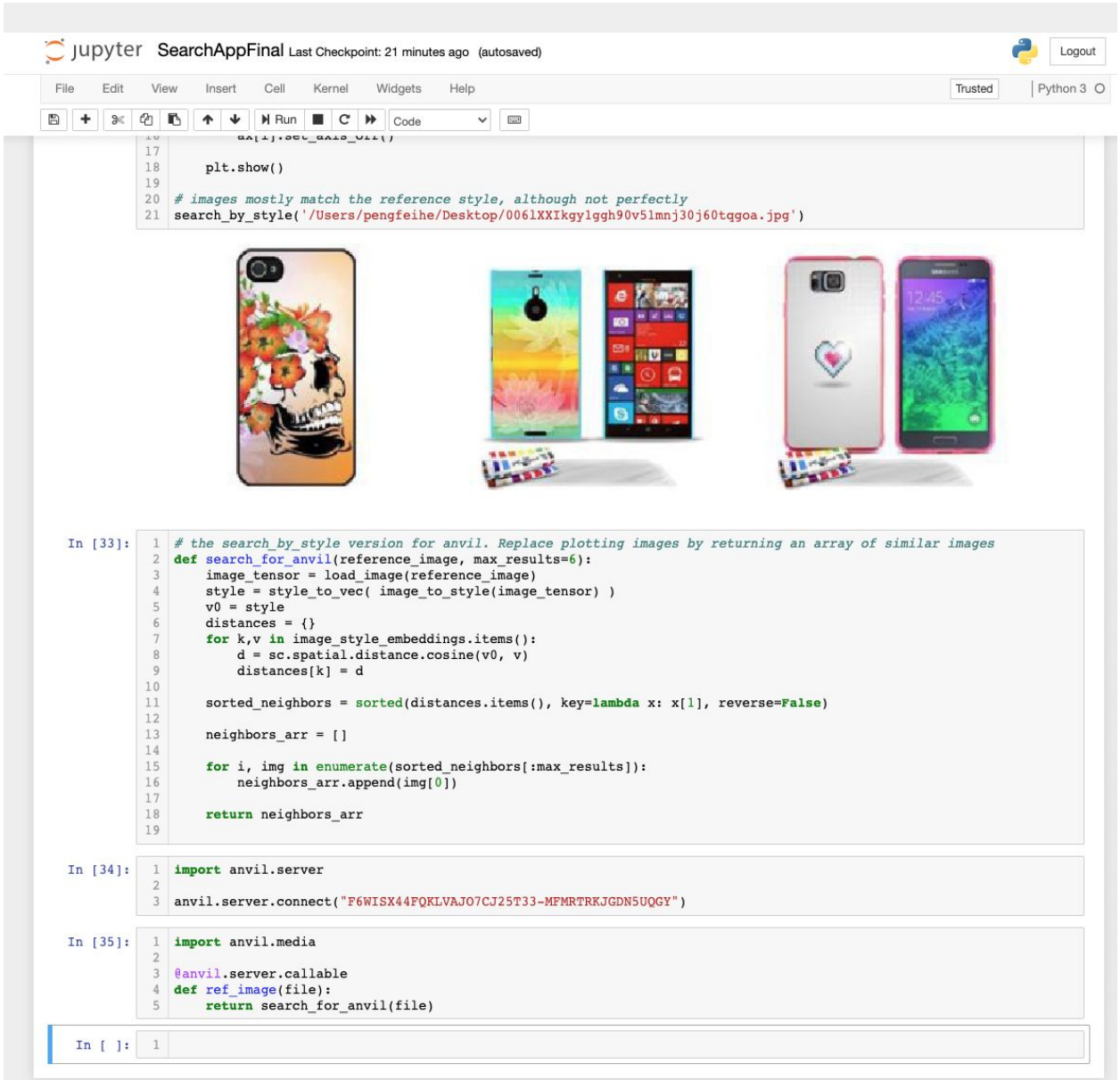


Implement of Version 1 (App mode 2)

