Concept Drift in Recommender Systems: Building a MLOps Pipeline that takes Concept Drift into account

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**Schlagwörter**: Dokumentvorlage, wissenschaftliche Arbeit, Bachelorarbeit, Masterarbeit, Diplomarbeit, Hochschule, Textverarbeitungssystem, Microsoft Word

# Abstract

A style sheet for theses (e.g., master theses, bachelor theses, diploma theses) is being presented. This style sheet may be used by any student, its utilisation, however, is not obligatory in our university. The style sheet is designed for the Microsoft Word text processing system. This document itself is written by using the developed style sheet and can be used as a template for the production of theses. In this way, the fulfilment of the existing formatting guidelines will be automated to a large extent, thus raising the quality of theses with respect to formal criteria as well as reducing the need for training and consulting.

**Keywords:** Concept Drift, MLOps, Recommender System, Machine Learning

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# List of Abbreviations

ML Machine Learning

GPU Graphics Processing Unit

CPU Central Processing Unit

RS Recommender System

CD Concept Drift

TFX TensorFlow Extended

TFRS TensorFlow Recommenders

DCN Deep & Cross Network

DD Data Drift

STEM Academic disciplines of science, technology, engineering, mathematics

PoC Proof of Concept

IS Information System

SotA State of the Art

AI Artificial Intelligence

API Application Programming Interface

CF Collaborative Filtering

CB Content-Based Recommender System

TF-IDF Term Frequency-Inverse Document Frequency

MF Matrix Factorization

DL Deep Learning

DNN Deep Neural Networks

NN Neural Network

ANN Artificial Neural Network

SVD Singular Value Decomposition

FM Factorization Model

NLP Natural Language Processing

ReLU Rectified Linear Unit

QPS Queries per Second

# Introduction

## Preface

Over the last two decades Machine Learning (ML) has become one of the fastest growing technical fields with an estimated growth of 21% in 2022 compared to its previous year (Rimol, 2021).

It managed to secure a position as one of the top fields in computer science for scientific research as well as enterprise adoption. ML combines concepts of linear algebra and statistics and applies them to large datasets to find patterns and generalizations in the data, which can be used to make predictions or classifications.

Leveraging these complex algorithms with the computational power of modern GPUs and CPUs, ML has seen application in a large variety of sectors ranging from medicine for diagnostics, to transportation for self-driving cars and e-commerce for shopping cart optimization (Choy et al., 2018). The latter sector employs so called Recommender Systems (RS) with the goal of suggesting products that coincide with the taste of the customer. With the advent of e-commerce, RSs have gained increasing interest from academia and especially the enterprise sector (Singh, Choudhury, Dey, & Pramanik, 2021). RSs serve a major role for large tech corporations in engaging, retaining and enticing the user-base of their platform (Jannach & Zanker, 2022). Netflix for example uses its own RS to suggest its users what movies they might be interested in. In order to incentivize research in the field of Recommender Systems, Netflix introduced the Netflix Prize in 2007: A dataset was made public with users and their movie ratings. The goal was to create a RS that would beat Netflix’ own RS at that time. For this challenge a prize pool of $1.000.000 was written out (Bennett, Lanning, & others, 2007). To this day datasets of movie ratings remain a popular way to benchmark RSs.

Despite the wide use and success of Recommender Systems and Machine Learning in general, it still is a relatively new field with a lot of research opportunity (Jordan & Mitchell, 2015). While Recommender Systems are considered integral to many online-platforms, their precision and accuracy often lack in comparison to other ML fields. This is, among other things, due to the nature of the data that Recommender Systems work with, which is often sparse (Khusro, Ali, & Ullah, 2016). Consequently Recommender Systems are especially susceptible to bad data quality and therefore could profit from comprehensive data curation and monitoring. This lends itself to take a data-centric approach when building, deploying and maintaining a RS, which is one of the subject matters that the field of MLOps sets out to tackle (Miranda, 2021).

MLOps emerged from the paradigm of DevOps and seeks to apply an automated and standardized approach to the lifecycle of ML applications, similar to what DevOps does for conventional Software. MLOps is attuned to the specific needs and problems of Machine Learning, such that its practices vary from those of DevOps, while still sharing the same goal of rapid and frequent deployment of Software (Makinen, Skogstrom, Laaksonen, & Mikkonen, 2021). The effect of data quality on the ML model presupposes that data quality management is an integral part of every MLOps system, since data quality affects all aspects of the machine learning lifecycle (Renggli et al., 2021). Detrimental data to the ML system’s performance can manifest itself in different ways.

One manifestation is concept drift (CD), which describes a changing outcome *y* to a constant input *x* over time (Lu et al., 2018). Real world examples of CD could be changing house prices due to a fluctuating house market, or people changing their taste in movies because of aging or genre trends. Deteriorating RS performance due to CD can directly impact the health of the online platform it is used on, as outputs of RSs are generally reciprocated back to the user experience. For instance, if a movie streaming platform stops recommending appropriate movies to a user because it failed to adapt to the change in taste, the user might stop watching movies on that platform and eventually cancel their subscription. Issues of Concept Drift need to be addressed and mitigated to ensure user-base retention for online services. Additionally, it needs to be incorporated into a MLOps system to benefit from the maintainability, consistency and automation of a unified process.

The product of this work, called an artifact, will be the implementation of a concept drift-aware MLOps pipeline for a RS. CD-awareness meaning, that it possesses the ability to account for potential CD in the data.

This paper serves as a thorough documentation of the design of the artifact, which is based on a comprehensive dissection of scientific literature touching the topics of Recommender Systems, MLOps and Concept Drift. The result will then be qualitatively evaluated and discussed.

This research follows the design science research (DSR) methodology of Alan R. Hevner (Hevner, March, Park, & Ram, 2004).

