

Latent-Factors Based Recommender Systems

Mining Massive Datasets

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Topic 18

Sources

- Data Mining, The Textbook (2015) by Charu Aggarwal (Section 18.5) – [slides by Lijun Zhang](#)
- Mining of Massive Datasets 2nd edition (2014) by Leskovec et al. ([Chapter 9](#)) - slides [A](#), [B](#)

Key idea

- Summarize the correlations across rows and columns in the form of lower dimensional vectors, or **latent** factors
- These latent factors become **hidden** variables that encode the correlations in the data matrix in a concise way and can be used to make **predictions**
- Estimation of the k-dimensional dominant latent factors is often possible even from **incompletely** specified data

Modeling

- n users: $\overline{U}_1, \dots, \overline{U}_n \in \mathbb{R}^k$

- d items: $\overline{I}_1, \dots, \overline{I}_d \in \mathbb{R}^k$

- Approximate rating r_{ij} by

$$r_{ij} \approx \langle \overline{U}_i, \overline{I}_j \rangle = \overline{U}_i^T \overline{I}_j = \overline{I}_j^T \overline{U}_i$$

- Approximate rating matrix $D = [r_{ij}]_{n \times d}$

$$D \approx F_{\text{user}} F_{\text{item}}^T$$

$$F_{\text{user}} \in \mathbb{R}^{n \times k}$$

$$F_{\text{item}} \in \mathbb{R}^{d \times k}$$

Matrix factorization

- Factorizing D into U and V

$$D \approx UV^T$$

- Objective when D is fully observed

$$\min \|D - UV^T\|_F^2$$

$$\|A\|_F = \sqrt{\sum_{i,j} a_{ij}^2}$$

- Objective when D is partially observed

$$\min \sum_{(i,j) \in \Omega} \left(D_{ij} - \overline{U}_i^T \overline{V}_j \right)^2$$

Ω is the set of observed cells

Non-negative, regularized matrix factorization

- Matrix factorization $D \approx UV^T$

Objective:

$$\min \sum_{(i,j) \in \Omega} \left(D_{ij} - \overline{U}_i^T \overline{V}_j \right)^2 + \lambda \left(\|U\|_F^2 + \|V\|_F^2 \right)$$

Ω is the set of observed cells in the matrix

$$U \geq 0, V \geq 0$$

Example 1: grocery shopping

Example: grocery shopping

	John	Alice	Mary	Greg	Peter	Jennifer
Vegetables	0	1	0	1	2	2
Fruits	2	3	1	1	2	2
Sweets	1	1	1	0	1	1
Bread	0	2	3	4	1	1
Coffee	0	0	0	0	1	0

- This purchase history indicates the number of time each person has purchased an item
- For clarity we're dealing with categories of items, but they can be the items themselves

In Python

Python code

	John	Alice	Mary	Greg	Peter	Jennifer
Vegetables	0	1	0	1	2	2
Fruits	2	3	1	1	2	2
Sweets	1	1	1	0	1	1
Bread	0	2	3	4	1	1
Coffee	0	0	0	0	1	0

```
V = np.array(  
    [[0,1,0,1,2,2],  
     [2,3,1,1,2,2],  
     [1,1,1,0,1,1],  
     [0,2,3,4,1,1],  
     [0,0,0,0,1,0]])
```

```
V = pd.DataFrame(V, columns=['John', 'Alice',  
                             'Mary', 'Greg', 'Peter', 'Jennifer'])
```

```
V.index = ['Vegetables', 'Fruits', 'Sweets',  
           'Bread', 'Coffee']
```

Matrix factorization ($V \approx WH$)

Matrix W (items x factors) with possible names for each factor added for legibility

	Fruits pickers	Bread eaters	Veggies
Vegetables	0.00	0.04	2.74
Fruits	1.93	0.15	0.47
Sweets	0.97	0.00	0.00
Bread	0.00	2.66	1.18
Coffee	0.00	0.00	0.59

