



Cigar Recommender

By Steve Newman

Why Use A Cigar Recommender?

- \$9.5 m. was spent purchasing cigars in the U.S. in 2020 and 1.4% increase is projected for 2021.
- There are over 2000 cigar brands.
- Discover new cigars that match personal preferences

Problems Solved With This Recommender

- Over 80 variables are used in the model
- Recommendations are not based on meeting marketing goals
- Two ways to search:
 - Match profile of the target cigar
 - Match based on profile characteristics

Method

- Collect data from the largest cigar retailer
- Isolate most important features
- Impute missing information using the Iterative Imputer
- Model recommendations with variations of the K-Nearest Neighbors algorithm
- Measure results with personal knowledge of products as well as test user groups

Results

- Best imputed values using the Extra Tree Regressor

	prod_name	Filler	Filler
0	@ZUCAR	NaN	Dominican, Ecuadorian, Honduran, Nicaraguan
1	1876 Reserve	Dominican	Dominican
2	1876 Reserve Maduro	Dominican	Dominican
3	3x3 Tubos by Davidoff	Dominican	Dominican
4	5 Vegas Big Five	Nicaraguan	Nicaraguan
...
1416	White Owl Cigars	NaN	Dominican, Honduran, Nicaraguan, Peruvian
1417	Wynwood Hills	NaN	Dominican, Honduran, Mexican, Nicaraguan
1418	Zino Platinum Crown Series	Dominican, Peruvian	Dominican, Peruvian
1419	Zino Platinum Scepter Series	Dominican, Peruvian	Dominican, Peruvian
1420	Zino Red Mini Cigarillos	NaN	Dominican, Ecuadorian, Nicaraguan

Results

- Best recommendations using KNN with a weighted Minkowski metric

Top Cigar Recommendations for: 601 La Bomba

- 1: Diesel Heart of Darkness with a Distance Score of: 1.0002
- 2: New Cuba Fuerte with a Distance Score of: 1.1184
- 3: Crowned Heads La Imperiosa with a Distance Score of: 1.2248
- 4: Nub Cain FF by Oliva with a Distance Score of: 1.3229
- 5: Alec Bradley Black Market Esteli with a Distance Score of: 1.3229
- 6: Hoyo La Amistad Gold with a Distance Score of: 1.323
- 7: Southern Draw Kudzu LUSTRUM with a Distance Score of: 1.323
- 8: Nica Libre Silver 25th Anniversary with a Distance Score of: 1.323
- 9: Rocky Patel The Edge Habano with a Distance Score of: 1.3231
- 10: Tatuaje Fausto with a Distance Score of: 1.3235

Cigar Recommender



"Smoking cigars is like falling in love. First, you are attracted by its shape; you stay for its flavor, and you must always remember never, never to let the flame go out."

Winston Churchill

Recommendations

- Select cigars with distance scores closer to zero.
- Try entering one of the recommended cigars as the target to get more variety
- Leave comments in the app to help improve performance

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Jimmy Nicolella

Someone posted this on here the other day. I have put in some that I like and find that I have already tried and like some of the ones it recommends.

<https://cigar-recommender.herokuapp.com/...>



CIGAR-RECOMMENDER.HEROKUAPP.COM



Streamlit

Like · Reply · 3d



Lauren

@Smokingginger



Replying to [@SteveNewmanDS1](#)

The nerdiness of this app makes me happy.

3:14 PM · 11/29/20 · [Twitter for Android](#)



Mark Jenkins shared a link.



✓ Moderator · December 1, 2020 · 🐾

Wanna welcome [Steve Newman](#) to the group. He lives in Dormont and is a transplant like myself to this area. He has been working on a pretty cool idea to help people get recommended based on their preferences if a cigar. I've posted it here so people can check this out. For some of our newer smokers this might be a good way to find some stuff that you haven't tried before but would be similar to your likes. Everyone say hi to Steve and go look at what he created. Personally I think this is pretty damn cool. It is not gonna have every cigar there is but made some pretty good selections for me on stuff I know I like.



Future Work

- Add price variable to model
- Monetize app with affiliate links
- Differentiate app with cigar to whisky pairings

Questions?

Thank You!