## Research Methodology

Design science is a research paradigm that emerged as a differentiation to natural science in STEM. Natural science, also referred to as behavioral science, is associated with fields like mathematics, physics, biology and chemistry. Its research methodology follows the objective of uncovering facts and theories about reality. Juxtaposed to the natural science lies the design science. Instead of uncovering rules and theories about the nature of reality, design science sets out to engineer and create artifacts with tools from scientific literature. Design science is predominantly represented in the engineering and computer science fields, where proof of concepts (PoC) and prototypes are the result of a lot of academic works. Both behavioral science and design science have distinguished approaches on how to conduct research.

Design science research contains a set of frameworks and best practices to manage academic work in the design science department. One of the more prominent methodologies is Alan R. Hevner’s “three cycles” of DSR (Hevner et al., 2004). Hevner originally designed his framework to involve the research aspect more closely to the development process of Information Systems (IS) in enterprise environments. It consists of 3 cycles which are closely related to each other and serve to build an artifact. The three cycles are what Hevner argues separates design science from other research paradigms (Hevner, 2007).

The artifact is the eventual product of the academic work using DSR. Since its first publication in 2004, DSR has found application in a wide variety of fields that surpasses conventional engineering and computer science. This means that the term “artifact” has a broad definition and is consequently hard to delimit. Generally, an artifact means anything that emerges from design science research. It could range from a theoretical model that was derived from other academic work, to a physical prototype or a production-ready software system.

The goal of DSR is to create an innovative artifact, which incorporates both theoretical-scientific, as well as the practical-environmental (e.g. business) aspects into its design. The iteration through the three cycles creates a mutual feedback-loop between the artifact and the science and business environment (Hevner et al., 2004). The result is an artifact, which is attuned to the business needs of an enterprise, while also holding scientific value and enriching the academic field with new insights and findings.

In the following, the three cycles will be elaborated in more detail.

1. **The relevance cycle**: The relevance cycle initiates the DSR process. In this cycle all requirements relevant to the artifact and the research are worked out. First, a problem is defined and opportunities and arguments are laid out supporting research to resolve the problem with an artifact. Since DSR has its roots in the enterprise sector, it is vital to map out and contextualize the environment this research takes place in, as it directly influences the design of the artifact. In order to evaluate the artifact, acceptance criteria need to be defined. This way a conclusion can be made whether the artifact succeeded in its goals to improve the environment or not (Hevner & Chatterjee, 2010). In this work the results of the relevance cycle are to be found in the introduction of this paper.
2. **The rigor cycle**: Following the relevance cycle, comes the rigor cycle. While the relevance cycle establishes the requirements for the project, the rigor cycle introduces the methods, drawn from scientific literature, used to create the artifact (Hevner & Chatterjee, 2010). This so called *knowledge base* consists of engineering methods and scientific theories and sets the foundation from which the artifact will be designed and built from. A thorough rigor cycle ensures that the artifact is grounded on state-of-the-art literature from the academic field. This establishes the connection to other scientific contributions and thus sets it apart from routine designs and routine design processes (Hevner & Chatterjee, 2010). The rigor cycle gives the artifact the scientific weight it requires to be acknowledged as an academic contribution, consequently it is vital that the design of the artifact draws sufficiently from the knowledge base of the rigor cycle. The knowledge base is referenced in the State of Research of this paper
3. **The design cycle**: “*The internal design cycle is the heart of any design science research project.*” (Hevner & Chatterjee, 2010) The design cycle is the culmination of the relevance and the rigor cycle. The information acquired from the two prior cycles will now be deployed to design and implement the artifact. Hevner points out that it is not possible to retain both maximum relevance and rigor simultaneously, thus a balance between both need to be struck (Hevner & Chatterjee, 2010). In the context of the design cycle the rigor represents the actual construction of the artifact, meaning the implementation of the knowledge base gained from the rigor cycle. In opposition to the rigor stands the relevance. The relevance represents all the requirements and evaluation criteria that were specified in the relevance cycle. The discrepancy between the relevance and the rigor gets resolved by the artifact, which is the bridge between both and thus constitutes the business and scientific contribution. The design cycle is documented in the Artifact design chapter of this paper.

DSR is a non-linear process. With progression of the research project, the relevance, rigor, and design cycle can change as new insights are garnered. Through iterative cycles Hevner’s DSR methodology accounts for the often unpredictable nature of the artifact creation process. Should either parts of the relevance, rigor or design fall out of line with the current state of the project, it needs to be updated by reiteration (Hevner et al., 2004).

Once the research is conducted and the artifact is created it itself becomes part of the knowledge base, whose insights can now be used for other research projects.

# Current Environment & State of Research

## Environment

Machine Learning serves great value to businesses. In 2017, Netflix for instance claimed an estimated saving of $1 billion through their use of RSs (Columbus, 2017). Since 2017, ML algorithms became more sophisticated and hardware more powerful to make Artificial Intelligence (AI[[1]](#footnote-1)) operations more efficient, effective and in return more profitable. Gartner calculated the revenue of the AI software market to be over $51 billion in the year 2021 with a prediction to surpass $60 billion by the end of 2022 (Rimol, 2021). Open-source software, ML cloud services and an active community make AI more accessible to a wide variety of businesses. These developments make a growing number of institutions consider optimizing, augmenting, or even reinventing their current operations with ML. McKinsey’s “The state of AI in 2021” reported that 56% of their surveyed businesses have adopted ML and AI in at least one of their business functions. An increase of 6% compared to the preceding year (Chui, Hall, Singla, & Sukharevsky, 2021). It’s apparent that ML and AI receive increasing interest in the enterprise sector.

According to a survey conducted by Refinitiv, out of 447 international institutions that use ML, only 46% have deployed AI in multiple areas and are core to its business, whereas 44% deployed ML in pockets, while the remaining 10% were still prototyping and investing in its infrastructure (Baker, 2019). This indicates that a majority of enterprises, while considering or using ML for their businesses, struggle to embed it into their existing infrastructure. This observation is also supported by Algorithmia’s 2020 report on enterprise machine learning, which uncovers that 55% of companies “*actively developing machine learning lifecycles or […] beginning their machine learning journey*” (Algorithmia) have yet to deploy a machine learning model. This report highlights that a lot of the main difficulties of ML lie in its operational aspect, such as reproducibility, versioning of models and scaling of the ML system. This leads to “*unreasonably long roads to deployment*” (Algorithmia) and impedes evolving the ML system to higher levels of maturity (Algorithmia). Another Refinitiv study also identified lacking data quality to remain the biggest challenge for ML and data science (Refinitiv, 2020).