Python code

```
from sklearn.decomposition
import NMF
nmf = NMF(3)
nmf.fit(V)

H =
pd.DataFrame(np.round(nmf.components_,2), columns=V.columns)
H.index = ['Fruits pickers',
'Bread eaters', 'Veggies']

W =
pd.DataFrame(np.round(nmf.transform(V),2), columns=H.index)
W.index = V.index
```

Matrix W (items x factors)

	Fruits pickers	Bread eaters	Veggies
Vegetables	0.00	0.04	2.74
Fruits	1.93	0.15	0.47
Sweets	0.97	0.00	0.00
Bread	0.00	2.66	1.18
Coffee	0.00	0.00	0.59

Possible names for each factor added for legibility: these names are **not needed for the method to work**

Matrix H (factors x people)

	John	Alice	Mary	Greg	Peter	Jennifer
Fruits pickers	1.04	1.34	0.55	0.26	0.89	0.90
Bread eaters	0.00	0.60	1.12	1.36	0.03	0.07
Veggies	0.00	0.35	0.00	0.34	0.77	0.69

Reconstruction

Original matrix (V)

	John	Alice	Mary	Greg	Peter	Jennifer
Vegetables	0	1	0	1	2	2
Fruits	2	3	1	1	2	2
Sweets	1	1	1	0	1	1
Bread	0	2	3	4	1	1
Coffee	0	0	0	0	1	0

Reconstructed matrix (W H)

	John	Alice	Mary	Greg	Peter	Jennifer
Vegetables	0.00	0.98	0.04	0.99	2.11	1.89
Fruits	2.01	2.84	1.23	0.87	2.08	2.07
Sweets	1.01	1.30	0.53	0.25	0.86	0.87
Bread	0.00	2.01	2.98	4.02	0.99	1.00
Coffee	0.00	0.21	0.00	0.20	0.45	0.41

```
reconstructed = pd.DataFrame(np.round(np.dot(W,H),2), columns=V.columns)
reconstructed.index = V.index
```

Recommendation

Original matrix (V)

John Alice Mary Greg Peter Jennifer

Vegetables	0	1	0	1	2	2
Fruits	2	3	1	1	2	2
Sweets	1	1	1	0	1	1
Bread	0	2	3	4	1	1
Coffee	0	0	0	0	1	0

Reconstructed matrix (W H)

John Alice Mary Greg Peter Jennifer

Vegetables	0.00	0.98	0.04	0.99	2.11	1.89
Fruits	2.01	2.84	1.23	0.87	2.08	2.07
Sweets	1.01	1.30	0.53	0.25	0.86	0.87
Bread	0.00	2.01	2.98	4.02	0.99	1.00
Coffee	0.00	0.21	0.00	0.20	0.45	0.41

If you were to recommend one product to someone, what would you recommend and to whom?

Evaluation

Direct evaluation

- Randomized controlled experiment
 - Renamed A/B testing for ... reasons
 - People are split randomly in control/experimental
 - Control group: receives one type of recommendation
 - Experimental group: receives another type
- Metrics such as CTR, retention, etc.
- Requires infrastructure, users, policies

Evaluating with existing data

	1	3	4			
		3	5			5
			4	5		5
			3			
			3			
	2			2		2
					5	
		2	1			1
		3			3	
	1					

Evaluating with existing data

movies

users

1	3	4			
	3	5			5
		4	5		5
		3			
		3			
2			?		?
				?	
	2	1			?
	3			?	
1					

Test Data Set

Evaluation metrics

- RMSE (root of mean of squared errors)

$$\sqrt{E[(x - \hat{x})^2]}$$

- Precision @ k
 - % of recommendations that are correct among those in the top k positions
- Rank correlation
 - Spearman's correlation between system and user

Evaluating is hard

- Accuracy is not all
- We also want diversity
- We want to be contextually sensitive
- The order of predictions matters
- RMSE might penalize a method that does well for high ratings but bad for others

