**SPRINGBOARD DATA SCIENCE COURSE**

**CAPSTONE PROJECT 2**

**Building a music recommendation system using machine learning techniques**

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# **Introduction**

In the earlier days, we used to buy products based on recommendations from our friends and family and the products they trust. Before the digital age, that has been the default method of purchase. But now with advent of digital age, this is changing as the circles have expanded to more than just friends and family. Companies like Amazon, Flipkart, Spotify and Netflix have developed recommendation systems that would recommend product to their customers. These systems filters data using different algorithms by capturing past behaviour of a customer and then recommends the most relevant items to the users. This project’s focus is to build a similar recommendation system for music industry.

With mobile devices and the internet coming in, offline music CDs, music players have gone extinct. Online streaming has become the new norm for today’s generation. This has led to music going online and customers getting access to millions of songs. The number of songs available exceeds the listening capacity of a single individual. People at times feel it is difficult to choose his favourite song from millions of songs. Thus customer convenience, efficient management of songs/playlists and personalized music discovery have become the need of the hour. This has given rise to companies bringing in music recommendation systems to improve customer experience.

Lots of platforms like Spotify, Saavn, Apple Music, etc. are gathering lots of data based on users’ listening habits, song info and user info. These huge amounts of data paved the way for machine learning algorithms in building a good recommendation system. Lots of research is also been done on music recommendation system.

# **Data Acquisition and Cleaning**

I acquired the data from Kaggle which is freely available. The dataset is part of a competition (WSDM 2018) where the challenge is to build a better music recommendation system using a donated dataset from KKBOX. The data set consists of information of the first observable listening event for each unique user-song pair within a specific time duration. Metadata of each unique user and song pair is also provided. The train and the test data are selected from users' listening history in a given time period and split based on time period. The dataset has over 50lakhs rows and more than 30 features.

Each row is a single encounter of a customer’s listening event with details given below.

***Customer/Members Characteristics:***

* Membership No, City, Gender, Registered via, Age, Registration and expiration date for membership

***Song Details:***

* Song id, Song length, Genre Ids, Artist Name, Composer, Lyricist, Language

***Extra Song Info:***

* Song Name, ISRC code

***Song Listening Characteristics:***

* Source System Tab, Source Screen Name, Source Type

***Target:***

* Whether there are recurring listening event(s) triggered within a month after the user’s very first observable listening event

The above data was downloaded as a CSV and then imported in python. More details of this can be found in this[**IPython Notebook**](https://github.com/Sukhadia1/Springboard_DSC/blob/master/Capstone%20Project%202/Capstone%20Project%202-%20Milestone%20Report.ipynb). The training data had 7377418 rows while testing data had 2295971 rows. Post importing, data was pre-processed using the below mentioned steps.

1. Merging and Transformation: The different features like song and user characteristics are present in different tables. Thus there was a need for merging into one table using the columns song\_id and membership no (msno) as key ids. Songs, members and songs\_extra tables were merged with the training and testing data.

Registration and Expiration date was imported as object class. So, we transformed these columns to “datetime” type so working with it becomes easy.

1. Missing Value Analysis: Table 1 is the summary of the missing values. Lot of important features have missing values.

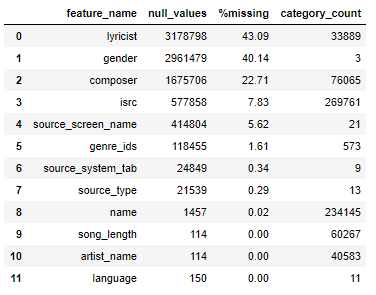


Table 1: Features with missing values

Testing data set too had similar missing values but less in volume. (Table 2)

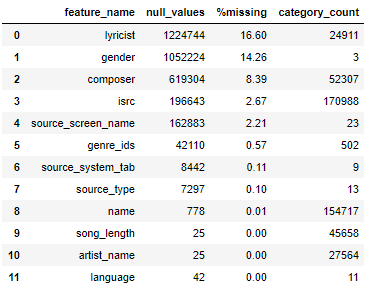


Table 2: Missing Values in Testing Data

Missing values were handled differently for each feature.

* **lyricist, gender and composer** have >20% missing values. These columns are important features so dropping these columns is not an option. We cannot also replace the missing values with mode. So, we created separate categories as “missing” for these features to tackle this.
* **isrc, source\_screen\_name, source\_type, genre\_ids, source\_system\_tab, name and artist name** have 0-10% missing values. Most of the columns being important and categorical in nature, missing values were considered as a separate category and rows were not dropped.
* **Language** has some values as -1. This value is assumed to be for missing values or where language is not known. So, missing values of language were replaced by -1.
* Missing values of **song\_length** were replaced by median song length

Another interesting thing observed was the the missing values between few variables were correlated. Eg. 90% correlation between missing values of artist name and language were observed. We can infer that artist name was determining the language of the song. Source type and Source\_system tab, composer and lyricist were other correlations that were found (Figure 1). Though there was correlation, this was not used to fill the missing values.

