1. Business Problem

1.1 Problem Description

Netflix is all about connecting people to the movies they love. To help customers find those movies, they developed world-class movie recommendation system: CinematchSM. Its job is to predict whether someone will enjoy a movie based on how much they liked or disliked other movies. Netflix use those predictions to make personal movie recommendations based on each customer's unique tastes. And while **Cinematch** is doing pretty well, it can always be made better.

Now there are a lot of interesting alternative approaches to how Cinematch works that netflix haven't tried. Some are described in the literature, some aren't. We're curious whether any of these can beat Cinematch by making better predictions. Because, frankly, if there is a much better approach it could make a big difference to our customers and our business.

Credits: [https://www.netflixprize.com/rules.html (https://www.netflixprize.com/rules.html)](https://www.netflixprize.com/rules.html)

1.2 Problem Statement

Netflix provided a lot of anonymous rating data, and a prediction accuracy bar that is 10% better than what Cinematch can do on the same training data set. (Accuracy is a measurement of how closely predicted ratings of movies match subsequent actual ratings.)

1.3 Sources

- https://www.netflixprize.com/rules.html (https://www.netflixprize.com/rules.html)
- https://www.kaggle.com/netflix-inc/netflix-prize-data (https://www.kaggle.com/netflix-inc/netflix-prize-data)
- Netflix blog: https://medium.com/netflix-techblog/netflix-recommendations-beyond-the-5-stars-part-1-55838468f429 (https://medium.com/netflix-techblog/netflix-recommendations-beyond-the-5-stars-part-1-55838468f429) (very nice blog)
- surprise library: http://surpriselib.com/ (http://surpriselib.com/) (we use many models from this library)
- surprise library doc: http://surprise.readthedocs.io/en/stable/getting_started.html (http://surprise.readthedocs.io/en/stable/getting_started.html) (we use many models from this library)
- installing surprise: https://github.com/NicolasHug/Surprise#installation (https://github.com/NicolasHug/Surprise#installation)
- Research paper: http://courses.ischool.berkeley.edu/i290-dm/s11/SECURE/a1-koren.pdf (http://courses.ischool.berkeley.edu/i290-dm/s11/SECURE/a1-koren.pdf) (most of our work was inspired by this paper)
- SVD Decomposition : https://www.youtube.com/watch?v=P5mlg91as1c (https://www.youtube.com/watch?v=P5mlg91as1c)

1.4 Real world/Business Objectives and constraints

Objectives:

1. Predict the rating that a user would give to a movie that he ahs not yet rated.
2. Minimize the difference between predicted and actual rating (RMSE and MAPE)

Constraints:

1. Some form of interpretability.

2. Machine Learning Problem

2.1 Data

2.1.1 Data Overview

Get the data from : https://www.kaggle.com/netflix-inc/netflix-prize-data/data (https://www.kaggle.com/netflix-inc/netflix-prize-data/data)

Data files :

- combined_data_1.txt
- combined_data_2.txt

- combined_data_3.txt
- combined_data_4.txt
- movie_titles.csv

```
The first line of each file [combined_data_1.txt, combined_data_2.txt, co
mbined_data_3.txt, combined_data_4.txt] contains the movie id followed by
a colon. Each subsequent line in the file corresponds to a rating from a
customer and its date in the following format:

CustomerID,Rating,Date

MovieIDs range from 1 to 17770 sequentially.
CustomerIDs range from 1 to 2649429, with gaps. There are 480189 users.
Ratings are on a five star (integral) scale from 1 to 5.
Dates have the format YYYY-MM-DD.
```