Example 2: Netflix prize

Example 2: Netflix prize (2009)

- Netflix offered \$1,000,000 to anyone beating their algorithm by 10% in **RMSE**
- Provided 100M (user,movie) ratings for training
- Held a testing set and allowed one guess/day on the testing set to create a leader board

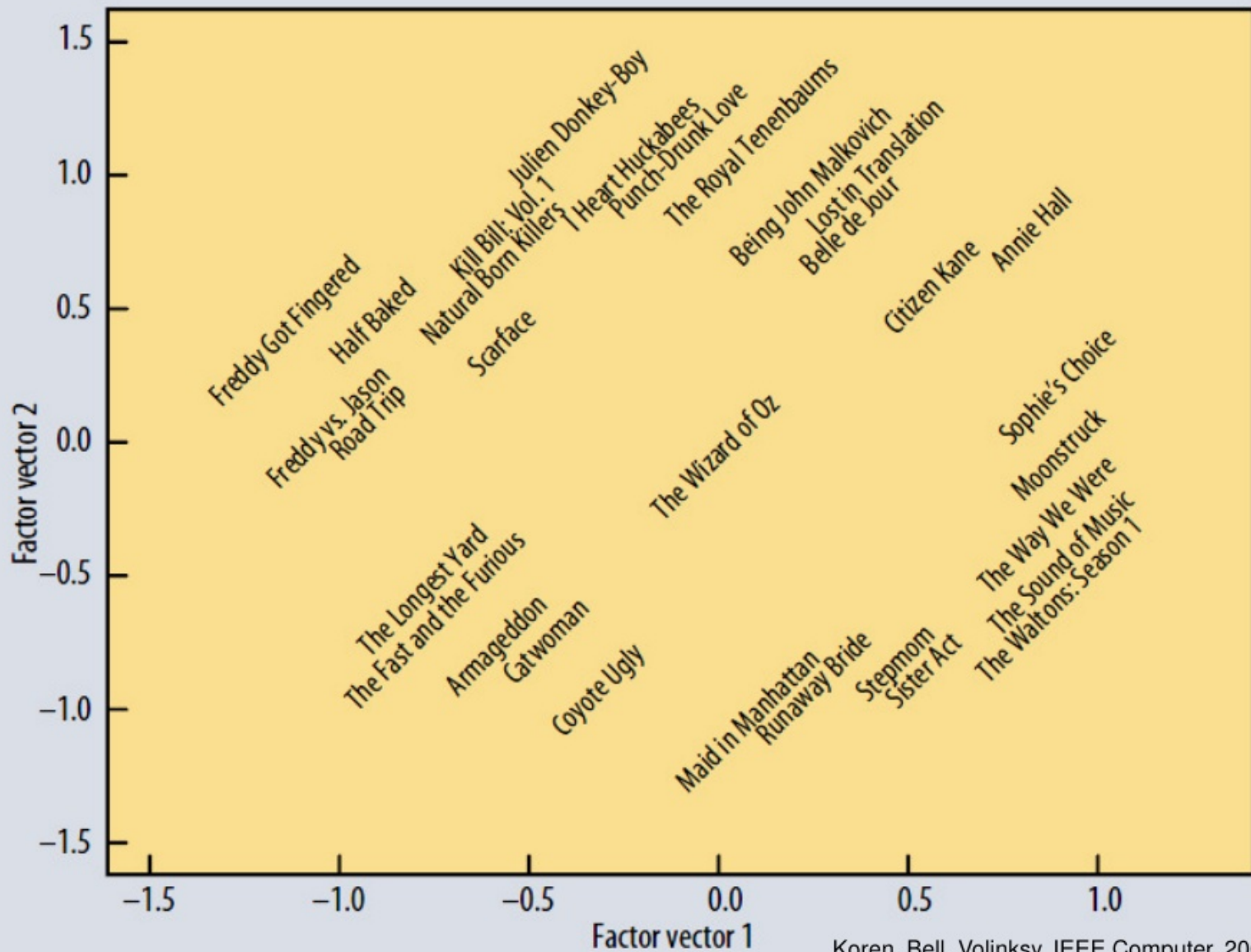


The screenshot shows the Netflix Prize Leaderboard page. At the top is a red header with the 'NETFLIX' logo. Below it is a yellow banner with 'Netflix Prize' and a starburst graphic. A navigation bar contains links: Home, Rules, Leaderboard, Register, Update, Submit, and Download. The main heading is 'Leaderboard' in blue, with a dropdown menu set to 'Display