We used the **first implement version** to create an app **fulfill the mode two**, which allows user to upload a new image and return k images similar to it. This app is published on **Anvil cloud**. The public url is **bitter-general-top.anvil.app**

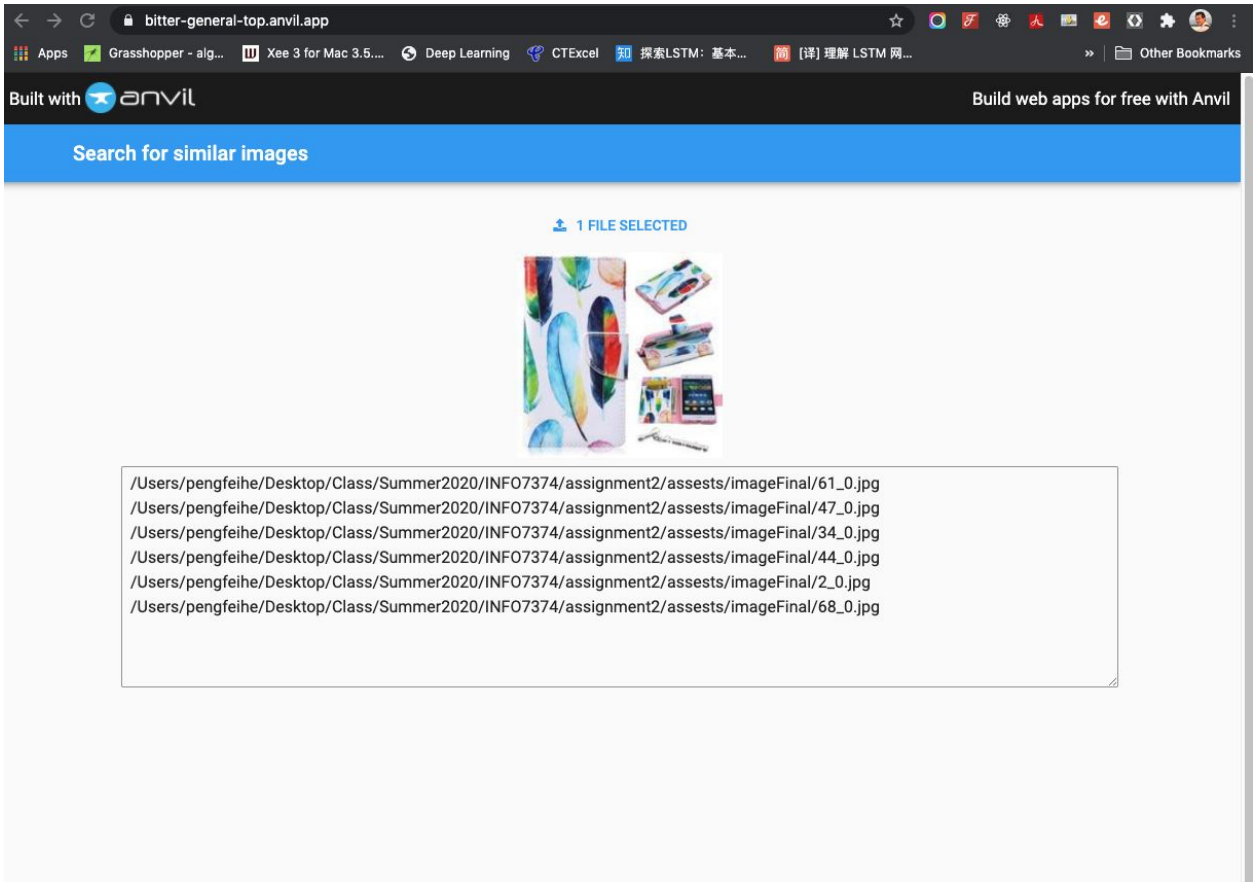
Implementing version_1 locally:

We modified the search_by_style function, by generating a new style for each new uploaded image, and then match this new style to the existing style array. In this way, we can allow users to **randomly upload any images**, and still can return the best similar images.



