

# Formula for user and item we are calculating the score value

```
import numpy as np

def predict(ratings, similarity, type='user'):
    if type == 'user':
        mean_user_rating = ratings.mean(axis=1)
        # we use np.newaxis so that mean_user_rating has the same format as ratings
        ratings_diff = (ratings - mean_user_rating[:, np.newaxis])
        pred = mean_user_rating[:, np.newaxis] + similarity.dot(ratings_diff) / np.array([np.abs(similarity).sum(axis=1)]).T
    elif type == 'item':
        pred = ratings.dot(similarity) / np.array([np.abs(similarity).sum(axis=1)])
    return pred
```

This method is used to predict ratings that a user might give to items based on the ratings given by similar users or the similarities between items. Let's break down how this function works in detail:

## Function Parameters

**ratings:** A matrix where rows represent users and columns represent items. The values in the matrix are the ratings given by users to items.

**similarity:** A matrix that represents the similarity between users (if type='user') or items (if type='item'). Similarity can be computed using various methods like cosine similarity or Pearson correlation.

**type:** A string that determines whether the prediction is based on user-user similarity ('user') or item-item similarity ('item').

User-Based Collaborative Filtering (type='user')

## Compute Mean User Ratings:

```
mean_user_rating = ratings.mean(axis=1)
```

This calculates the average rating for each user.

### **Normalize Ratings by Subtracting Mean User Ratings:**

```
ratings_diff = (ratings - mean_user_rating[:, np.newaxis])
```

Each user's ratings are normalized by subtracting their mean rating. The `np.newaxis` ensures that `mean_user_rating` has the same dimensions as `ratings`.

### **Compute Predicted Ratings:**

```
pred = mean_user_rating[:, np.newaxis] + similarity.dot(ratings_diff) /  
np.array([np.abs(similarity).sum(axis=1)]).T
```

This predicts the ratings by adding the mean user ratings back to the weighted sum of the normalized ratings. The weights are derived from the similarity matrix. The normalization term `np.array([np.abs(similarity).sum(axis=1)]).T` ensures that the weighted sum is properly scaled.