2.1.2 Example Data point

```
1:
1488844,3,2005-09-06
822109,5,2005-05-13
885013,4,2005-10-19
30878,4,2005-12-26
823519,3,2004-05-03
893988,3,2005-11-17
124105,4,2004-08-05
1248029,3,2004-04-22
1842128,4,2004-05-09
2238063,3,2005-05-11
1503895,4,2005-05-19
2207774,5,2005-06-06
2590061,3,2004-08-12
2442,3,2004-04-14
543865,4,2004-05-28
1209119,4,2004-03-23
804919,4,2004-06-10
1086807,3,2004-12-28
1711859,4,2005-05-08
372233,5,2005-11-23
1080361,3,2005-03-28
1245640,3,2005-12-19
558634,4,2004-12-14
2165002,4,2004-04-06
1181550,3,2004-02-01
```

```
1227322,4,2004-02-06
427928,4,2004-02-26
814701,5,2005-09-29
808731,4,2005-10-31
662870,5,2005-08-24
337541,5,2005-03-23
786312,3,2004-11-16
1133214,4,2004-03-07
1537427,4,2004-03-29
1209954,5,2005-05-09
2381599,3,2005-09-12
525356,2,2004-07-11
1910569,4,2004-04-12
2263586,4,2004-08-20
2421815,2,2004-02-26
1009622,1,2005-01-19
1481961,2,2005-05-24
401047,4,2005-06-03
2179073,3,2004-08-29
1434636,3,2004-05-01
93986,5,2005-10-06
1308744,5,2005-10-29
2647871,4,2005-12-30
1905581,5,2005-08-16
2508819,3,2004-05-18
1578279,1,2005-05-19
1159695,4,2005-02-15
2588432,3,2005-03-31
2423091,3,2005-09-12
470232,4,2004-04-08
2148699,2,2004-06-05
1342007,3,2004-07-16
466135,4,2004-07-13
2472440,3,2005-08-13
1283744,3,2004-04-17
1927580,4,2004-11-08
716874,5,2005-05-06
4326,4,2005-10-29
```

2.2 Mapping the real world problem to a Machine Learning Problem

2.2.1 Type of Machine Learning Problem

```
For a given movie and user we need to predict the rating would be given b
```

```
y him/her to the movie.
The given problem is a Recommendation problem
It can also seen as a Regression problem
```

2.2.2 Performance metric

- Mean Absolute Percentage Error: https://en.wikipedia.org/wiki/Mean_absolute_percentage_error (https://en.wikipedia.org/wiki/Mean_absolute_percentage_error)
- Root Mean Square Error: https://en.wikipedia.org/wiki/Root-mean-square_deviation (https://en.wikipedia.org/wiki/Root-mean-square_deviation)

2.2.3 Machine Learning Objective and Constraints

1. Minimize RMSE.
2. Try to provide some interpretability.

In [2]:

```python
# this is just to know how much time will it take to run this entire ipython
from datetime import datetime
# globalstart = datetime.now()
import pandas as pd
import numpy as np
import matplotlib
matplotlib.use('nbagg')

import matplotlib.pyplot as plt
plt.rcParams.update({'figure.max_open_warning': 0})

import seaborn as sns
sns.set_style('whitegrid')
import os
from scipy import sparse
from scipy.sparse import csr_matrix

from sklearn.decomposition import TruncatedSVD
from sklearn.metrics.pairwise import cosine_similarity
import random
```

3. Exploratory Data Analysis

3.1 Preprocessing

3.1.1 Converting / Merging whole data to required format: u_i, m_i,

3.1.1 Converting / Merging whole data to required format: u_i, m_j, r_ij

In [2]:

```python
start = datetime.now()
if not os.path.isfile('data.csv'):
    # Create a file 'data.csv' before reading it
    # Read all the files in netflix and store them in one big file('data.csv'
    # We re reading from each of the four files and appendig each rating to a
    data = open('data.csv', mode='w')#mode here signifies that we are writing

    row = list() #creating list to store all
    files=['data_folder/combined_data_1.txt','data_folder/combined_data_2.txt
           'data_folder/combined_data_3.txt', 'data_folder/combined_data_4.tx
    for file in files:
        print("Reading ratings from {}...".format(file))
        with open(file) as f:
            for line in f:
                del row[:] # you don't have to do this.
                line = line.strip()
                if line.endswith(':'):
                    # All below are ratings for this movie, until another mov
                    movie_id = line.replace(':', '')
                else:
                    row = [x for x in line.split(',')]
                    row.insert(0, movie_id)
                    data.write(','.join(row))
                    data.write('\n')
        print("Done.\n")
    data.close()
print('Time taken :', datetime.now() - start)
```

```
Time taken : 0:00:00.004000
```

