

A close-up, artistic photograph of a vinyl record spinning on a turntable. The record is a warm, orange-brown color with a prominent CBS logo in the center. A black tonearm is positioned over the record, with its stylus touching the grooves. The background is dark and blurred, emphasizing the record and the arm. The overall mood is nostalgic and musical.

AMAZON MUSIC RECOMMENDER

Rigat Niryo

A small, solid orange horizontal bar located in the bottom right corner of the image.

About me

Rigat Nirayo

Data scientist





Overview

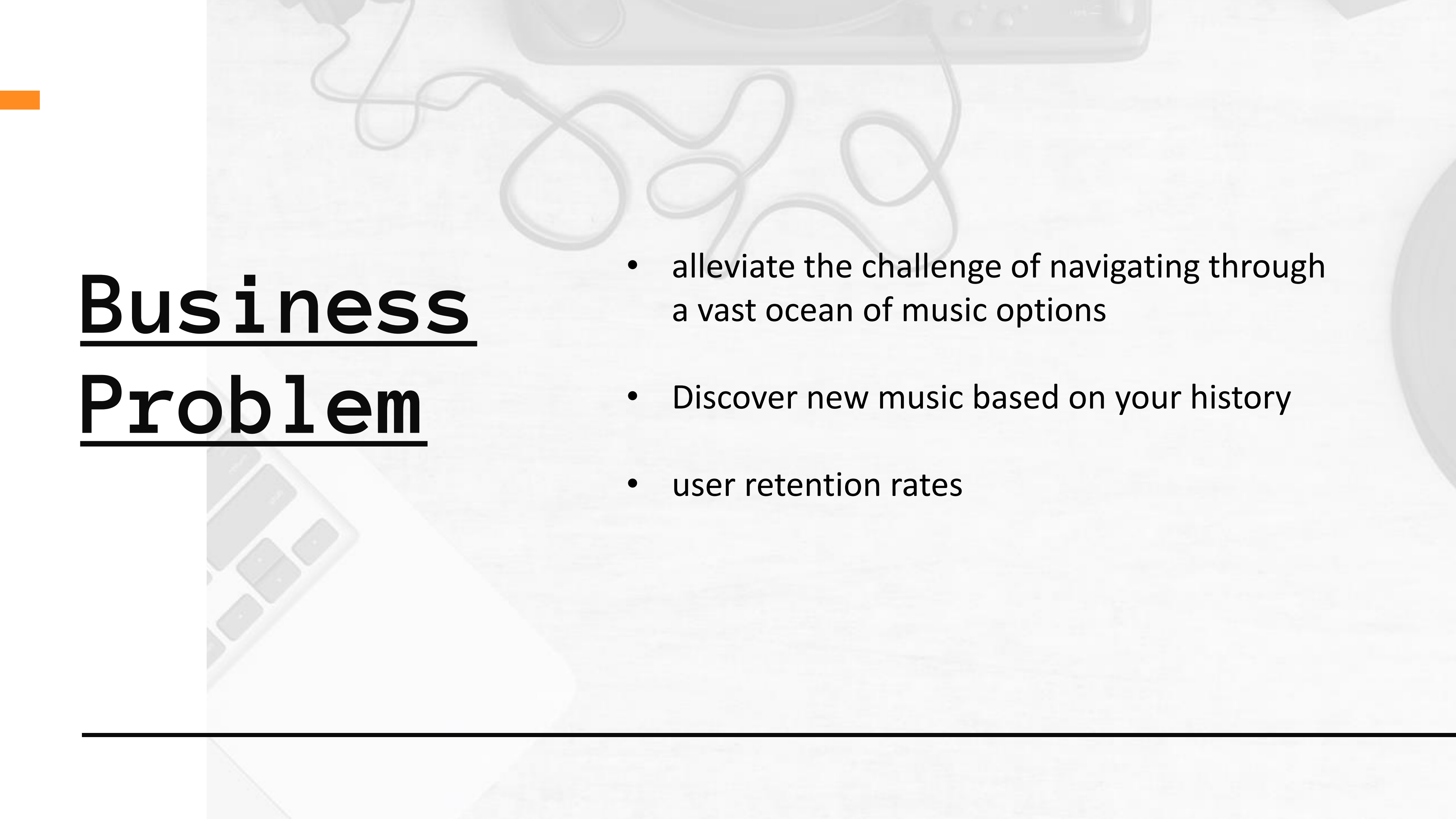
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Business Problem