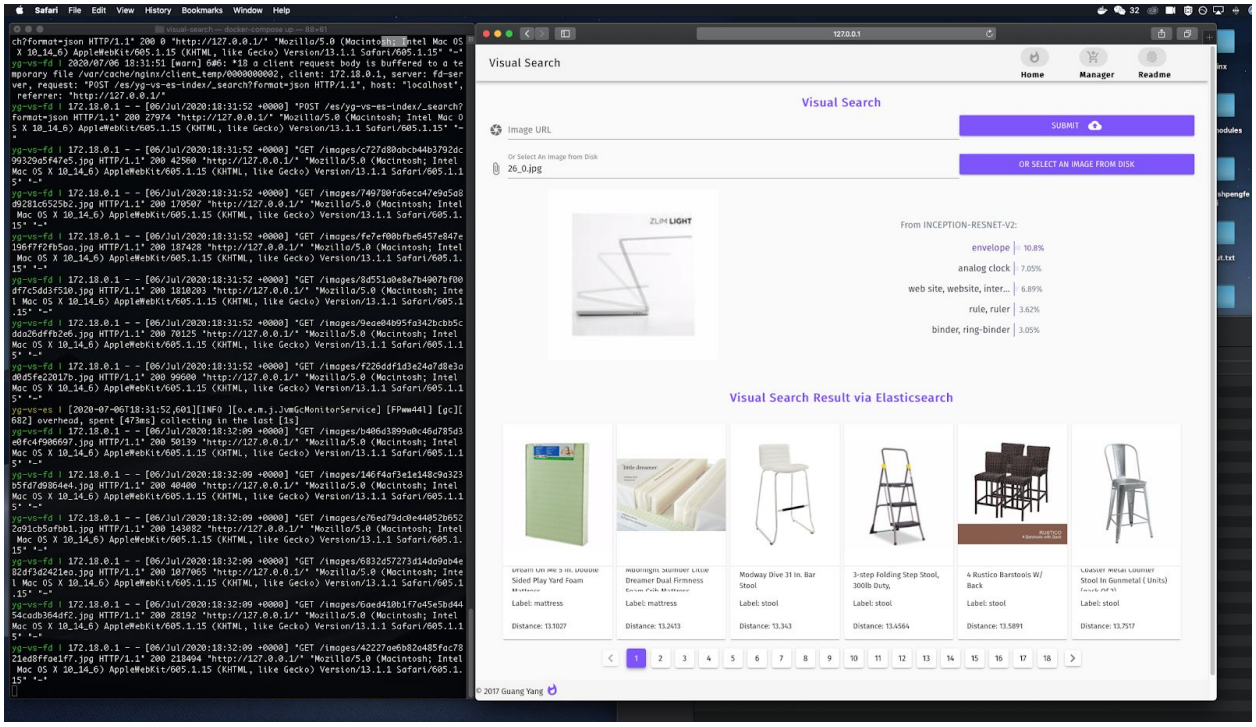
Deployed to Anvil Cloud (url:bitter-general-top.anvil.app)

We used Anvil to turn the jupyter notebook into a web app. And deployed it into Anvil Cloud server.



Implement of Version 2 (Run on docker)

Since the reference app for the **second implement version** is already a fully developed search app. We just **run it on docker** to use it.