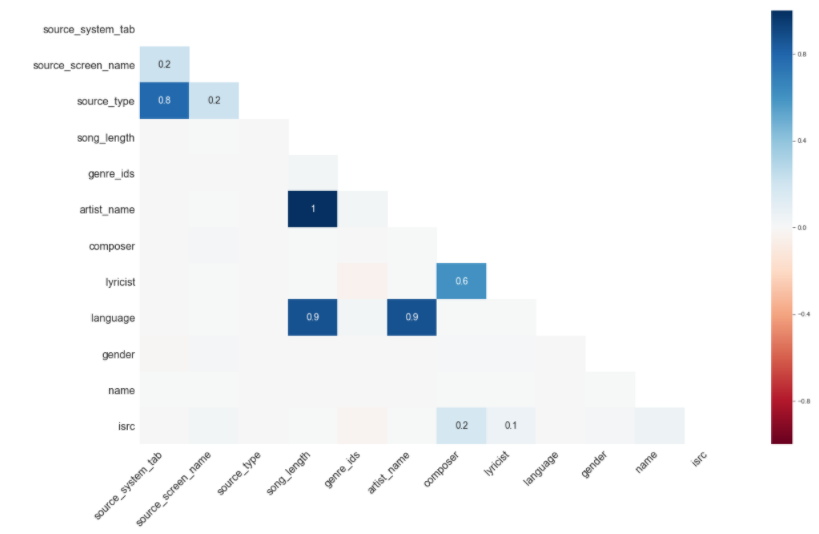


Figure 1: Correlation between missing values of different features

# **Feature Creation and Outlier Analysis**

## Feature Creation

We had a limited set of features and most of them are categorical variables like song name, artist name etc. These makes the problem complex and hard for algorithms to learn. So, to provide more information, we manually extracted many features from existing variables. They are listed as below.

Features Based on Songs Features:

|  |  |  |
| --- | --- | --- |
| Sr. No. | Feature Notation | Feature Description |
| 1 | lyricist\_count | Number of Lyricist for a song |
| 2 | artist\_count | Number of Artists for a song |
| 3 | composer\_count | Number of Composers for a song |
| 4 | genre\_id | Number of genres for a song |
| 5 | count\_song\_played | Number of times the song was played |
| 6 | song\_freq | Cumulative count of the song played over time |
| 7 | Count\_artist\_played | Number of times an artist was played |
| 8 | artist\_freq | Cumulative count of the artist played over time |
| 9 | composer\_artist\_lyricist | Whether composer, artist, lyricist were same or not |
| 10 | composer\_artist | Whether composer and artist were same or not |

Features based on Time:

|  |  |  |
| --- | --- | --- |
| Sr. No. | Feature Notation | Feature Description |
| 1 | duration | Membership duration i.e. difference between registration and expiration date |
| 2 | registration\_year | Year of membership registration |
| 3 | registration\_month | Month of membership registration |
| 4 | registration\_day | Day of membership registration |
| 5 | expiration\_year | Year of membership expiration |
| 6 | expiration\_month | Month of membership expiration |
| 7 | expiration\_day | Day of membership expiration |

Other features:

|  |  |  |
| --- | --- | --- |
| Sr. No. | Feature Notation | Feature Description |
| 1 | age\_of\_song | Created from isrc year. Difference between 2017 and the isrc year. Recency of the song being registered with isrc |
| 2 | song\_type | Whether the song is long or short |

Many more features can be created but this being a huge data set and having limitation on computational power, the exercise was stopped after creating above mentioned features. More Details of the feature creation is available in this[**IPython Notebook**](https://github.com/Sukhadia1/Springboard_DSC/blob/master/Capstone%20Project%202/Capstone%20Project%202-%20Milestone%20Report.ipynb).

## Outlier Analysis

The numerical variables in the data set were age, song\_length and all the count features that were extracted above. Figure 2 and Figure 3 shows the distribution of all numeric variables in the dataset.

Age shows very abnormal distribution having values more than 1000 and negative values. A peak is also observed at zero value. It is inferred that zero is missing values and other outliers are data entry problems. We then cleaned the age using the following rules.

* Making Negative values as positive values as they are data input error
* (> 1000) values are data input error so subtracting 1000 from such values
* For age between 1 to 10 and >110 considering them as missing values (0). It is assumed that oldest persons living more than 110 are rare and children with less than 10 years are not matured enough to use a music app.
* Apart from that there are lot of values with age as zero (0). These are mostly missing age values and kept as it is.

Composer count also showed some abnormal values more than 100. A song can rarely have so many composers. Upon checking that, it was found to be erroneous data and cleaned. Similar checks was done for all the count variables for the highest values and they were cleaned. Duration also had some negative values, which were replaced by mean duration. These negative value errors were due to incorrect registration or expiration date.

Figure 4 shows the distribution of variables post outlier analysis. This clean data is now ready for exploratory analysis.