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Data Understanding

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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

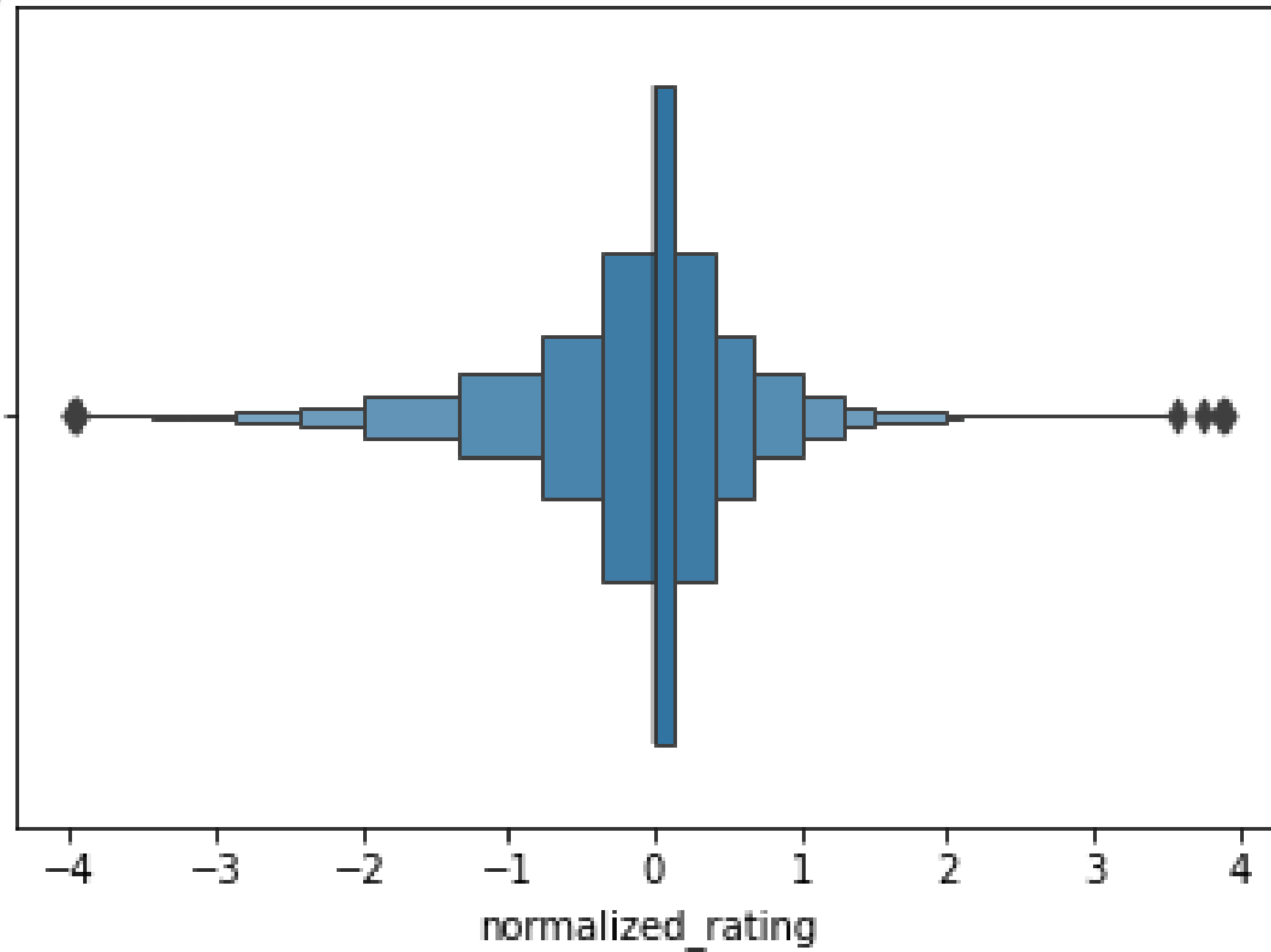
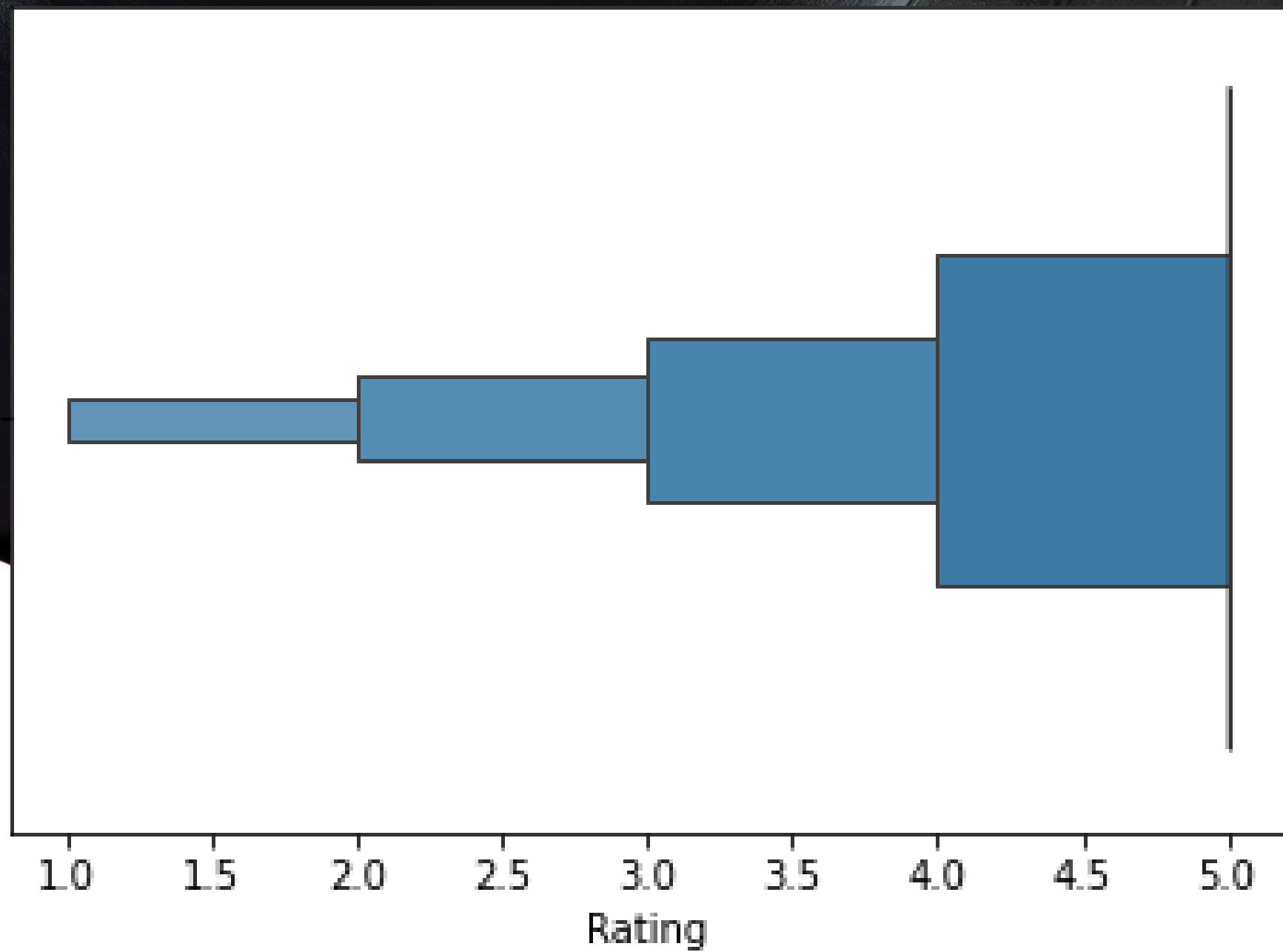
894,067 ratings