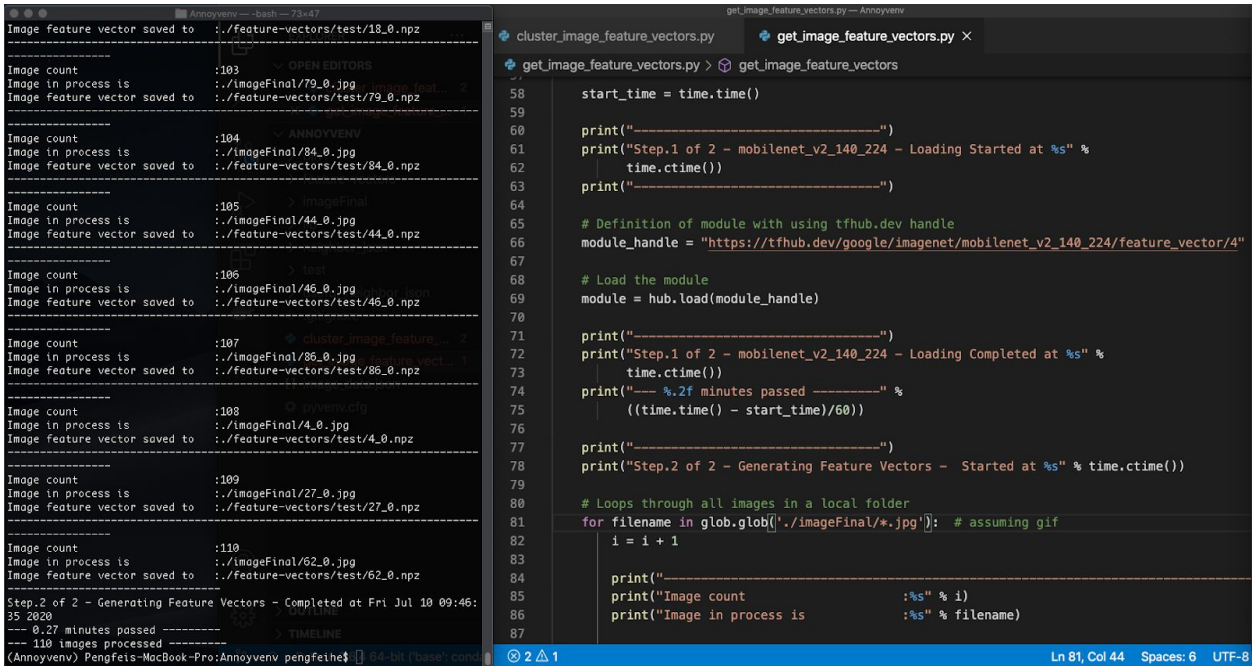


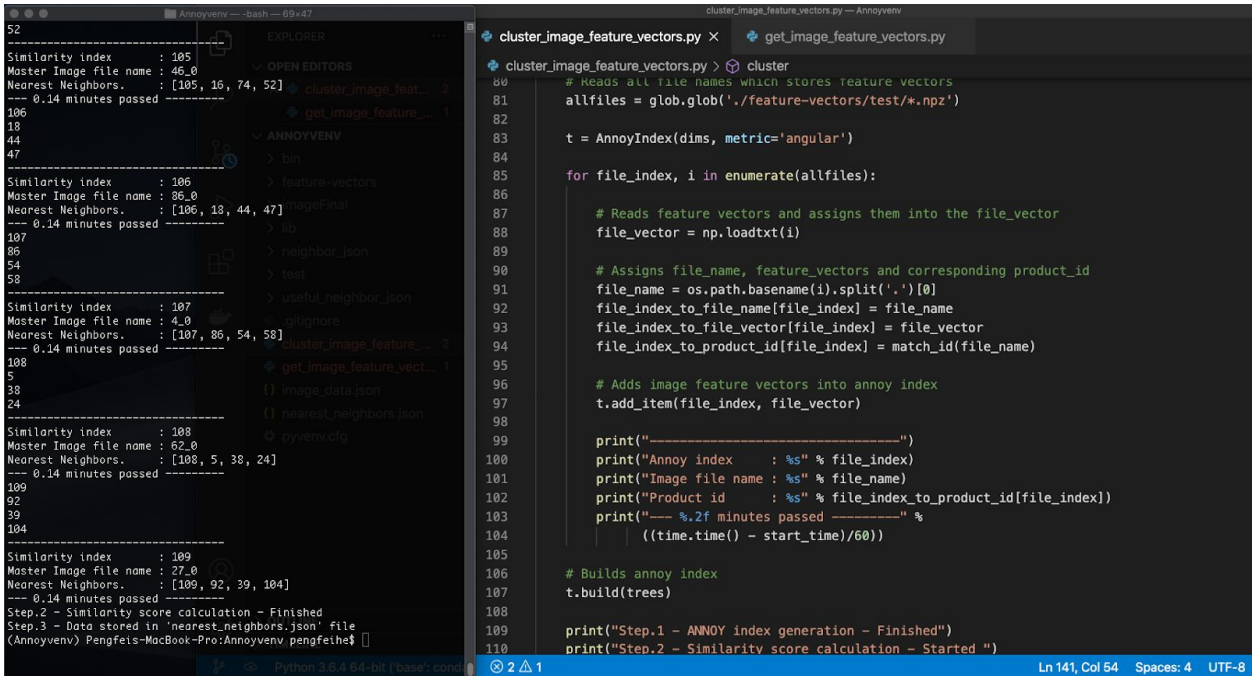
Implement of Version 3 (App mode 1)