top 20 leaders.' Below this is a table of team rankings. The table has five columns: Rank, Team Name, Best Score, % Improvement, and Last Submit Time. The first row shows Rank 1 for 'BellKor's Pragmatic Chaos' with a Best Score of 0.8558 and a 10.05% improvement. A red banner below the first row indicates the 'Grand Prize - RMSE <= 0.8563'. The table continues with ranks 2 through 13, showing various teams and their scores. A blue banner below the table indicates the 'Progress Prize - 2008 - RMSE = 0.8616 - Winning Team: BellKor in BigChaos'.

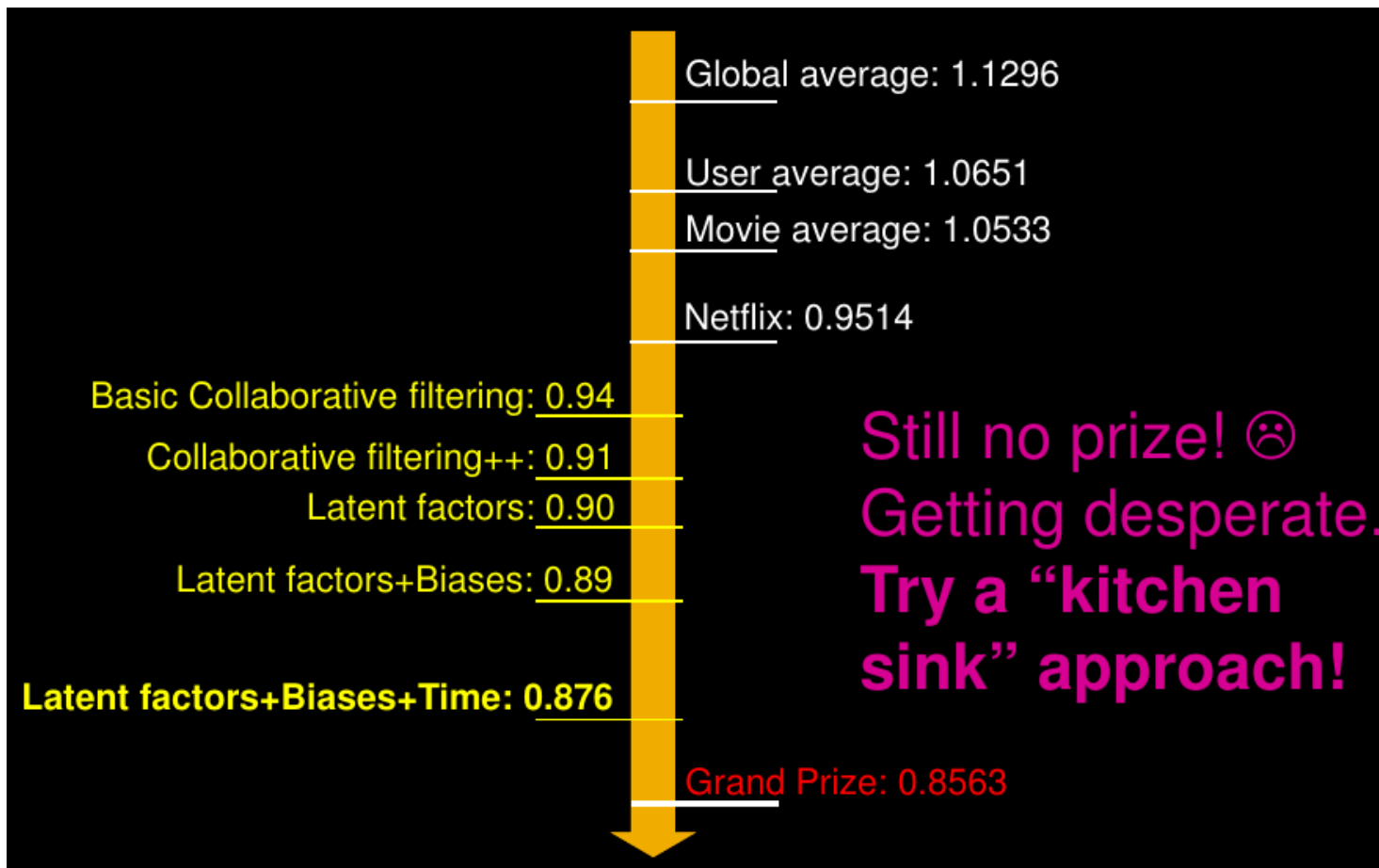
Rank	Team Name	Best Score	% Improvement	Last Submit Time
1	BellKor's Pragmatic Chaos	0.8558	10.05	2009-06-26 18:42:37
Grand Prize - RMSE <= 0.8563				
2	PragmaticTheory	0.8582	9.80	2009-06-25 22:15:51
3	BellKor in BigChaos	0.8590	9.71	2009-05-13 08:14:09
4	Grand Prize Team	0.8593	9.68	2009-06-12 08:20:24
5	Dace	0.8604	9.56	2009-04-22 05:57:03
6	BigChaos	0.8613	9.47	2009-06-23 23:06:52
Progress Prize - 2008 - RMSE = 0.8616 - Winning Team: BellKor in BigChaos				
7	BellKor	0.8620	9.40	2009-06-24 07:16:02
8	Gravity	0.8634	9.25	2009-04-22 18:31:32
9	Opera Solutions	0.8638	9.21	2009-06-26 23:18:13
10	BruceDengDaoCYiYou	0.8638	9.21	2009-06-27 00:55:55
11	pengpengzhou	0.8638	9.21	2009-06-27 01:06:43
12	xivector	0.8639	9.20	2009-06-26 13:49:04
13	xiangliang	0.8639	9.20	2009-06-26 07:47:34