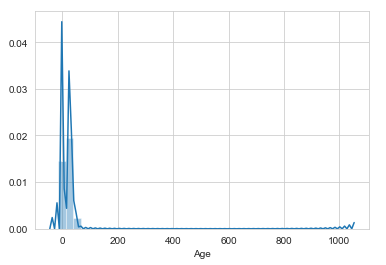
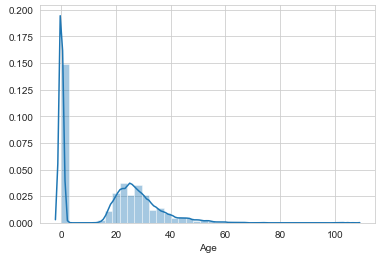


Figure 2: Original and Cleaned Distribution of Age

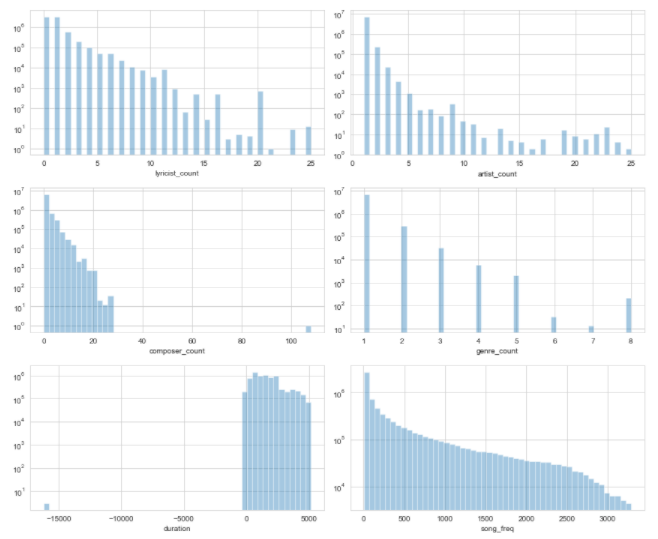


Figure 3: Pre-Outlier Analysis Distribution of Variables

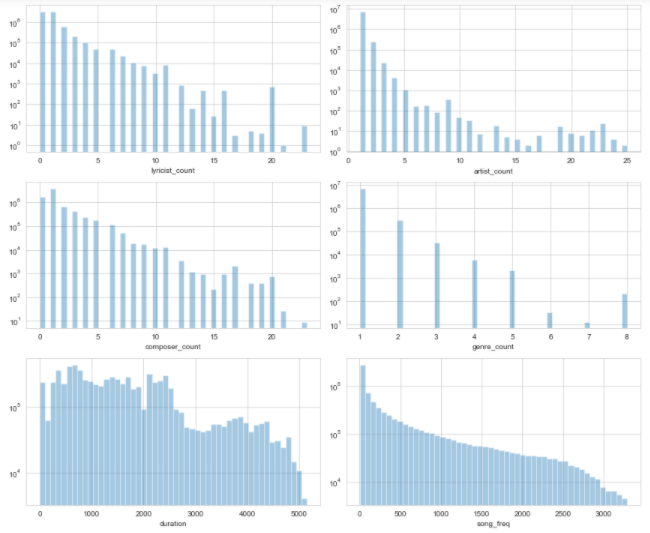


Figure 4: Post-Outlier Analysis Distribution of Variables

# **Exploratory Data Analysis**

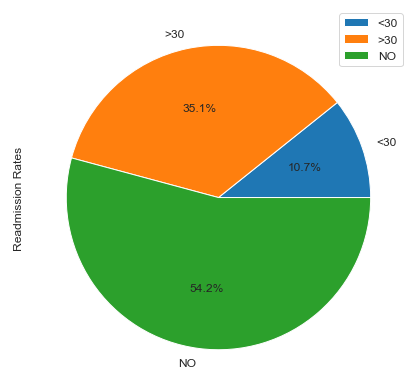
In the cleaned data, there are now 96551 patient records, 44 features/columns and one target variable. We will go through most of the features in the dataset to explore the relation with the readmission rate.

The target variable for this project is called “readmitted” which contains three values:

* “<30” : Person gets readmitted within 30 days (0)
* “>30”: Person gets readmitted after 30 days (1)
* “NO”: Person doesn’t get admitted (2)

## Hospital Readmission Rates

The distribution of the target variable in **Figure 5** shows that our dataset is highly imbalanced. The distribution of “<30” (class of interest) is just 10.7% compared to remaining two classes. This imbalance needs to be kept in mind while applying our machine learning algorithms. It would also require special treatment at many places.



**Figure 5: Distribution of Target Variable – Readmitted**

We define the readmission rates as:

Readmission rates =

Readmission would depend on lot of factors like type of medicine prescribed, patient medical conditions, patient age, race, results of laboratory tests, time in hospital, whether patient is visiting for the first time or multiple times, etc. In the following subsections, we will go through many of the above mentioned factors and explore the distribution of our readmission (<30 class). As per Section 2, there are broadly 5 categories of information that are embedded in most of the fields.