We used the **third implement version** to create an app **fulfill the mode one**, which allows the user to select one image and get k similar images based on **elasticsearch**. Our web app is developed using django framework.

Generate N-Nearest Neighbor json file

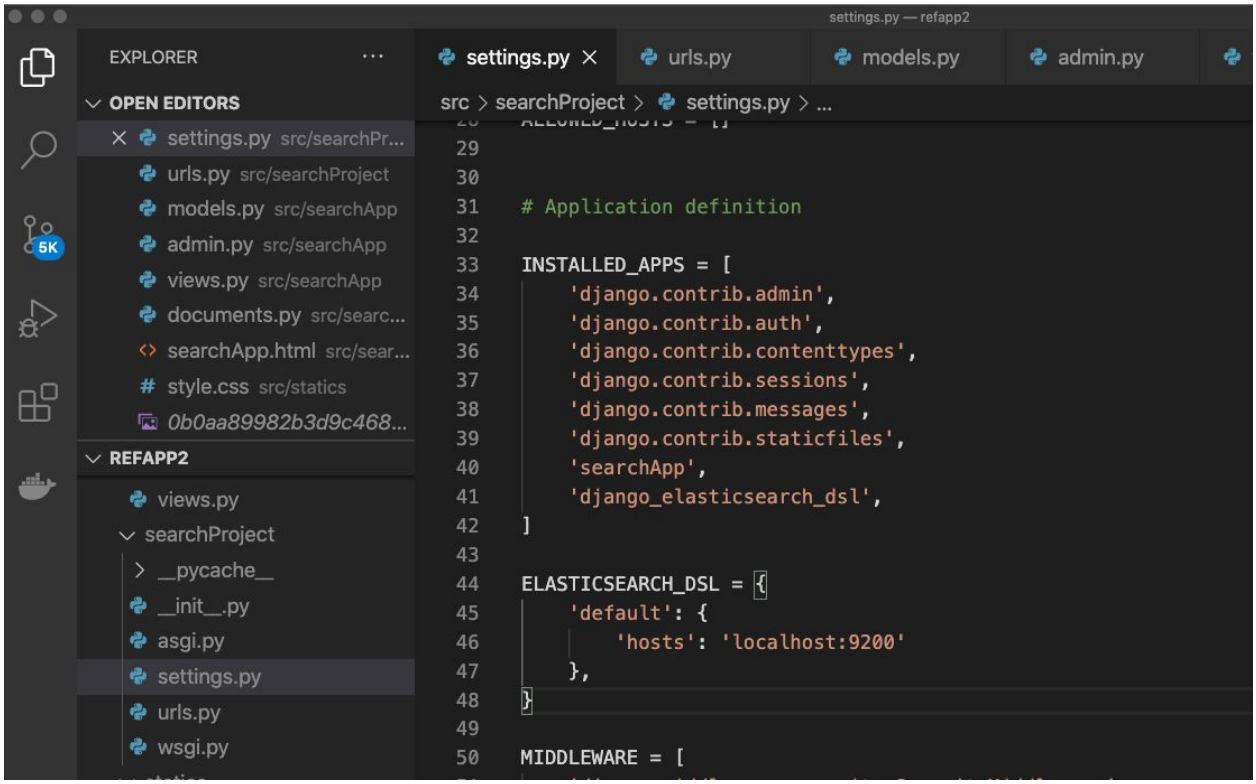
We firstly create the vector file for each image, and then use those vectors to generate the nearest_neighbors.json file.