The aforementioned McKinsey whitepaper made the observation that companies most successful with AI were employing advanced operation procedures such as MLOps, as well as putting greater effort into mitigating and reacting to “*AI-related-risks*”, such as concept drift. This applies to the operation of RSs as well. Operationalizing the ML lifecycle and ensuring high model quality through data quality assurance are essential to a RS in a productive environment. A data-centric approach to RSs combined with the application of MLOps practices should prevent or alleviate unsatisfactory RS performance while ensuring maintainability and reproducibility to an mostly automated ML process. Especially the phenomenon of concept drift needs to be accounted for as it is an inevitable occurrence for a majority of real world data. A key challenge for RSs is its often unpredictable nature and sudden appearance, which can be detrimental to business operation. Shift in the data can be subliminal as it is not tangible in most cases and therefore can go unnoticed by Data Scientists and ML engineers. Consequently the effects of CD can first become apparent through degradation of model performance. Scalable and automated ways to account for change in ML data still are in their infancy and therefore require further research and development to engineer solutions. In the long run a state-of-the-art ML infrastructure will make RS operations more profitable for businesses through labor reduction and performance improvements.

This introduction poses the baseline for the relevance cycle of Hevner’s design science research method. The collected insights from the whitepapers serve to map out the environment and establish the motivation for this research. The acceptance criteria for the later artifact will be in part derived from the findings and motivation in this chapter, which will be elaborated in the following chapter.

Having established the environment and motivation, the following research question is formulated for this work: “*What can a MLOps pipeline for a recommender system, that takes concept drift into account, look like?*”

## Recommender Systems

### Overview

Online platforms like Amazon, Netflix and Facebook sit upon massive amounts of data garnered from their user-base through interactions on their websites and applications. The internet enabled firms to leverage information about customers in a large-scale, centralized and automated fashion. In the past, in order to collect insights about customers, polls had to be conducted on sight of a physical store. The results were costly polling ventures of small sample sizes over a limited time period. Nowadays large quantities of high quality data is streamed uninterruptedly into data lakes where they are stored. This unprecedented amount of data enables data science and machine learning to thrive. While many large corporations live in abundance of user data, it still remains a main challenge for them to gain useful insight from the data (Cai & Zhu, 2015).

Recommender Systems use the given data to uncover preferences of end-users to then tailor the service to their likings. The most known examples are shopping basket recommendations on e-commerce sites like Amazon or movie and video recommendations of streaming platforms like Netflix and YouTube. As a generalization, the term *item* is used to denote any object in a set of items that can be recommended to a user, such as a product or a movie. The recipient of an item is referred to as the *user* or *query*. The user-item relationship makes up the foundation of any recommender system, as RSs work under the assumption that there exists dependencies between user- and item-centric activities.

The main task of a RS is to correctly identify these dependencies and use them to match appropriate items and queries (Aggarwal, 2016). In order to reduce information overload on websites with video and product catalogues, RSs are applied to identify items that will interest the user (Alyari & Jafari Navimipour, 2018). Aggarwal (Aggarwal, 2016) lists four aspects that define a good recommendation:

1. *Relevance*: The most fundamental objective of a RS is to recommend items that are relevant and interesting to the individual user.
2. *Novelty*: The RS should introduce items to the users that they weren’t aware of before. It has been shown that recommender systems can negatively impact the sales diversity of e-commerce, when only popular items are recommended to users (Fleder & Hosanagar, 2007).
3. *Serendipity*: Similar to the point above, RSs should have the ability to surprise users with somewhat unexpected but relevant items. While novelty focuses on the quantitative aspect of recommending items that aren’t on the radar of the user, serendipity considers the qualitative-psychological impact of a surprise in the recommendation.
4. *Increasing recommendation diversity*: This last point envisions that RSs should ensure a diverse set of items in a recommendation feed. This should be done to not fatigue the user with items of similar categories. An example would be the recommendation of movies from a variety of different genres.

Throughout the years, different approaches have been developed to optimize recommendations and overcome obstacles in this field. These recommendation systems are broadly categorized in content-based RS (CB), collaborative filtering (CF), knowledge-based RS and hybrid RS (Aggarwal, 2016). In the following, CF and CB are introduced to provide an overview of the RS landscape, as both belong to the most popular research topics for RSs, excluding hybrid systems, which are a combination of multiple stand-alone RS methods. Collaborative filtering will be elaborated in more detail, as it is a key concept for the RS implemented in the artifact. Figure 2 shows the structure and an overview of the recommenders based on Aggarwal (2016). Highlighted in red is the type of recommender system that will be used in this this research project, which is a deep and cross network. Before elaborating CF and CB, there will be a chapter dedicated to RS data.



Figure 1: structure and overview of RSs derived from Aggarwal (2016)

### Data

The data used by RSs often differ from those of other Machine Learning tasks, as it is often sparse. Sparsity refers to very few user-item interactions relative to the size of the whole dataset. Assuming one would construct a matrix of an e-commerce website, wherein represents the entirety of its user-base and represents all the items in the product catalogue. Every time a customer buys or inspects a product, an interaction between the user and the product is denoted in . Since customers only interact with a fraction of the offered products in an e-commerce web shop, there are very few entries in the 2-dimensional matrix, hence it is sparse. This is a fundamental problem that RSs face and try to overcome.

The value of an interaction between item and user can be represented in different ways depending on the context of the recommendation. Is an interaction defined as a review with a rating between 1 and 5 stars, it will be marked with an integer value in a range of 1 to 5. These rating types allow the user to quantifiably express their like or dislike of an item. These are called interval-based ratings (Aggarwal, 2016). Another popular rating type is the unary rating system. These are used on social media platforms like Instagram and Twitter. These ratings are encoded in a binary fashion, wherein an interaction (e.g. like) will be conventionally denoted with the value 1 and abstinence will be denoted by the value 0 (Aggarwal, 2016).