In [3]:

```python
print("creating the dataframe from data.csv file..")
df = pd.read_csv('data.csv', sep=',',
                       names=['movie', 'user','rating','date'])
df.date = pd.to_datetime(df.date)
print('Done.\n')

# we are arranging the ratings according to time.
print('Sorting the dataframe by date..')
df.sort_values(by='date', inplace=True)
print('Done..')
```

```
creating the dataframe from data.csv file..
Done.

Sorting the dataframe by date..
Done..
```

In [0]:
```
df.head()
```

Out[14]:

	movie	user	rating	date
56431994	10341	510180	4	1999-11-11
9056171	1798	510180	5	1999-11-11
58698779	10774	510180	3	1999-11-11
48101611	8651	510180	2	1999-11-11
81893208	14660	510180	2	1999-11-11

In [0]:
```
df.describe()['rating']
```

Out[7]:
```
count    1.004805e+08
mean     3.604290e+00
std      1.085219e+00
min      1.000000e+00
25%      3.000000e+00
50%      4.000000e+00
75%      4.000000e+00
max      5.000000e+00
Name: rating, dtype: float64
```

3.1.2 Checking for NaN values

In [0]:
```
# just to make sure that all Nan containing rows are deleted..
print("No of Nan values in our dataframe : ", sum(df.isnull().any()))
```

```
No of Nan values in our dataframe :  0
```

3.1.3 Removing Duplicates

In [0]:
```
dup_bool = df.duplicated(['movie','user','rating'])
dups = sum(dup_bool) # by considering all columns..( including timestamp)
print("There are {} duplicate rating entries in the data..".format(dups))
```

```
There are 0 duplicate rating entries in the data..
```

3.1.4 Basic Statistics (#Ratings, #Users, and #Movies)

In [0]:
```
print("Total data ")
print("-"*50)
print("\nTotal no of ratings :",df.shape[0])
print("Total No of Users   :", len(np.unique(df.user)))
print("Total No of movies  :", len(np.unique(df.movie)))
```

```
Total data
--------------------------------------------------

Total no of ratings : 100480507
Total No of Users   : 480189
Total No of movies  : 17770
```

3.2 Spliting data into Train and Test(80:20)

In [0]:
```
if not os.path.isfile('train.csv'):
    # create the dataframe and store it in the disk for offline purposes..
    df.iloc[:int(df.shape[0]*0.80)].to_csv("train.csv", index=False)

if not os.path.isfile('test.csv'):
    # create the dataframe and store it in the disk for offline purposes..
    df.iloc[int(df.shape[0]*0.80):].to_csv("test.csv", index=False)

train_df = pd.read_csv("train.csv", parse_dates=['date'])
test_df = pd.read_csv("test.csv")
```

3.2.1 Basic Statistics in Train data (#Ratings, #Users, and #Movies)

In [0]:
```
# movies = train_df.movie.value_counts()
# users = train_df.user.value_counts()
print("Training data ")
print("-"*50)
print("\nTotal no of ratings :",train_df.shape[0])
print("Total No of Users   :", len(np.unique(train_df.user)))
print("Total No of movies  :", len(np.unique(train_df.movie)))
```

```
Training data
--------------------------------------------------

Total no of ratings : 80384405
Total No of Users   : 405041
Total No of movies  : 17424
```