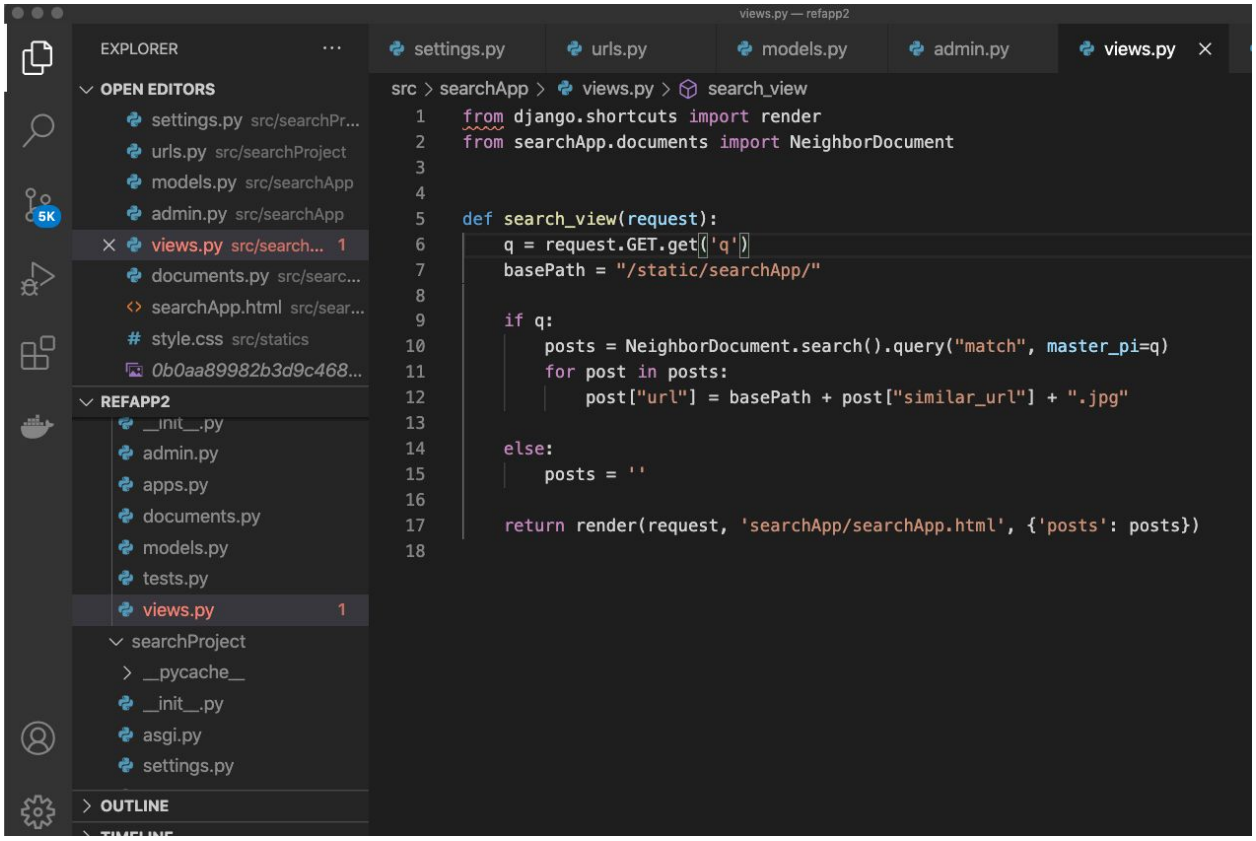


Integrate elasticsearch with django framework

We used **django-elasticsearch-dsl** for the integration. Run **python manage.py search_index --rebuild** to indexing the data model.



Search based on the N-Nearest Neighbor json file



Generate UI for the app