1. Patient Medications
2. Patient Characteristics
3. Patient Hospital Admission and Discharge info
4. Patient Medical Diagnosis
5. Patient Encounter Details

Before we deep dive into above categories, we will look at one of the important feature that would affect our readmission rates.

## Visit Number

A person admitting for the first time, his/her visit number would be 1. Post first readmission, if he gets readmitted again or visit the hospital, his/her visit number will then be 2. Thus visit number is the number of visit to hospital made by the patient post first readmission. This feature was created as per Section 3.1. ~30% of my data has visit number as >1.

On comparing visit number with readmission rates, we see that as the visits of the patient increases to the hospital, his/her patient readmission chances also increases (Figure 6). Common sense would say that after a particular number of visits, readmission rate will be zero either because patient gets died or gets cured or gets transferred to other hospitals. During our data cleaning and outlier analysis, we have removed all such cases. So that would not be visible in our trend.

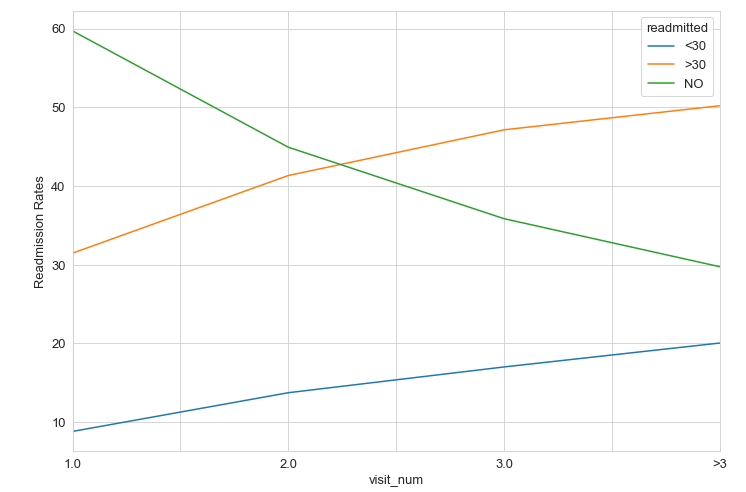


Figure 6: Readmission rates of different visit numbers

## Patient Medications

**Medications (21 Features)**

For the 21 features, exploratory analysis in Figure 7 shows that there were few medicines not prescribed to 99.9% of the patient. This observation told us that even if we remove those features, it would not affect my target variable distribution. Thus we removed 9 medicines from the cleaned data set and final dataset will have 35 features. More Details of which medicines were removed is available in this [**IPython Notebook**](https://github.com/Sukhadia1/Springboard_DSC/blob/master/Capstone%20Projects/Capstone%20Project%201-%20Milestone%201.ipynb).

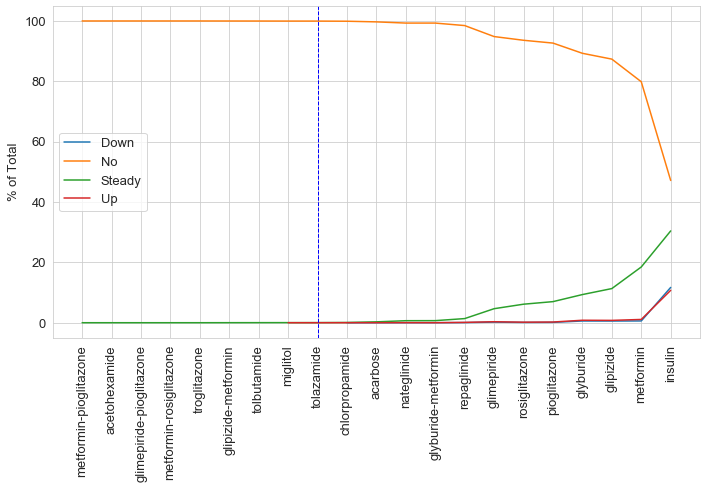


Figure 7: Medications and their prescription changes

**Change of Medications**

Patients whose medications were changes have higher chance of getting readmitted (Figure 8). Possible reasons may be wrong medicines prescribed, experimenting with medicines, wrong dosage of medicines prescribed, and person’s immunity to the medicines.