3.2.2 Basic Statistics in Test data (#Ratings, #Users, and #Movies)

In [0]:

```
print("Test data ")
print("-"*50)
print("\nTotal no of ratings :",test_df.shape[0])
print("Total No of Users   :", len(np.unique(test_df.user)))
print("Total No of movies  :", len(np.unique(test_df.movie)))
```

```
Test data
--------------------------------------------------

Total no of ratings : 20096102
Total No of Users   : 349312
Total No of movies  : 17757
```

3.3 Exploratory Data Analysis on Train data

In [0]:

```
# method to make y-axis more readable
def human(num, units = 'M'):
    units = units.lower()
    num = float(num)
    if units == 'k':
        return str(num/10**3) + " K"
    elif units == 'm':
        return str(num/10**6) + " M"
    elif units == 'b':
        return str(num/10**9) +  " B"
```

3.3.1 Distribution of ratings

In [0]:

```
fig, ax = plt.subplots()
plt.title('Distribution of ratings over Training dataset', fontsize=15)
sns.countplot(train_df.rating)
ax.set_yticklabels([human(item, 'M') for item in ax.get_yticks()])
ax.set_ylabel('No. of Ratings(Millions)')

plt.show()
```

```
<IPython.core.display.Javascript object>
```

Add new column (week day) to the data set for analysis.

In [0]:
```
# It is used to skip the warning ''SettingWithCopyWarning''..
pd.options.mode.chained_assignment = None  # default='warn'

train_df['day_of_week'] = train_df.date.dt.weekday_name

train_df.tail()
```

Out[17]:

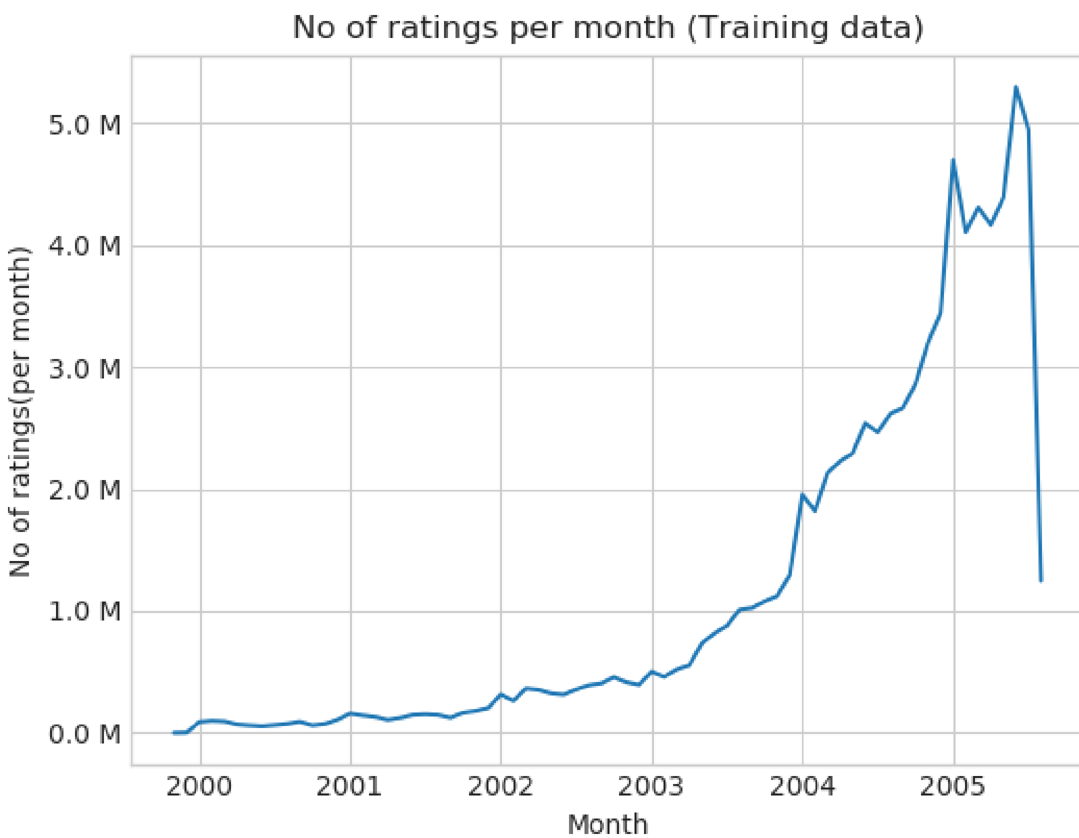
	movie	user	rating	date	day_of_week
80384400	12074	2033618	4	2005-08-08	Monday
80384401	862	1797061	3	2005-08-08	Monday
80384402	10986	1498715	5	2005-08-08	Monday
80384403	14861	500016	4	2005-08-08	Monday
80384404	5926	1044015	5	2005-08-08	Monday