Both the like-feature as well as the 5-star rating system are called explicit ratings, as they are actively and consciously given by a user. While explicit ratings generally provide reliable information about an users opinion, it remains a challenge to entice users to rate. This in return makes the data more susceptible to shilling attacks, where item ratings get skewed by coordinated bombardments of overly positive or negative ratings by external sources (Khusro et al., 2016).

In opposition to explicit ratings, lie the implicit ratings. These rating systems derive a rating from the user through their behavior. An examples could be the watch time of a movie. This example works under the assumption that people that don’t close a movie, are engaged with it. The drawback of an implicit rating is its ambiguity, as online behavior needs to be interpreted first and then translated into a rating. User behavior can be interpreted wrongly and skew the data. Continuing the aforementioned movie example, a user who slept during the movie out of boredom, would be misinterpreted as a user who was engaged throughout the whole movie, since they didn’t close it. An implicit rating system has the advantage that it is not reliant on the user to give feedback, which generally results in more ratings. This is a significant factor considering sparsity is a main challenge for RSs (Su & Khoshgoftaar, 2009).

In a recommender dataset the value of a user-item interaction is referred to as a *sparse feature*. They can be augmented with so-called *dense features*. Whereas sparse features only occur through user-item interaction (e.g. a rating), dense features are specific attributes that describe the item or user at hand, comparable to features in other ML tasks.

Data understanding plays a vital part in the success of recommender systems. There are many variables ranging from its rating system over its features and sparsity that determine, which recommender system is the most suitable for the given task (Aggarwal, 2016).

### Content-based recommender systems

Content-based methods make recommendations based on a user's past interactions with items. These users are referred to as objects and contain information from their history of item-interactions (e.g. movie watches, ratings, etc.) (Lü et al., 2012). These items have descriptive attributes, named content, which form the basis of which these recommender systems derive their recommendation decisions from (Aggarwal, 2016). These contents are used to picture the preferences of a user. In a movie recommendation setting such a content could be the genre of a movie. Depending on what contents are found in an object, certain assumptions can be made about a user's likings. Other items can then be assigned to the user based on a similarity measure between the object and other item objects. Alternatively new items can be suggested by weighing the content by their frequency in an object. Popular methods for content-based filtering are information retrieval algorithms like TF-IDF (term frequency-inverse document frequency) (Lü et al., 2012). One characteristic of CB is that both the item and the user are represented in the same feature space, in order to measure similarities between an user object and all item objects.

Item recommendations can be done independently from other users, as it is only of interest how the individual user is positioned to the items in the vector space, which is one of the advantages it has over CF. This means that CB can be applied in environments with relatively small user-bases. Since CB relies on a user history to make recommendations, it has challenges finding the right recommendations for new users, since there isn’t enough content to map out the user (Aggarwal, 2016). Conversely, making recommendations for new items is relatively easy, since the item objects only need to be provided with appropriate content. The success of content-based filtering is highly determined by the quality of attributes in these objects. These features need to be cautiously engineered. Since the predictions are calculated on the basis of the user’s and item’s attributes, it is not possible for these algorithms to uncover hidden variables in the data, like for instance some CF algorithms could. In general, the performance of CBs are very reliant on how the data has been engineered by data and ML engineers.

### Collaborative filtering

CF has been the baseline for RSs for years. In September 2009, the BellKor team was awarded with the grand Netflix prize, which it has won by applying a CF model on the competition dataset (Koren, 2009). As the name implies, CF uses the "collaborative" power of the user-item interactions in the dataset (Aggarwal, 2016). Instead of solely relying on item and user descriptions, CF uses the composition of the dataset to determine the output of a recommendation. Colloquially, one would say that the recommendation is driven by a "joint effort" of every user-item interaction. Unlike CB, recommendations can be made without relying on hand-engineered features (Google LLC, 2021).

**Memory-based filtering.** CF can be divided into *memory-based* methods and *model-based* methods. The prior uses neighborhood based algorithms to make recommendations. These methods belong to the earliest CF practices, where ratings are predicted based on similar users or items (Aggarwal, 2016). "Memory-based" relates to the fact, that the dataset is loaded into memory, in order to make calculations. The dataset is then actively used to compute the right recommendation through nearest neighbor methods. For that reason the data in memory-based CF can be described as part of the model, as recommendations are determined by the arrangement of datapoints within the vector space.

Memory-based methods can either take a *user-based* or *item-based* approach. In user-based CF, rating predictions are provided by like-minded users. Similar user groups are identified using nearest neighbor techniques, then the unobserved ratings are filled in by the values of the peer group. This could be done by calculating a weighted average of all ratings from that group (Aggarwal, 2016). In item-based CF a set of items a user has rated most similar to an unrated item are retrieved with a neighborhood algorithm. In item-based CF a set of items, already rated by a user, are used to determine the value of an unspecified item. Via neighborhood algorithms items are determined that resemble the unrated item the closest. Like with user-based CF, the rating is derived from the neighboring entities, only that instead of using the values from similar users, the values from similar items are chosen (Aggarwal, 2016).

The advantage of a memory-based method is its interpretability, as ratings are directly taken from other users or items. Since CF methods (memory-based and model-based) obtain their values through other users and items, it is easier to achieve serendipitous recommendations, as similar users might have interacted with items the target user isn’t familiar with.

Memory-based algorithms don’t work well with sparse data, as there might not be sufficient items or users similar to each other (Aggarwal, 2016).

**Model-based filtering.** Unlike memory-based approaches, model-based methods have a training phase, whereby a model is learned. The goal is to create a function (the model) that approximates the results of an item-user interaction, which is conventionally achieved through optimization of a loss function with gradient descent or alternating least square algorithms (Koren, Bell, & Volinsky, 2009). Two of the most prominent model-based CF techniques are matrix factorization (MF) and deep learning (DL).