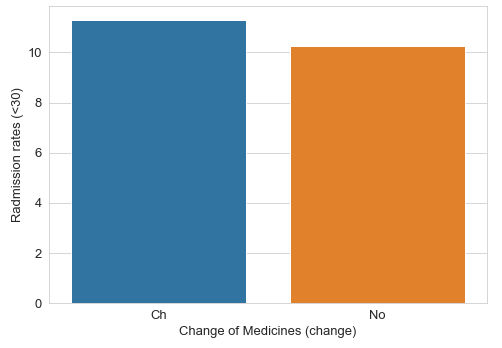
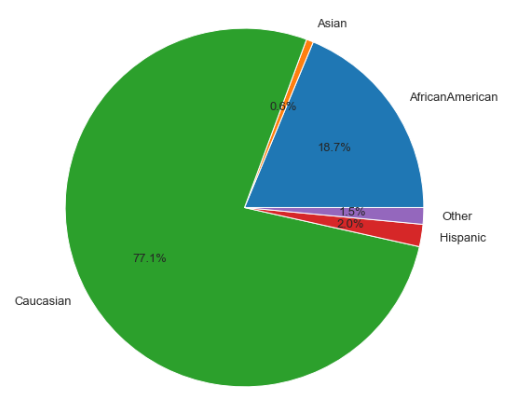


Figure 8: Change of Medicines affecting Readmission rates

## Patient Characteristics

**Race, Age and Gender**

~77% of the patients are from Caucasian Race. This is as expected because the data set is from United States. Almost 90% of the patients more than 40 years of age, this implies that diabetes occurs in patient above the age of 40 years (Figure 9). The ratio of female and male is approximately uniform.

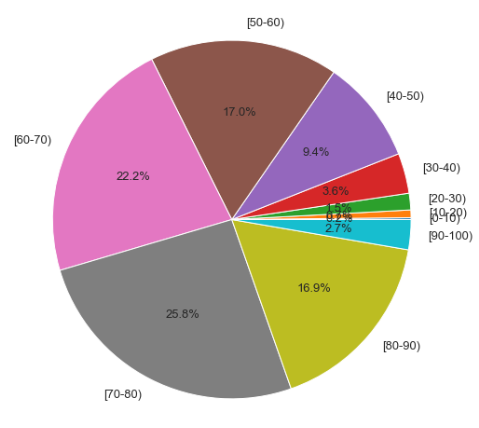


Figure 9: Age and Race Distribution of Patients

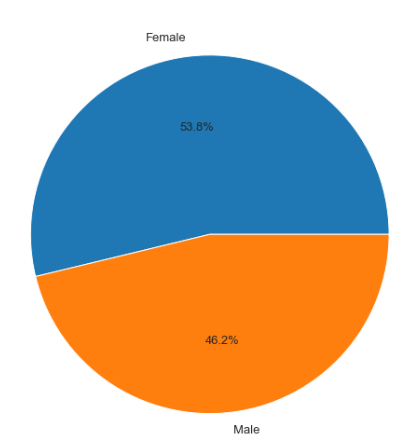
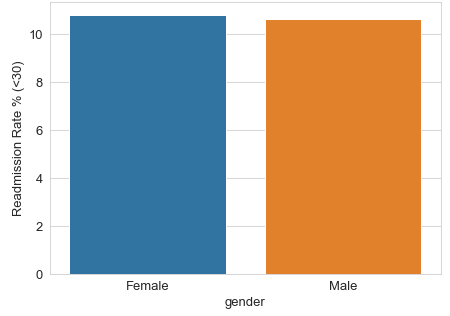
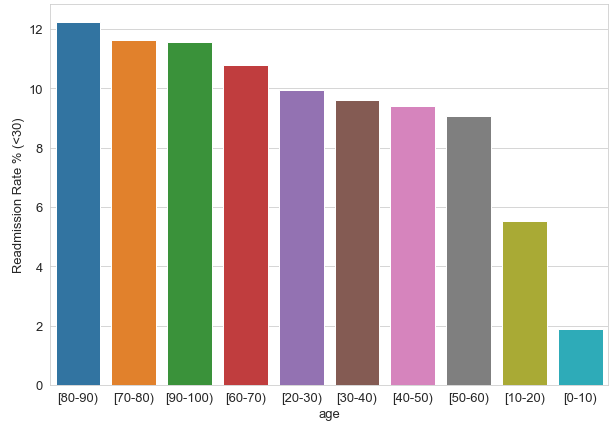


Figure 10: Gender Distribution of Patients and its relation with readmission rates

In Figure 10, we observe that gender doesn’t play any major role in determining readmission rates. On exploring relation of race with readmission we found that, Caucasians and AfricanAmerican are at highest risk of being readmitted. With the exception of 20-30 age category, we see in Figure 11 that as age increases, chances of readmission also increases. Thus old people are more likely to get readmitted.



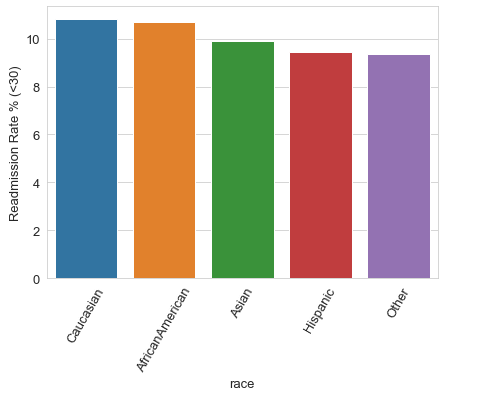


Figure 11: Readmission rates for age and race features

## Patient Admission and Discharge Information

This information consists of reason for admission, admission source and how was the patient discharged. All the above three features affect the readmission rate because they may contain indirect information regarding the patient conditions at the time of admission and discharge. For example, a person coming for elective surgery would have a lesser chance of getting readmitted than a person coming as emergency. Similarly, a person getting discharged to home mean fully recovered compared to discharge to other facilities where he/she may not have recovered fully.

