Matrix factorization through successive convex approximation

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Given the matrix $A \in \mathbb{R}^{m \times n}$, the problem of matrix factorization consists in finding $V \in \mathbb{R}^{m \times L}$ and $W \in \mathbb{R}^{L \times n}$ solving for the following:

$$\min_{(VW)} ||A - VW||_{\mathcal{F}}^2 + \lambda_V ||V||_{\mathcal{F}}^2 + \lambda_W ||W||_{\mathcal{F}}^2$$
 (1)

Since the objective function is block-wise convex with respect to both the matrices, the following SCA procedure naturally arises:

$$\hat{V}(V^{t}, W^{t}) = \underset{V}{\operatorname{argmin}} ||A - VW^{t}||_{\mathcal{F}}^{2} + \lambda_{V} ||V||_{\mathcal{F}}^{2}
\hat{W}(V^{t}, W^{t}) = \underset{W}{\operatorname{argmin}} ||A - V^{t}W||_{\mathcal{F}}^{2} + \lambda_{W} ||W||_{\mathcal{F}}^{2}
V^{t+1} = V^{t} + \eta_{V} [\hat{V}(V^{t}, W^{t}) - V^{t}]
W^{t+1} = W^{t} + \eta_{W} [\hat{W}(V^{t}, W^{t}) - W^{t}]$$
(2)

The minimization of the surrogates can be computed in close form as follows: being $\psi(V, W)$ the loss function we have (dropping the time index to ease the notation):

$$\hat{V}(V^t, W^t) := \frac{\partial \psi(V, W^t)}{\partial V} = 0$$

$$2(VW - A)W^T + 2\lambda_V V = 0$$

$$VWW^T - AW^T + \lambda_V V = 0$$

$$V(WW^T + \lambda_V I_L) = AW^T$$

$$\hat{V} = AW^T (WW^T + \lambda_V I_L)^{-1}$$
(3)

Similarly for the other block:

$$\hat{W}(V^t, W^t) := \frac{\partial \psi(V^t, W)}{\partial W} = 0$$

$$2V^T(VW - A) + 2\lambda_W W = 0$$

$$V^TVW - V^TA + \lambda_W W = 0$$

$$(V^TV + \lambda_W \mathbb{I}_L)W = V^TA$$

$$\hat{W} = (V^TV + \lambda_W \mathbb{I}_L)^{-1}V^TA$$
(4)