Methods

*Collaborative
Filtering*

Content-
Based

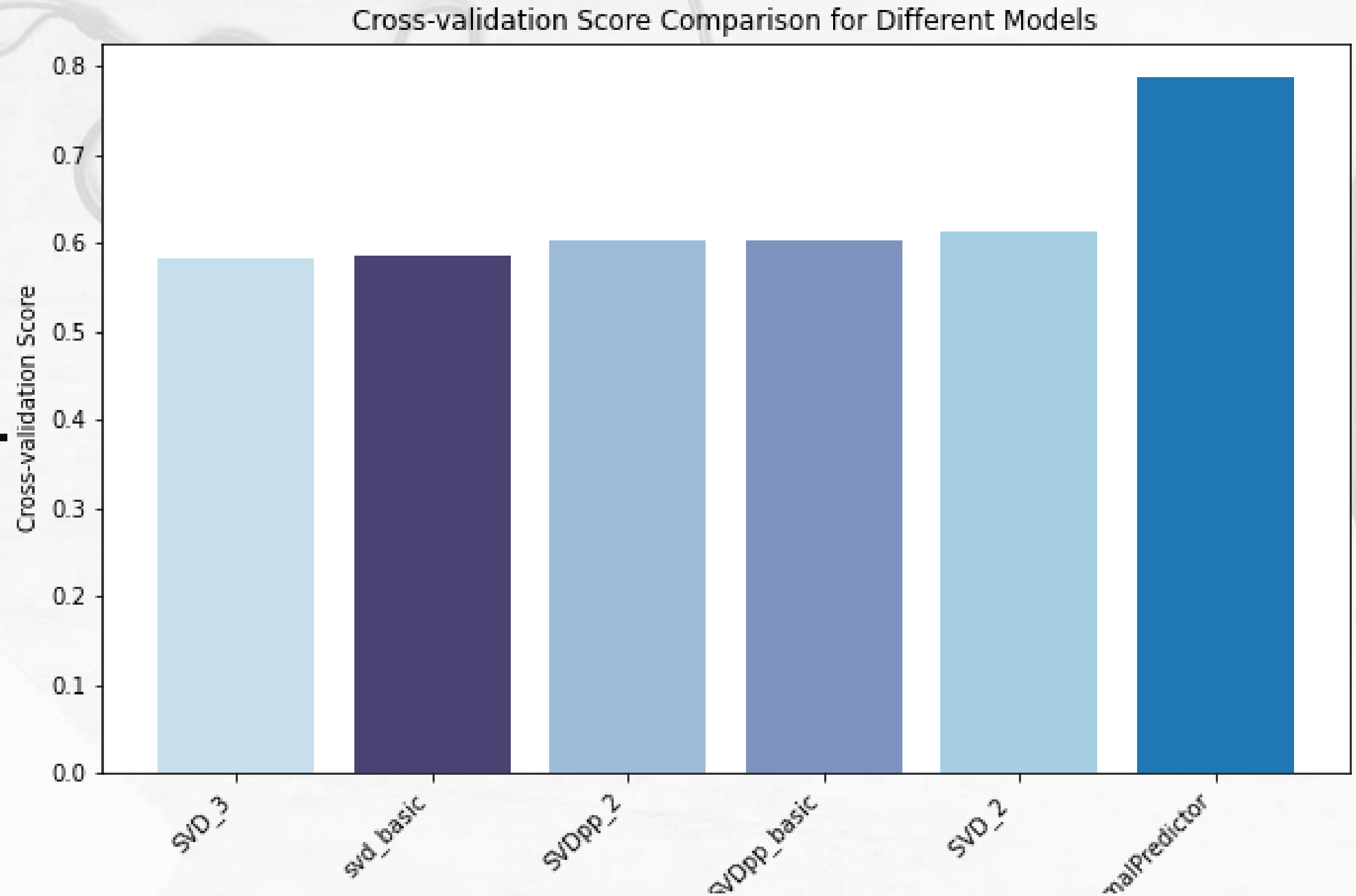
Showcase



■ ■ ■

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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