Exploratory analysis suggested that an Emergency Patient has high chance of getting readmitted compared to other reasons. In Figure 12, 7 and 1 represents emergency. ID mappings are available in the dataset. For discharges, a person getting discharged to home/hospice (Id = 1) have less chance of readmission compared to other categories (Figure 13).

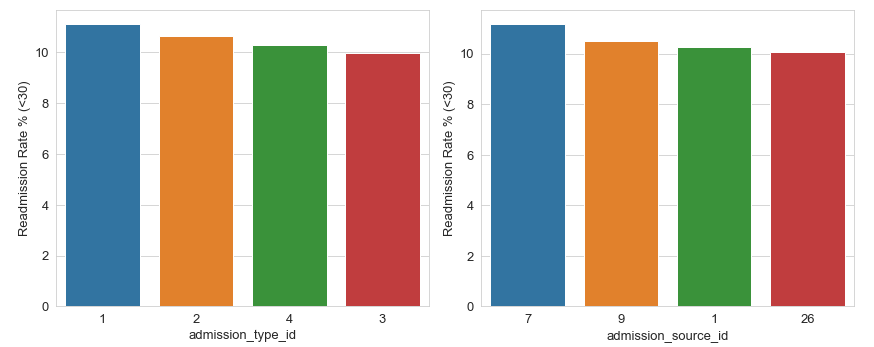


Figure 12: Admission Type and Source Readmission Rate

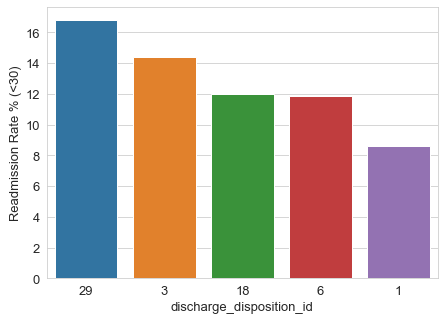


Figure 13: Readmission Rates for Discharge Disposition

## Patient Medical Diagnosis

**Glucose Serum and A1C Tests**

Since we are dealing with diabetes patients, we will first look at the Glucose serum and A1C test results. Both these tests are performed to diagnose diabetes. A person with diabetes will show values of >200 in glucose test and >6% in A1c results. As both the value increases, intensity of diabetes also increases. Figure 14 and Figure 15 shows that diabetes patients whose lab results are >300 in glucose serum test and no A1C test was performed, have higher chance of readmission.

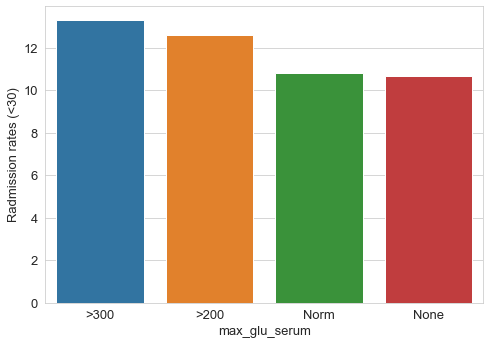


Figure 14: Glucose Serum Test Readmission Rates

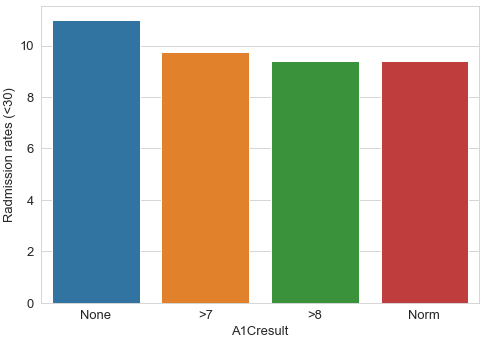


Figure 15: A1C Result Test Readmission Rates

**Diagnosis**

There are three diagnosis columns; primary, secondary and additional secondary diagnosis. This features represents the medical diseases of the patient i.e. whether patient has diabetes, cancer, etc. Just exploring the distribution of diagnosed diseases among the sample data, we found that Circulatory is the major diagnosis and present among 30% of the patients. Diabetes represents only ~8% among the patients (Figure 16).