The former has been the standard in the field of RS and was also utilized by the winning team of the Netflix prize in 2009 (Koren, 2009). MF is foremost a dimensionality reduction technique with which the user-item matrix gets decomposed into *low-rank[[2]](#footnote-2) latent factors*. These latent factors are the components that make up the *latent factor model* (LFM), which is a low dimensional representation of the initial matrix. LFM, broadly classified as a *factorization machine* (FM), works under the assumption that there are underlying latent variables in the data. Latent variables are variables that are not directly observable but can be inferred through mathematical computation, like for example singular value decomposition (SVD) (Loehlin & Beaujean, 2017). Koren et al. (2022) state that the observed rating values are due to effects associated with either user or items, independently of their joint interaction. Therefore, there are large item and user biases embedded in the data. An example would be the tendency for some users to give either higher or lower ratings on average, or conversely products that receive systematically higher or lower ratings. These “hidden” factors can be retrieved during model training and incorporated into a latent factor. In the training process the latent factors are distilled that best depict these propensities in the data (Vellido, Lisboa, & Meehan, 2000). In LFM, the rating of an unobserved user-item interaction is constructed by applying the dot product of factor of user and factor of item (Aggarwal, 2016). While the baseline LFMs only use the sparse matrix of user-item interactions, more sophisticated variants, like SVD++, can also incorporate dense features and implicit ratings into its model, which allows it to factorize more information and further improve prediction quality (Koren et al., 2009).

The main advantage of MF lies in its ability to algorithmically detect latent vectors in the dataset. Overarching correlations are extracted in the dataset and used to make predictions. Unlike CB methods, the models don’t rely on hand-engineered features to make recommendations, which evades the human-error component of feature engineering and speeds up the development process. Dot products are computationally light, which makes LFM models scalable and applicable on large datasets (Blondel, Ishihata, Fujino, & Ueda, 2016). The performance advantage of FMs rapidly diminish when modeling higher-order feature combinations however, which is a tradeoff to allow for more complex embeddings in the model (Blondel, Fujino, Ueda, & Ishihata, 2016). FMs being bound by their shallow structure hinders their overall representative power (Wang, Fu, Fu, & Wang, 2017). In practice, simple FMs still are very capable at making accurate predictions (Dacrema, Boglio, Cremonesi, & Jannach, 2021).

In order to circumvent the above-mentioned limitations of FMs, *deep neural networks* (DNN) have gained increasing interest in RS research over the past years (Dacrema et al., 2021). *Neural networks* (NN) are very effective at retrieving complex embeddings from their input, which makes them state of the art in the field of image recognition and natural language processing (NLP).

Neural networks emulate a simplified model of how human or animal neurons actually work in a brain. Like the brain in biology, *artificial neural networks[[3]](#footnote-3)* (ANN) consist of multiple individual neurons that are interconnected, whose joint response to an external input creates an output. Unlike neurons in our brains, which are structured in a complex and organic way, neural networks are arranged in layers, which contain a set of artificial neurons (Charniak, 2019).

The baseline neuron in NNs can be thought of as an individual mathematical function, that consists of a weight component and a bias component, which are wrapped inside an activation function. This neural function receives an input, which can either be the external input data, or the output of neurons from the previous layer, depending on whether the neuron sits in the first layer of the network or not. In the neuron, the input value gets multiplied by the weight, whereas the bias then offsets the product by a certain value. The activation function then refactors this weighted sum, which is the output value of the neuron. Activation functions are non-linear functions that determine how “activated” a neuron is, i.e. how large the output value should be. A popular activation function is *rectified linear unit* (ReLU), which represses any activations (i.e. neuron output value of 0) up to a certain threshold (Nair & Hinton, 2010). In the output layer (the last layer of the network) activation functions like *Softmax*[[4]](#footnote-4) are preferred, as they normalize the neural computation to a probability distribution. In the case of classification, an *Argmax* function can then be applied on the output layer to retrieve the neuron with the highest Softmax output, which represent the class the NN predicts with the highest confidence (Goodfellow, Bengio, & Courville, 2016). The non-linearity of these activation functions in combination with the multiplicity of artificial neurons, allow NNs to retrieve highly non-linear patterns from the data, which is the reason they are also referred to as universal function approximators (Charniak, 2019; Gurney, 2014; Hanin, 2019; Heaton, 2012).

NNs are learned through *deep learning*. Intuitively speaking, the objective of the learning process is to tweak each parameter (i.e. weight and bias) in a NN in such a way that a desired output corresponding to a certain input is generated. The training is done through an iterative process called *gradient descent*. Before the training process begins, each weight in the network gets assigned an initial random value. This offsets the NN to learn distinct embeddings, which would not be possible if each weight received the same value. During the training process *test data* is fed through the network and the desired target output is compared to the actual output of the unoptimized model with a loss function. The goal with each training iteration is to decrease the distance between and . To achieve this, the gradient vector of the loss function is calculated with respect to the entire NN. This computation of the gradient in a NN is what’s called *backpropagation*. We established earlier that each neuron (excluding the first layer) is a function that receives the neural output the previous layer as its input. Backpropagation recursively calculates the gradient inside each neuron in the NN, starting with the output layer and propagating through the entire network to the input layer. Having calculated the gradient, the opposite sign of it is taken and multiplied by the *step size*, a coefficient which defines how aggressively the parameter values are tweaked. This process is repeated until the NN function converges to a local minimum. A small step size increases the learning time, since it takes longer to reach a minimum. A large step-size on the other hand runs the risk of stepping over the local minimum, which results in a worse performing model (Gurney, 2014; Heaton, 2012; LeCun et al., 1989).

For every model training, it is crucial to separate the training data from the test data to prevent an overfit of the model. This is especially true for NNs, as they have the tendency to perfectly adapt to the data it gets trained with, which greatly impacts the generalizability of the model and impairs prediction performance on unseen data (May, Maier, & Dandy, 2010). In general, the learning of NNs is a non-trivial task, as they are very sensible to the embedding of the input data, the initialization of the weights, the choice of activation functions and hyperparameter tuning, like step size and *dropout regularization[[5]](#footnote-5)*. A lot of variables that determine the efficacy of a model make it harder to extract the full potential out of a NN. In addition, NNs can’t easily be interpreted because of their complexity, which is why they are often treated as black boxes, especially with very deep models. Dacrema et al. (2021) discovered that simple MF methods show similar performance to other state of the art DL models, when selecting the right parameters. Compared to a linear LFM, NNs also have a lower processing speed, which is detrimental to large recommendation datasets, since passing a neural network is much more computationally expensive than a simple dot product calculation (Rendle, Krichene, Zhang, & Anderson, 2020).