3.3.2 Number of Ratings per a month

In [0]:

```python
ax = train_df.resample('m', on='date')['rating'].count().plot()
ax.set_title('No of ratings per month (Training data)')
plt.xlabel('Month')
plt.ylabel('No of ratings(per month)')
ax.set_yticklabels([human(item, 'M') for item in ax.get_yticks()])
plt.show()
```

```
<IPython.core.display.Javascript object>
```



In [7]:

```python
del df_train
del df_test
```

```
---------------------------------------------------------------------------
NameError                                 Traceback (most recent call last)
<ipython-input-7-dee20b8b0016> in <module>()
----> 1 del df_train
      2 del df_test

NameError: name 'df_train' is not defined
```

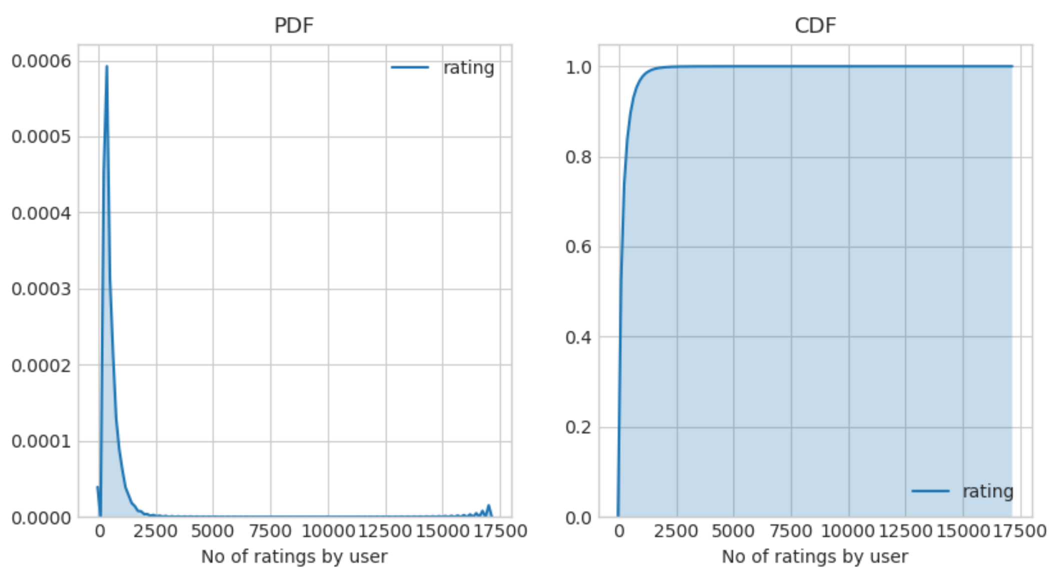
3.3.3 Analysis on the Ratings given by user

In [0]:
```
no_of_rated_movies_per_user = train_df.groupby(by='user')['rating'].count().s

no_of_rated_movies_per_user.head()
```

Out[20]:
```
user
305344     17112
2439493    15896
387418     15402
1639792     9767
1461435     9447
Name: rating, dtype: int64
```