Latent factors

In latent factor space, similar movies are mapped to similar points

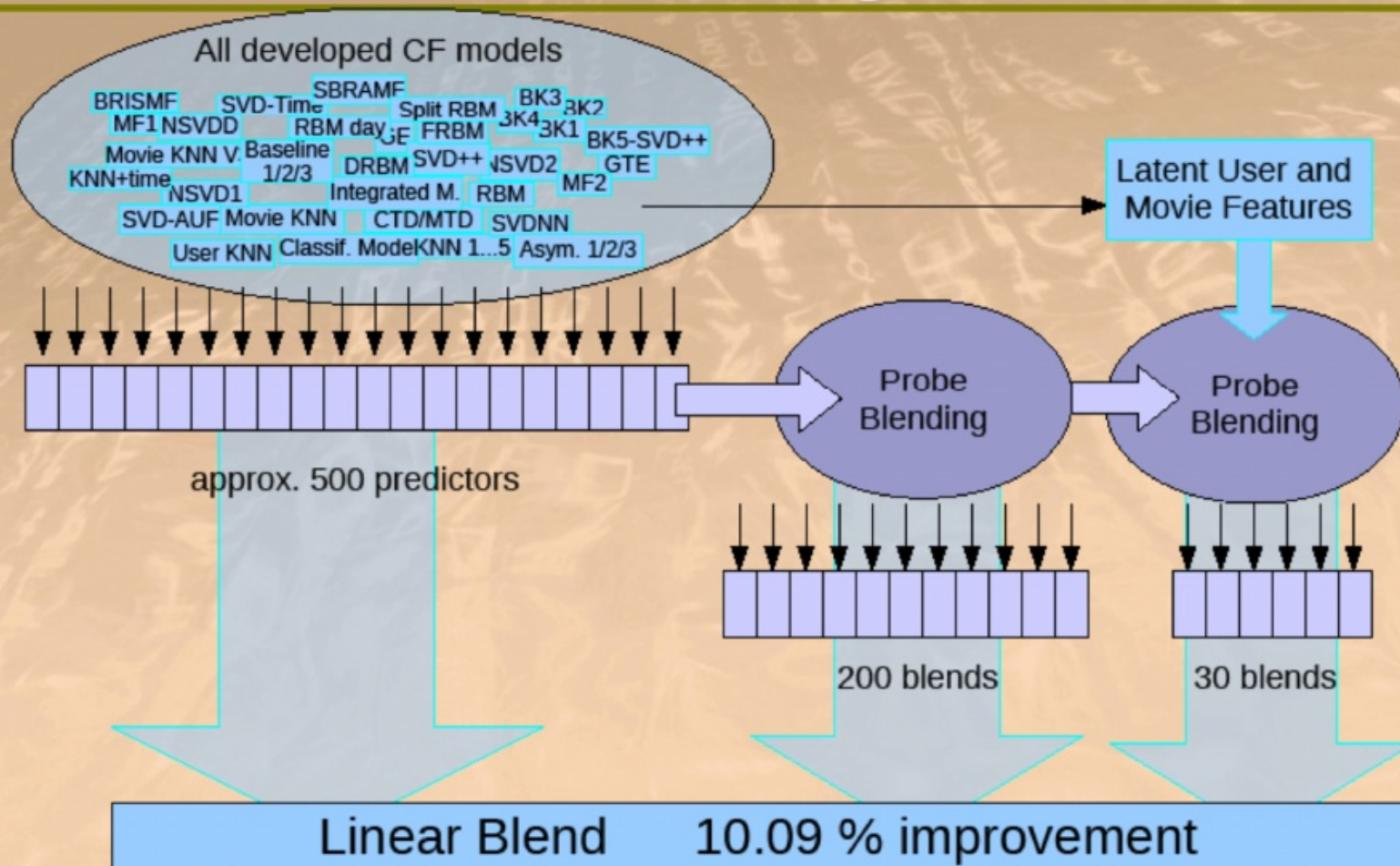


Shortly before deadline ...



The big picture

Solution of BellKor's Pragmatic Chaos



Netflix Prize

COMPLETED

Home Rules Leaderboard Update Download

Leaderboard

Showing Test Score. [Click here to show quiz score](#)

Display top leaders.

Rank	Team Name	Best Test Score	% Improvement	Best Submit Time
Grand Prize - RMSE = 0.8567 - Winning Team: BellKor's Pragmatic Chaos				
1	BellKor's Pragmatic Chaos	0.8567	10.06	2009-07-26 18:18:28
2	The Ensemble	0.8567	10.06	2009-07-26 18:38:22
3	Grand Prize Team	0.8562	9.98	2009-07-10 21:24:46
4	Opera Solutions and Vandelay United	0.8568	9.84	2009-07-10 01:12:31
5	Vandelay Industries I	0.8591	9.81	
6	PragmaticTheory	0.8594	9.77	

26 July 2009.- Bellkor team submits 40 minutes before the deadline, "The Ensemble" team made of a mix of other teams submitted 20 minutes before the deadline.

Bellkor team wins one million dollars



Summary

Things to remember

- Interaction-based recommendations
 - Latent factors based
- Evaluation methods

Exercises for TT16-TT18

- Mining of Massive Datasets 2nd edition (2014) by Leskovec et al. Note that some exercises cover advanced concepts:
 - Exercises 9.2.8
 - Exercises 9.3.4
 - Exercises 9.4.6