This notion changes when comparing NNs to polynomial FM, which are much more computationally complex compared to their low-degree counterparts (Blondel, Fujino, et al., 2016). As universal function approximators, DNNs have the potential to extract much more complex patterns and relationships out of the dataset, especially as both dense and sparse features can be trivially incorporated into its embedding. With ongoing research, DNN approaches for RSs are further being refined and its deficiencies, like performance, investigated and improved. Currently, high profile enterprises like Google use DNNs in large scale environments for recommendation tasks (Covington, Adams, & Sargin, 2016).

### Deep & Cross Networks

When using data with multiple features to make recommendations, feature crosses become an important concept. The notion of feature crosses is, that combinations of multiple features into one feature can yield an expressive predictor variable, that would otherwise not be extractable using only single features. Individual features that have very low correlation with the label can therefore reveal themselves to be highly correlative in conjunction with other features. Uncovering these *cross features* allows to extract additional information out of the data, which in return can significantly improve model performance. The amount of features that are embedded in a cross feature is denoted by the order: A cross feature being the product of two features is called a cross feature of 2nd order. Cross features of 3rd order and up are referred to as higher-order features (Wang et al., 2017; Wang et al., 2021).

Suppose a RS that predicts the user rating of a movie. Besides the sparse features (in this case the user ID and movie ID), the data also contains the genre and length of the movie as dense features. Assuming that length as a stand-alone feature is not a strong predictor for the rating of a movie, it could be combined with the genre feature into a separate cross feature of 2nd order. Now, a feature that has both variables encoded in it can be used to better predict the rating of a movie, the hypothetical interpretation being, that different genres set certain expectations of what the movie length should be. For instance, while it might be acceptable or even desired for fantasy movies to be 3 hours long, a 3 hour runtime for a comedy could generally be viewed unfavorably.

Feature crossings are often done as part the data preparation phase of a ML lifecycle (Studer et al., 2021). This process can be very daunting and time consuming, as it entails trial and error of which cross features are best suited for accurate predictions. Instead of manually feature engineering cross interactions between features, it would be lucrative to directly incorporate feature crosses into the ML model and let the learning algorithm determine the weights of cross features. DNNs are capable of learning arbitrarily high order functions, provided the NN is deep enough. They however only learn feature interactions implicitly, which means that they do not reliably pick up on higher feature crosses without drastically increasing the network size (Wang et al., 2017). This brings the general efficiency of DNN into question, especially in light of large scale recommendations that need to compute high amounts of queries per second (QPS) and given that even simple models tend to fare well on a lot of RS tasks as well (Rendle et al., 2020).

### TensorFlow Recommenders

## MLOps

### Overview

### Concept Drift

### TensorFlow Extended

# Goal & Specification

## Artifact

The goal of the DSR methodology is the design and creation of an artifact. This particular work sets out to create an automated machine learning pipeline for a RS, the main research focus being the implementation of CD-awareness into the pipeline. For evaluation purposes, a specification sheet will be generated on which the artifact will be measured against. The artifact will be compared with the features listed in the specification. Based on the specifications, the final product will be analyzed, hurdles during the design and development will be identified, and the success of this research will be determined. The specifications are structured in *base specifications* and *research specifications*. While both types of requirements are integral to the whole research project, the research requirements have a direct connection to the research question at hand. During the DSR process both requirement types receive equal prioritization as both requirement types make up the whole artifact. A table with all specifications can be seen in *table 1*.

The base requirement list consists of creating a base pipeline (without explicit CD-awareness) and implementing the recommender system. The base MLOps pipeline will be realized with TensorFlow Extended (TFX), a package with various tools to orchestrate and monitor the ML lifecycle (Baylor et al., 2017). As for the RS a Deep & Cross Network (DCN) will be implemented with the TensorFlow Recommenders Python API (TFRS). MovieLens 25M will be used as the dataset, a collection of 25 million movie scores with 62.000 movies and 162.000 users (Harper & Konstan, 2016).

Table 1: Artifact specification table

|  |  |  |
| --- | --- | --- |
| **Specification type** | **Specification** | **Description** |
| Base specification | Recommender system | The artifact has deep & cross network RS made with TFRS. |
|  | Base pipeline | The artifact has a TFX pipeline for the RS. |
| Research specification | CD detection | The artifact has the ability to detect CD. |
|  | CD understanding | The artifact has the ability to extract information out of CD. |
|  | CD adaptation | The artifact has the ability to react to CD. |
|  | Integrated pipeline | The final artifact is one pipeline that can be executed in one go |
|  | Automated pipeline | The pipeline can finish without human intervention |

The research specifications have three criteria related to concept drift, which are taken from the 2018 paper “Learning under Concept Drift: A Review” (Lu et al., 2018):

*Concept drift detection* specifies the technical ability for the artifact to register concept drift in the data. An example would be the implementation of a concept drift detection algorithm.

*Concept drift understanding* specifies the ability of the artifact to retrieve additional information from the concept drift. This criteria serves to give concept drift more tangibility and helps data scientists identify the source of concept drift. The most rudimentary implementation of this specification would be a timestamp for every occurring CD. A timestamp for CD is also the minimum requirement to realize an automated pipeline, as in order to initiate concept drift adaptation the system needs to know when CD occurs.

*Concept drift adaptation* specifies an action that accounts for concept drift, like starting a retraining of the model.

Each of these components amount to what we define in this paper as CD-awareness. All three specifications will be explained in further detail in the literature review.

Besides the concept drift specifications, there are also pipeline conditions in the research specifications that envision the artifact to be one unified and automated process.