In [0]:
```
fig = plt.figure(figsize=plt.figaspect(.5))

ax1 = plt.subplot(121)
sns.kdeplot(no_of_rated_movies_per_user, shade=True, ax=ax1)
plt.xlabel('No of ratings by user')
plt.title("PDF")

ax2 = plt.subplot(122)
sns.kdeplot(no_of_rated_movies_per_user, shade=True, cumulative=True,ax=ax2)
plt.xlabel('No of ratings by user')
plt.title('CDF')

plt.show()
```

```
<IPython.core.display.Javascript object>
```



In [0]:
```
no_of_rated_movies_per_user.describe()
```

Out[22]:
```
count    405041.000000
mean        198.459921
std         290.793238
min           1.000000
25%          34.000000
50%          89.000000
75%         245.000000
max       17112.000000
Name: rating, dtype: float64
```

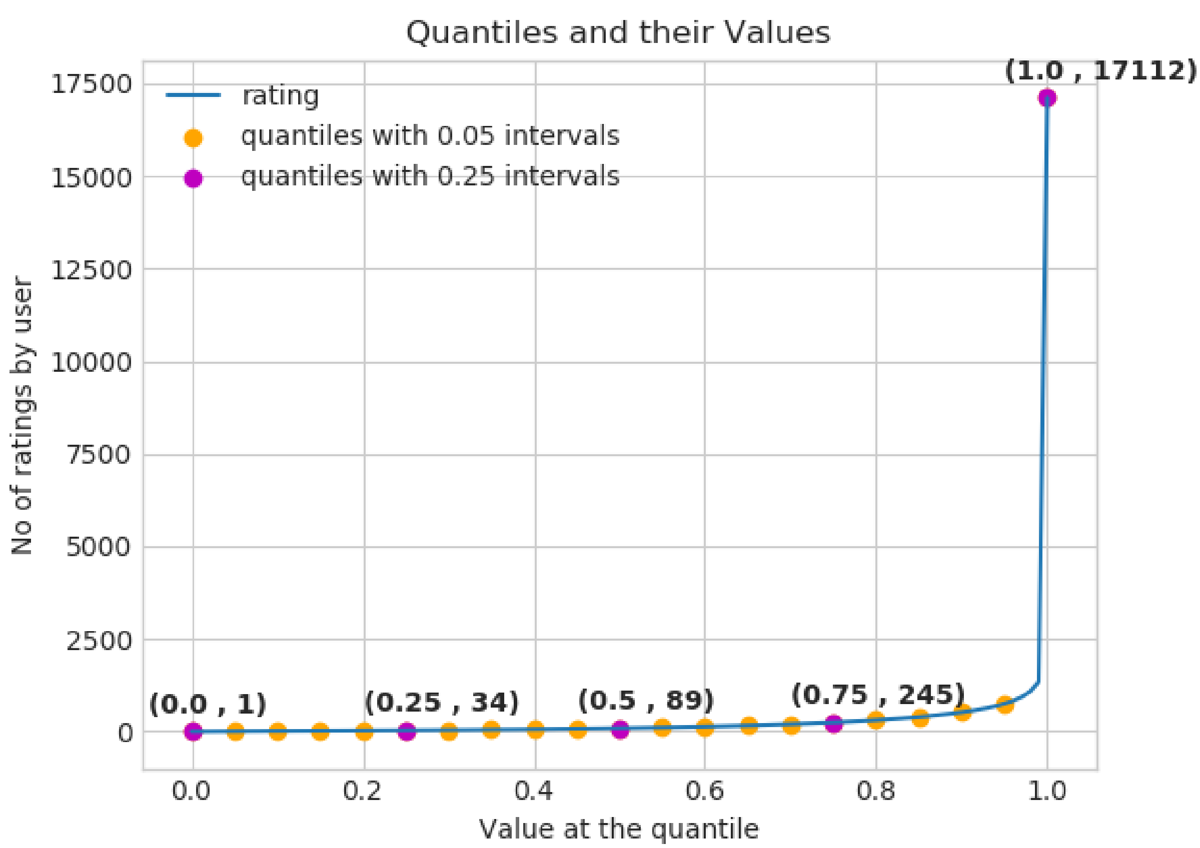
> *There, is something interesting going on with the quantiles..*

