AMAZON MUSIC RECOMMENDER

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About me

Rigat Nirayo

Data scientist

Overview

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Business Problem

- alleviate the challenge of navigating through a vast ocean of music options
- Discover new music based on your history
- user retention rates

Data Understanding

Amazon Digital Music

Public Amazon review

- reviews in the range May 1996 - Oct 2018

Music Reviews

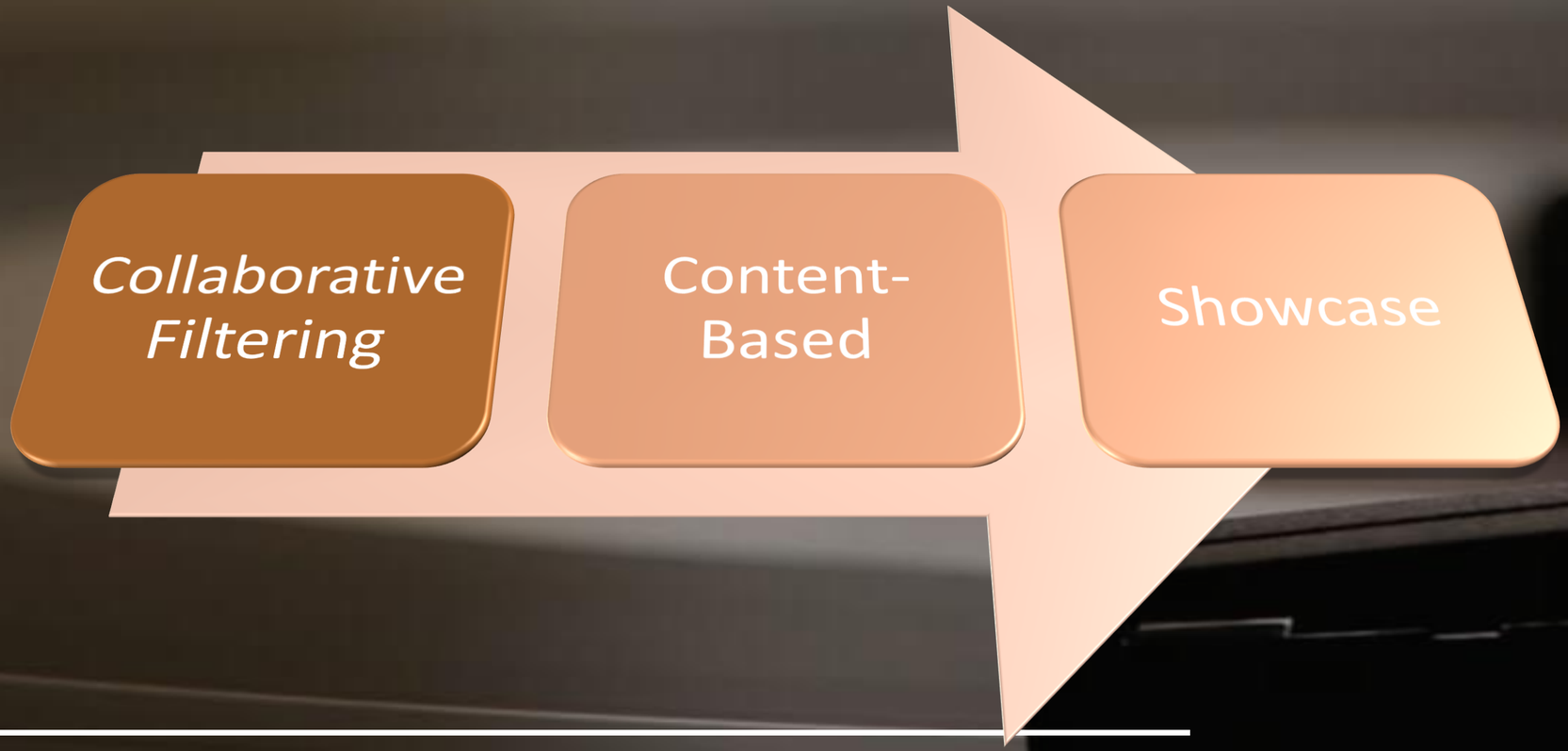
215,951 reviewers

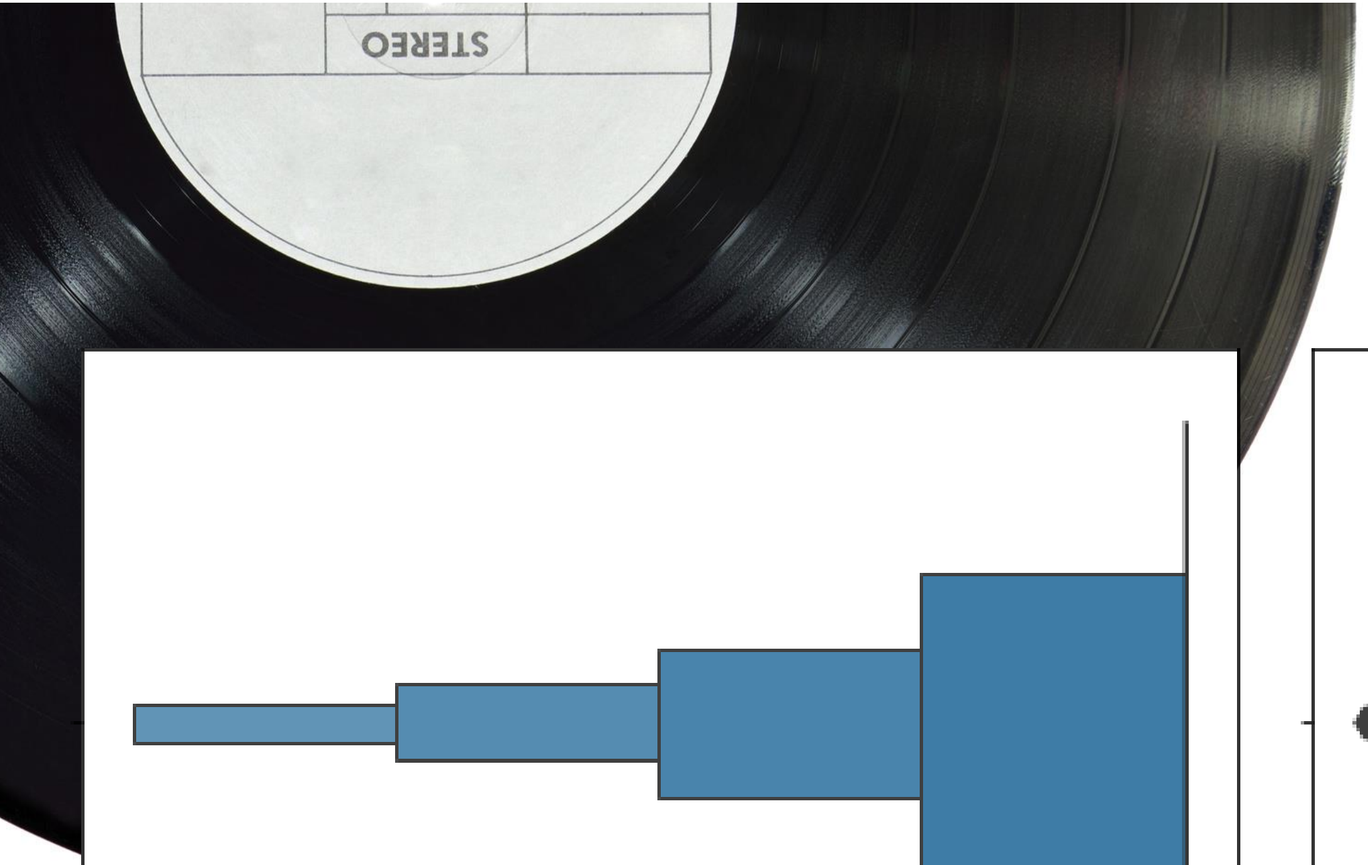
333,636 music

Rating

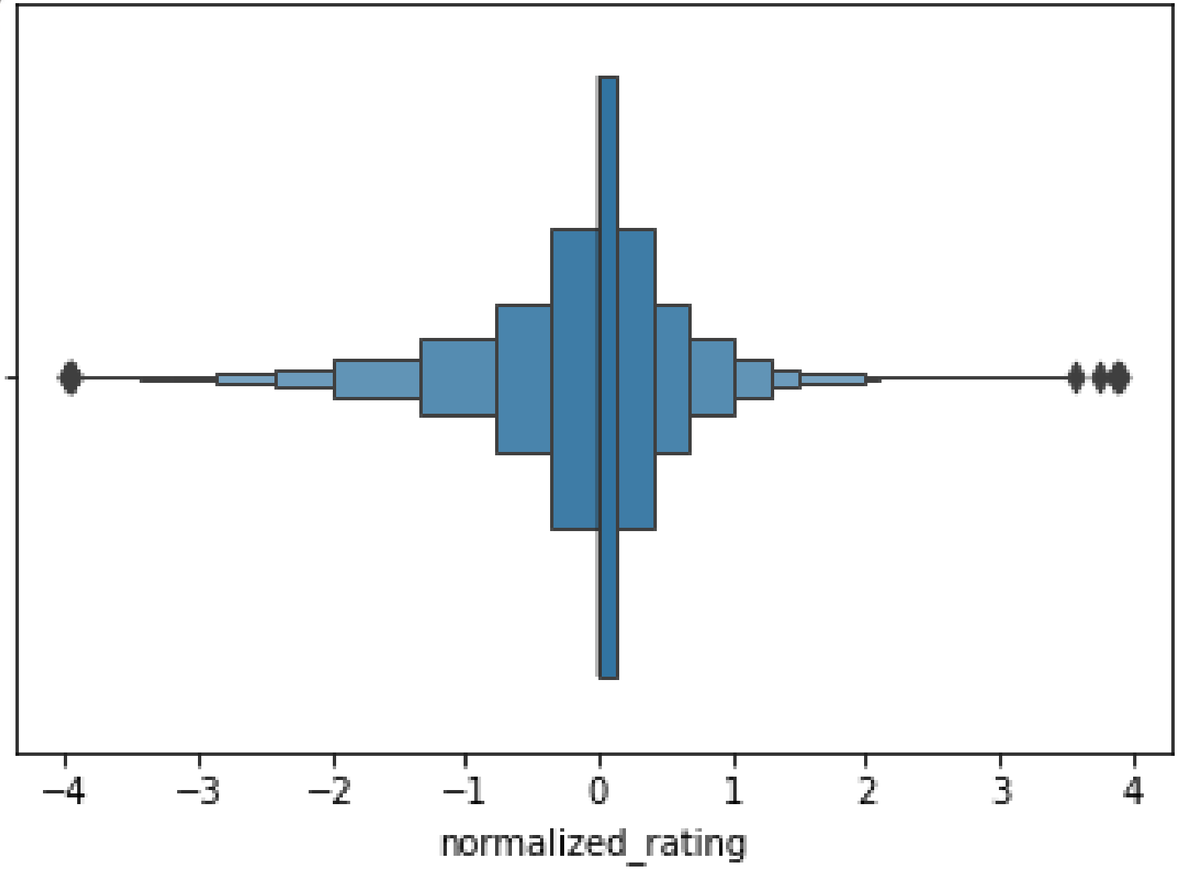
894,067 ratings

Methods



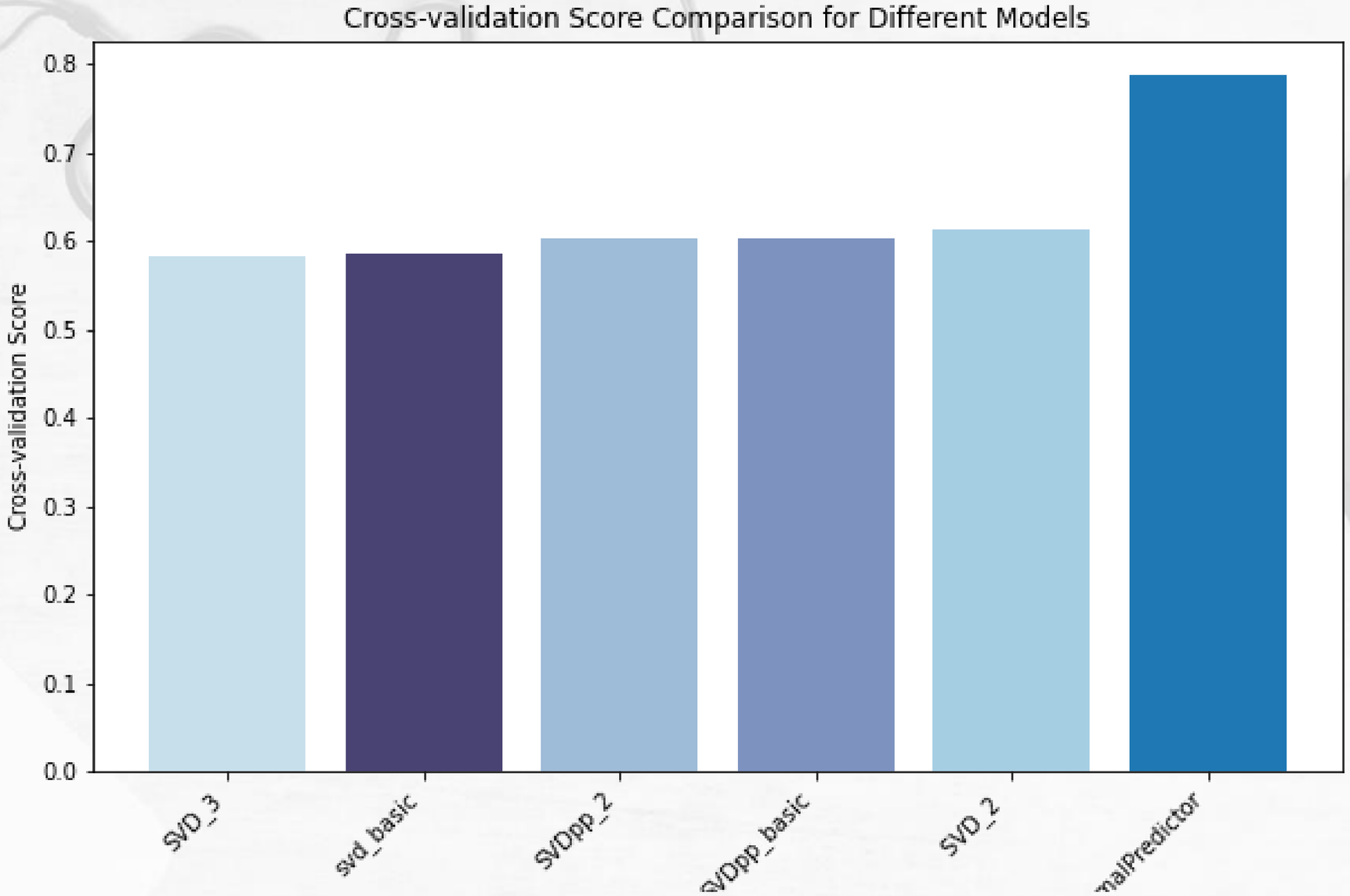

STEREO

1.0
1.5