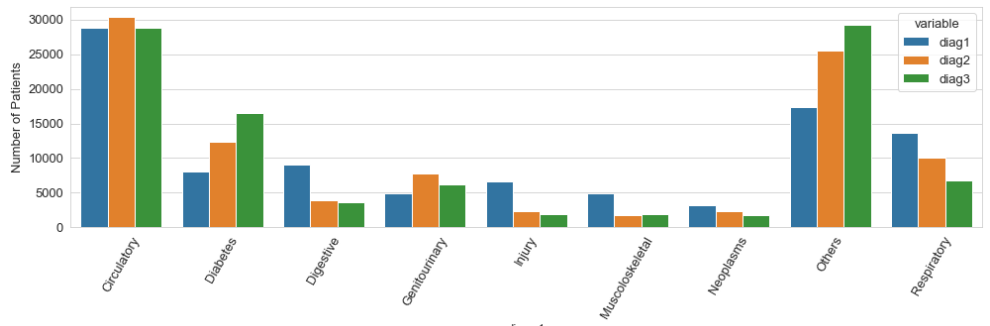


Figure 16: Types of Diagnoses among Patients

Figure 17 shows that a patient having primary diagnosis as diabetes have high readmission rates compared to other diseases. But when we see secondary and additional secondary diagnosis, diabetes is pushed towards the end and Neoplasms (Cancer Related) and Genitourinary (related to kidney) gets pushed up towards high readmission rates. This implies a particular combination of primary, secondary and additional secondary would affect the readmission rates. Our machine learning model will be further able to help us identify those combinations.

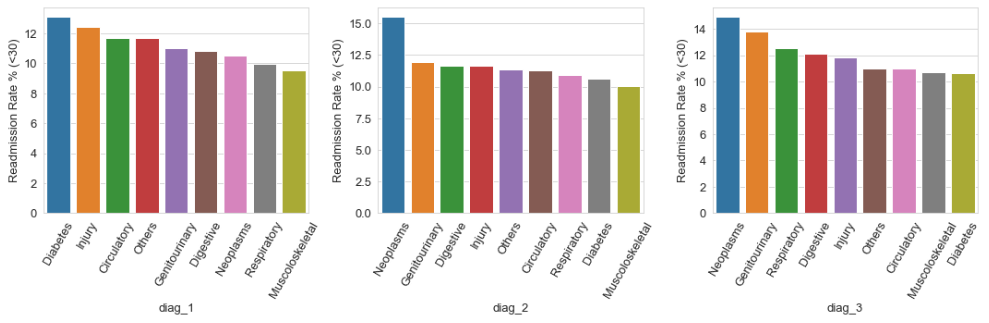


Figure 17: Readmission Rates across different diagnosis types

diag\_1 – Primary Diagnosis

diag\_2 – Secondary Diagnosis

diag\_3 – Additional Secondary Diagnosis

## Patient Encounters Details

This group contains following features:

* Number of lab procedures performed during the encounter
* Number of procedures other than lab tests during the encounter
* Number of distinct medications administered during the encounter
* Number of outpatient and Inpatient visits in the year preceding the encounter
* Number of emergency visits in the year preceding the encounter
* Number of diagnoses entered in system

All of the above features are discrete numeric variables i.e. count variables. The distribution of these variables is shown in Figure 4. Except for diagnoses number, all variables are skewed towards right suggesting they follow lognormal distribution. Number of diagnoses is skewed towards left. To explore relation between above features with readmission rate, we did a simplification. We combined ‘>30’ and ‘NO’ in to one class No-Readmission (0) and ‘<30’ as class Readmission (1). This would help us better visualize the relation. Figure 18 shows that except for ‘number of procedures other than lab tests’, all features have different distribution for readmission and no-readmission. The distribution for readmission is shifted towards right. We explore in next section whether this variation is statistically significant or not for each of the features.

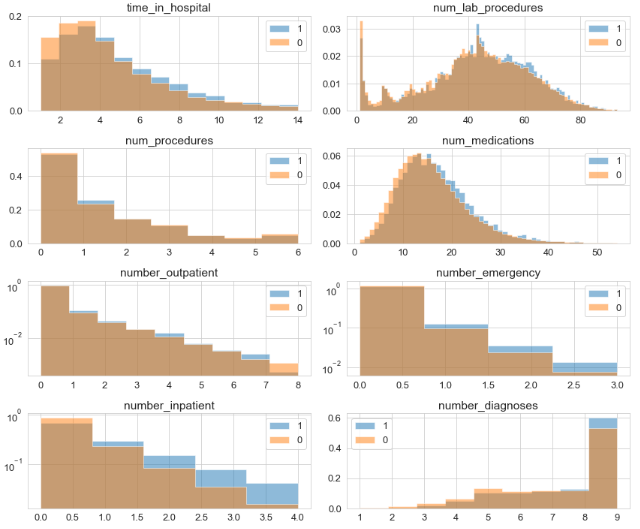
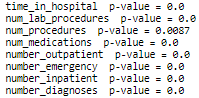


Figure 18: Distribution of patient encounter features between readmission and no-readmission

## Frequentist and Inferential Statistics

In this section we will see which count variables have statistically significant relation with readmission rates. The Null hypothesis was that the mean of the feature samples for readmission and non-readmission are equal. The method used to test this hypothesis was Bootstrapped Hypothesis Test with difference of mean as test statistic and 5% significance level. P-value and confidence interval was calculated for all the features of Patient encounter group. More details is available in this [**IPython notebook**](https://github.com/Sukhadia1/Springboard_DSC/blob/master/Capstone%20Projects/Capstone%20Project%201-%20Milestone%201.ipynb). Below are the results of the test.