In [0]:
```
quantiles = no_of_rated_movies_per_user.quantile(np.arange(0,1.01,0.01), inte
```

In [0]:

```
plt.title("Quantiles and their Values")
quantiles.plot()
# quantiles with 0.05 difference
plt.scatter(x=quantiles.index[::5], y=quantiles.values[::5], c='orange', labe
# quantiles with 0.25 difference
plt.scatter(x=quantiles.index[::25], y=quantiles.values[::25], c='m', label =
plt.ylabel('No of ratings by user')
plt.xlabel('Value at the quantile')
plt.legend(loc='best')

# annotate the 25th, 50th, 75th and 100th percentile values....
for x,y in zip(quantiles.index[::25], quantiles[::25]):
    plt.annotate(s="({} , {})".format(x,y), xy=(x,y), xytext=(x-0.05, y+500)
                ,fontweight='bold')


plt.show()
```

```
<IPython.core.display.Javascript object>
```



In [0]:
```
quantiles[::5]
```

Out[25]:
```
0.00        1
0.05        7
0.10       15
0.15       21
0.20       27
0.25       34
0.30       41
0.35       50
0.40       60
0.45       73
0.50       89
0.55      109
0.60      133
0.65      163
0.70      199
0.75      245
0.80      307
0.85      392
0.90      520
0.95      749
1.00    17112
Name: rating, dtype: int64
```

how many ratings at the last 5% of all ratings??

In [0]:
```
print('\n No of ratings at last 5 percentile : {}\n'.format(sum(no_of_rated_m
```

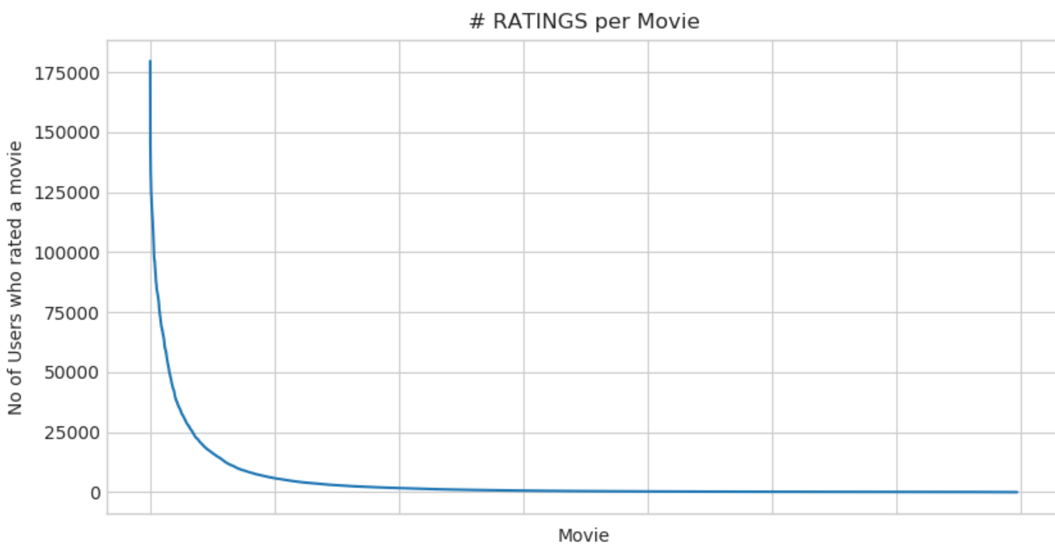
```
 No of ratings at last 5 percentile : 20305
```