These specifications serve as an aide during the design and development of the artifact. Rather than evaluating the artifact based on how many specifications it technically fulfilled, the whole artifact will be qualitatively evaluated using the specification sheet as a guideline. In the scope of this work, one solution to CD will be implemented that is derived from the literature. It is not a comparison and evaluation of various implementations of CD-awareness. This work does not entail a quantitative evaluation of the artifact, as the focus lies on a qualitative analysis of the prototype. Lastly, the concept of Data Drift (DD) is not subject of this work and thus only will be touched in the context of Concept Drift.

## Procedure

Throughout this project various tools are used to track, organize and document this work. As part of this research, a GitHub repository was created, which contains both the thesis Word document and the software artifact.[[6]](#footnote-6) GitHub and Git are used for version control and enable work on different systems. It also serves to make the development of this research transparent and traceable. Internally, a GitHub Project Kanban board is used for project management. There, the project is broken down into individual tasks, all of which have their progress tracked. This way it is possible to gain an overview of the current status of this project and plan future development steps.

The overarching process of the artifact creation is structured in underlying phases (Figure 1). The initial phase of this project is dedicated to the set-up of the artifact environment. This phase encompasses every necessary step to build a software environment on which the artifact will run on. The individual tasks would consist of choosing the python version, setting up a work directory and installing needed packages and other software. After setting up the environment, a simple base TFX RS pipeline is implemented. This pipeline serves as the foundation from which the research artifact is built upon. The next phase involves incrementally expanding the baseline with the remaining TFX components to build a more comprehensive pipeline. This step might also uncover potential compatibility issues between TFX components and the TFRS Recommender System.[[7]](#footnote-7) Depending on what components work and don’t work, design changes to the artifact need to be made. In the next phase the base RS will be replaced by a state of the art deep & cross network (DCN) RS. Having implemented a more sophisticated pipeline, an intermediate evaluation of the current pipeline will be done. The objective in this phase is to find out the capabilities of this pipeline in relation to the research question. What components can be leveraged to fulfill the objective of this work? Accomplishing these phases should fulfill the base specifications detailed in the previous chapter. The following phase consists of incorporating CD-awareness into the pipeline. With the knowledge base from scientific papers and information about the environment from the whitepapers, a solution to CD will be engineered. This process will run iteratively and in accordance with the DSR methodology. Each iteration of this phase concludes with an evaluation, which will determine whether another iteration is initiated. Once the artifact reaches a state where no additional iterations are done, a final evaluation of the artifact will be made, which concludes this research project.

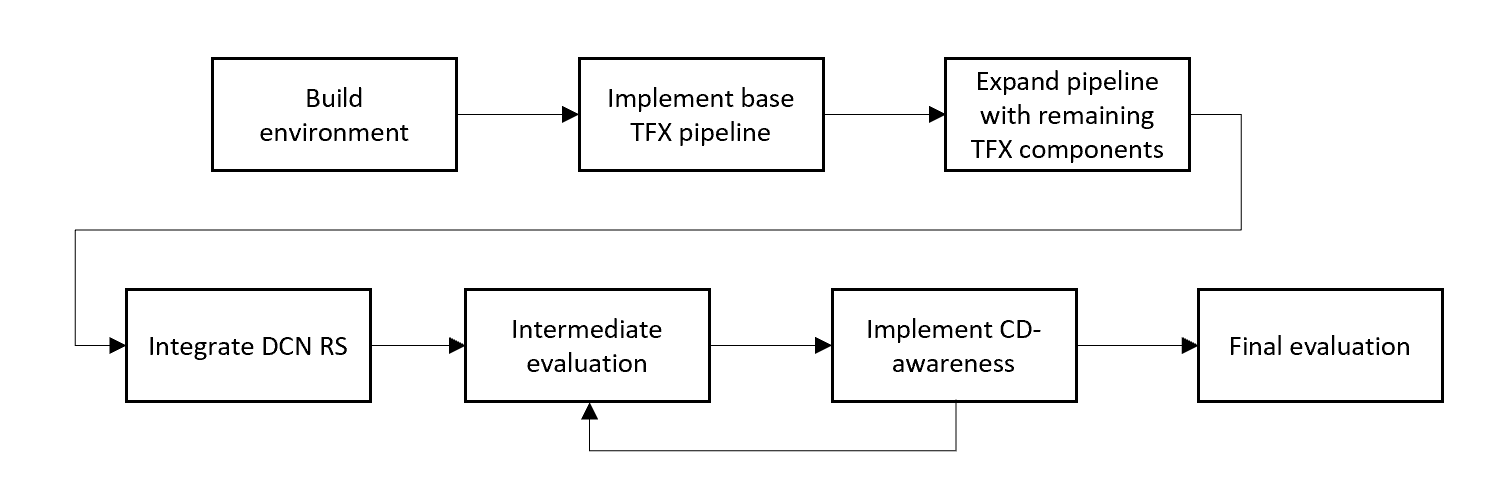


Figure 2: procedure of artifact development

## Challenges

This work is not done in association with a company, despite being a study directed towards businesses exploring a potential solution to CD in an MLOps scenario. Consequently this research can't be conducted in an existing enterprise infrastructure. This entails the challenge that, first, an environment needs to be built approximating a productive business setting. For instance, instead of using real world data from a data lake or data warehouse, this research needs to revert to publicly available datasets. Simulating a productive MLOps environment means that there is a discrepancy between this work's environment and an organization's environment, which might impact applicability of the artifact.

The open-ended nature of this work’s research question is another source of challenge that is inherent to DSR projects. In Hevner’s DSR methodology it is only specified what problem the final artifact should solve, not how it should look like, as it is part of the process to come up with an innovative design. This room for interpretation of what the artifact should look like makes it more difficult to quantify it in the end. For this reason a specification has been created, which should make the idea of the artifact more concrete. Even with a specification sheet, the challenge remains on how to meaningfully evaluate a ML pipeline. Unlike ML algorithms, there is no reference pipeline to measure the artifact against, assuming that using quantitative metrics like processing time would make sense for this work in the first place. Another aspect that hinders quantifiability of such an artifact is the phenomena of CD itself. As mentioned in the environment chapter, CD is a burden for businesses because it lacks tangibility and is therefore hard notice, let alone isolate and quantitatively measure. This project needs to deal with these limitations and find a way to evaluate the artifact in a value adding manner.