2.0
2.5
3.0
3.5
4.0
4.5
5.0
Rating


−4
−3
−2
−1
0
1
2
3
4
normalized_rating

Modeling

Collaborative Filtering

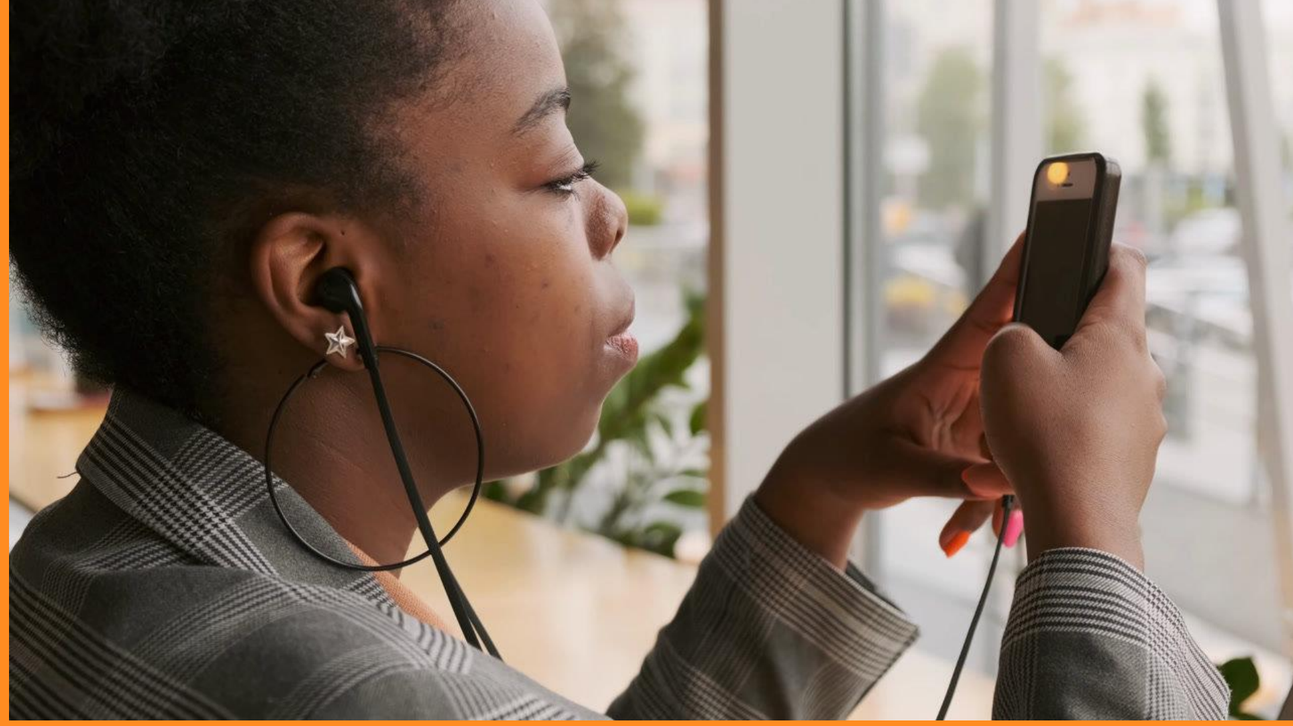


Showcase

```
UserId: A12R54MKO17TW0
How many recommendations? 5
```

	index	description	title	brand	asin	style	est_rating
73134	73168	["This is a bundling of two remastered albums ...	Nirvana Nevermind and in Utero	Nirvana	B01BWT8CCU	MP3 Music	0.493886
64375	64409	["Who's Afraid of Virginia Woolf? (Original Br...	Who's Afraid of Virginia Woolf? Original Broad...	Original Broadway Cast of Who's Afraid of Virg...	B00J3CTVXI	MP3 Music	0.453622
60132	60166	['RECOPILACION DE SUS GRANDES EXITOS']	ANTOLOGIA MUSICAL (3 CD'S + DVD)	Los Bukis	B00CFXXTK8	MP3 Music	0.439563
22710	22717	[]	Beginning of Something Big	Chad Frey	B000CAJF0E	Unknown	0.429563
38371	38394	[]	Marching on Your Parade	Chad Frey	B001CISAHY	MP3 Music	0.396934

Conclusion



- Accurately identifies similar users and products
- Further optimization of algorithms will continue

Contact

Thank you

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