It shows that all variables are statistically significant i.e. Null Hypothesis was rejected. This proves that distribution of patient encounter features are definitely different for readmitted patients and non-readmitted patients. Figure 19 shows the results graphically with confidence interval.

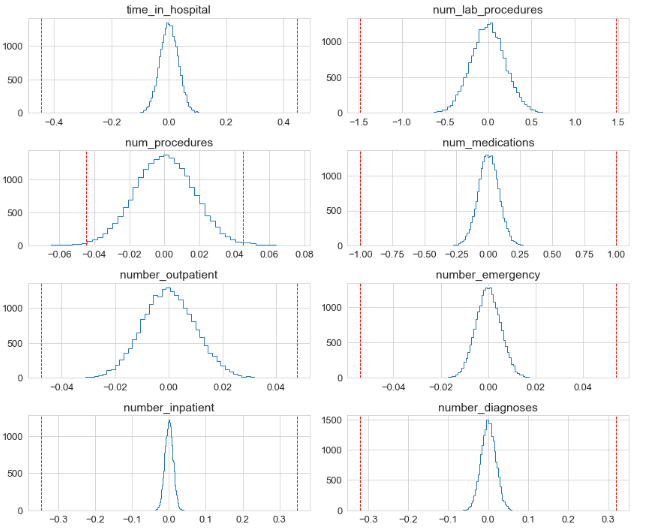
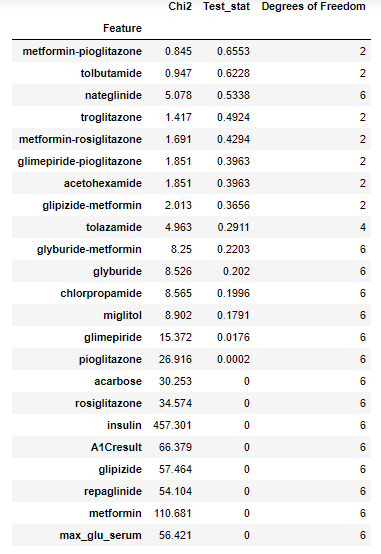


Figure 19: Results of Bootstrapped Hypothesis Tests

I also made use of Chi-square Independence Test to verify whether that columns of medicines that were dropped were insignificant and not related to Readmission rates. Chi-Square Test was used, since I was comparing two categorical variables i.e. medicine features and readmitted. The Null Hypothesis was that medicine features are independent of Readmission rates i.e. there is no relation between the two.

Below Table 3 shows that the 9 variables removed in Section 4.3 are all insignificant (Test\_stat >0.05) and they passed our Null Hypothesis. This test also helped us identify more features that are not relevant. We can choose to remove those features too.



Variables dropped in Section 4.3

Table 4: Results of Chi-Square Independence Test on Medicine Features

## Multi-Collinearity

Common sense would say that a person spending more time in hospital is highly likely to have got high number of lab procedures performed and been prescribed large number of medicines (Figure 20). Similarly, ‘change’ i.e. change in medications column derives itself from the 24 features of medicine. Thus they two will be highly related. Multi-Collinearity was also observed between variables of Patient admission and discharge. More details about their proof is given in this [**IPython Notebook**](https://github.com/Sukhadia1/Springboard_DSC/blob/master/Capstone%20Projects/Capstone%20Project%201-%20Milestone%201.ipynb). This means that multi-collinearity is expected between various independent variables in the given dataset.

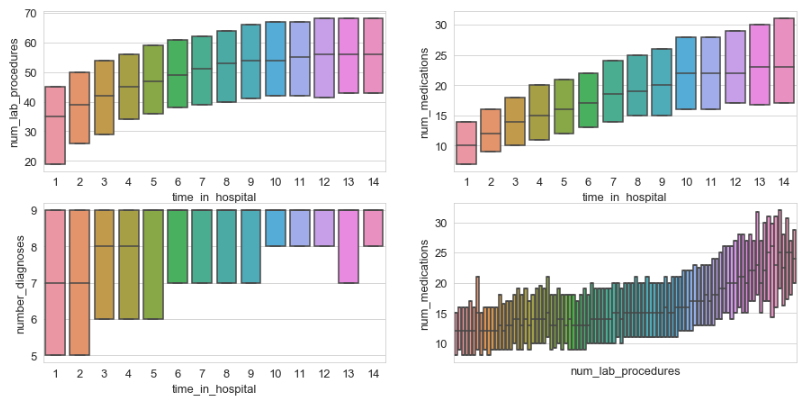


Figure 20: Multi-collinearity among features of Patient encounter group