Another hurdle is a lack of scientific studies and official documentation on this specific subject, as the operationalization of ML systems only received mainstream attention in the last few years with the advent of terms like AutoML and MLOps, or tools like TFX. TFX had its first release in May 2019 (Google LLC), whereas TFRS had its initial release in fall of 2020 (Google LLC). Only in end of March 2022 has Google released its first TFX documentation using TFRS (Google LLC, 2022). As of conducting this project, more fundamental documentation is planned for both tools (Wei, 2022). It would be defensible to say that both tools still are in their infancy, going by their recent releases, their ever expanding documentation and active development. Besides the novelty of these fields, a lot of research and development in ML systems goes unnoticed by the academic community, as they are conducted behind closed doors and used as proprietary software. In 2019, Naumov, et al. stated the following about the current environment of RS research: “*Although recommendation and personalization systems still drive much practical success of deep learning within industry today, these networks continue to receive little attention in the academic community*” (Naumov et al., 2019)

# Design & Development

# Evaluation

# Conclusion

## Design Science Research

## Recommender Systems

### Overview

# Conclusion and Outlook

Mit der hier vorgelegten Dokumentvorlage steht ein Werkzeug zur Verfügung, das es möglich macht, auf relativ einfache Weise die Textgestaltung für Abschlussarbeiten und andere wissenschaftliche Arbeiten zu automatisieren. Dies spart Arbeitszeit, Beratungsaufwand und erhöht zugleich die Qualität des Ergebnisses hinsichtlich formaler Kriterien.

Gleichzeitig unterstützt die Dokumentvorlage die Lehre in Fächern *wie Arbeits-, Lern- und Präsentationstechniken* und *Vorbereitung auf die Bachelor- bzw. Masterarbeit*,

Die Dokumentvorlage wurde im Sommer 2000 in der vorliegenden grundlegend überarbeiteten Version zum ersten Mal hochschulweit benutzt, nachdem bereits die Vorgängerversion im Jahr 1999 für drei Abschlussarbeiten erfolgreich eingesetzt wurde.

Erweiterungen der Dokumentvorlage und der darin enthaltenen Anleitung zur Erstellung von Abschlussarbeiten mit dem Textsystem Microsoft Word sind auch für die Zukunft geplant. Das Feedback aus der Nutzung der Dokumentvorlage für Abschlussarbeiten an der HdM wird dabei fortgesetzt aufgegriffen und zur Verbesserung genutzt werden.

# Anhang A: Beispiele für die Gliederung von Abschlussarbeiten

Die nachfolgenden Gliederungen stellen lediglich Vorschläge dar, die stets am konkreten Fall überprüft und in der Regel angepasst werden müssen.

## A.1 Literaturarbeiten

1. Überblick (oder: Zusammenfassung, „Executive Summary“, alles Wichtige für den „Manager“ oder Schnellleser)
2. Fragestellung (oder: Ziele, Ausgangspunkt, Motivation)
3. Übersicht über den Stand der Wissenschaft und Technik (Beschreibung der Lösungsansätze, Beispiele etc. in einzelnen Abschnitten)
4. Bewertung der einzelnen untersuchten Ansätze, Beispiele etc., Identifikation von Defiziten
5. Synthese: Erstellung einer Gesamtschau, allgemeine Prinzipien, Beschreibung einer eigenen Sicht auf das Problem, evtl. auch eigene Vorschläge
6. Zusammenfassung (Erklärung des Nutzens), Ausblick

Anhang: eventuell recherchierte Texte, Produktbeschreibungen, etc.

## A.2 Systementwicklungen

1. Überblick (oder: Zusammenfassung, „Executive Summary“, alles Wichtige für den „Manager“ oder Schnellleser)
2. Problemstellung (oder: Ziele, Ausgangspunkt), Vorgesehener Benutzerkreis, Bedürfnisse der Benutzer
3. Stand der Technik (Wie wird das Problem bisher gelöst, wo sind die Defizite)
4. Gewählter Lösungsansatz (allgemeines Prinzip, welche Werkzeuge, z.B. Programmiersprachen werden verwendet)
5. Beschreibung der durchgeführten Arbeiten
6. Ergebnis (z.B. Screenshots mit Erläuterungen)
7. Zusammenfassung (Erklärung des Nutzens), Ausblick

Anhang: evtl. (ausgewählte) Programmbeispiele

Evtl. CD-ROM als Beilage

# Anhang B: Formatvorlagen

Nachfolgend sind die für die Benutzer der Dokumentvorlage wichtigsten Formatvorlagen aufgelistet. Vermerkt ist jeweils auch der Zweck der Formatvorlage und ob es sich um eine neue oder eine modifizierte Formatvorlage handelt.

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1. Throughout this paper ML and AI will be used interchangeably. [↑](#footnote-ref-1)
2. Rank refers to the dimensionality of a latent factor for Matrix and for Matrix , low-rank meaning that . represents the amount of linearly independent factors in a latent factor (Aggarwal, 2016). [↑](#footnote-ref-2)
3. NNs and ANNs will be used interchangeably in this paper. [↑](#footnote-ref-3)
4. The Softmax function maps the neural output on range [0;1]. Highly negative inputs approach value 0, while highly positive inputs approach value 1. [↑](#footnote-ref-4)
5. In dropout regularization random neurons are skipped during the training process to combat overfit of the model (Hinton, Srivastava, Krizhevsky, Sutskever, and Salakhutdinov 2012). [↑](#footnote-ref-5)
6. https://github.com/MyPetOctocat/bachelor\_2022 [↑](#footnote-ref-6)
7. During the time of this research, the official documentation regarding TFRS implementation in TFX only uses three out of nine TFX components. (Google LLC (2022) [↑](#footnote-ref-7)