#### Regularized SVD

In class, we talked about the iterative SVD technique described in the book. We also talked briefly about how to avoid overfitting; one way to avoid overfitting is to use regularization [1].

For the netflix prize competition, Simon Funk implemented a regularized iterative SVD technique to predict movie ratings for users [2]. The goal of our project was to implement a regularized iterative SVD technique, similar to Simon Funk's. After Simon Funk wrote the article describing his SVD technique(s), a lot of other data scientists and researchers have tried to implement his approach. As a result, there is no homogenous regularized SVD technique. One thing that most of these techniques (including Simon Funk's) have in common is that they make use of a stochastic gradient descent technique to minimize the RMSE [3, 4]. Stochastic gradient descent is basically an iterative way to find a local minima of a function[5]. In our case, the function to be minimized is the RMSE.

#### Training the U, V matrices

The crux of the regularized SVD technique we implemented lies in how the U, V matrices are trained. Recall that, we are trying to "approximate" the utility matrix M with two matrices such that

$$M\approx U*V^T$$

Note that the singular values of the decomposition have been submerged into both U and  $V^T$ . Also, in the algorithm we implemented, instead of explicitly storing  $V^T$ , we store V to make the training step more seamless.

Training of the U and  $V^T$  matrices occurs exactly r times. r is the rank of the matrix  $U * V^T$ , or equivalently the number of columns in U, or the number of rows in  $V^T$ . For each k in [0, r-1], we consider U[k]

# Varying the Parameters

## **Control Experiments**

#### Method of Research and Future Work

- 1. Cache.
- 2. Average ratings.

## References

- 1. http://en.wikipedia.org/wiki/Regularization\_(mathematics)
- 2. http://sifter.org/simon/Journal/20061211.html
- 3. http://www.timelydevelopment.com/demos/NetflixPrize.aspx
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