3.3.4 Analysis of ratings of a movie given by a user

In [0]:

```python
no_of_ratings_per_movie = train_df.groupby(by='movie')['rating'].count().sort

fig = plt.figure(figsize=plt.figaspect(.5))
ax = plt.gca()
plt.plot(no_of_ratings_per_movie.values)
plt.title('# RATINGS per Movie')
plt.xlabel('Movie')
plt.ylabel('No of Users who rated a movie')
ax.set_xticklabels([])

plt.show()
```

```
<IPython.core.display.Javascript object>
```



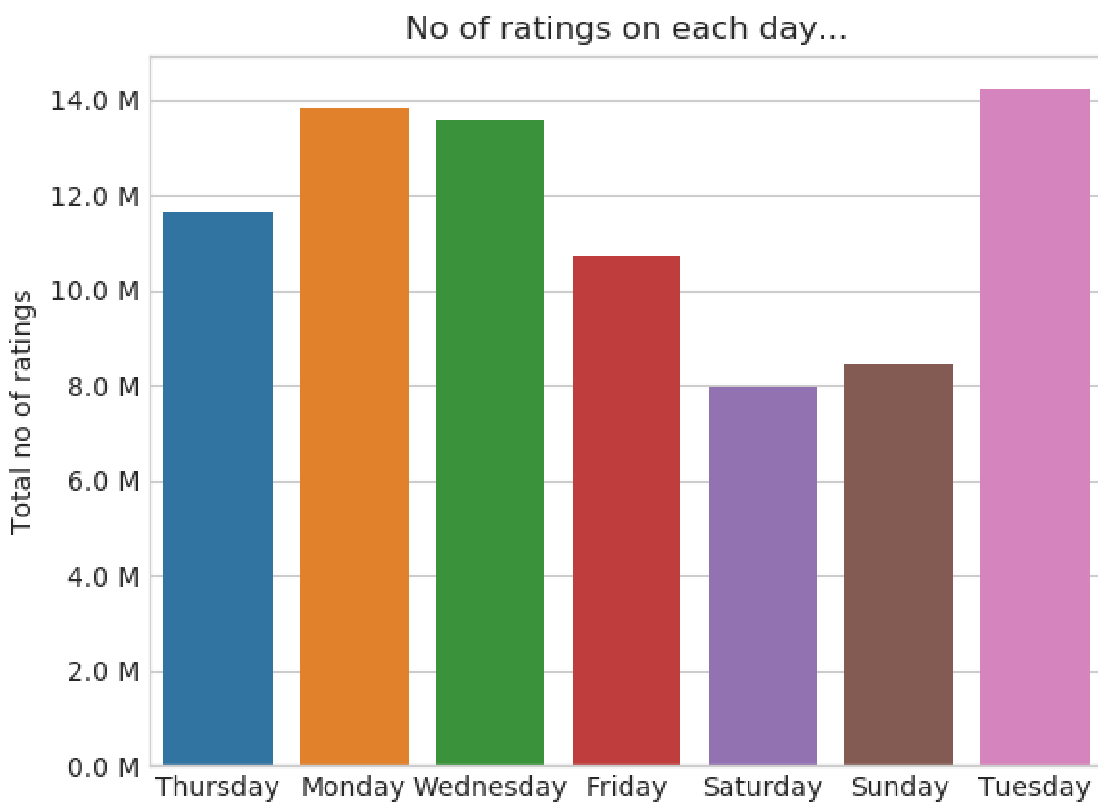
- **It is very skewed.. just like nunmber of ratings given per user.**

  ```
  - There are some movies (which are very popular) which are rated by huge
   number of users.

  - But most of the movies(like 90%) got some hundereds of ratings.
  ```

3.3.5 Number of ratings on each day of the week

In [0]:
```
fig, ax = plt.subplots()
sns.countplot(x='day_of_week', data=train_df, ax=ax)
plt.title('No of ratings on each day...')
plt.ylabel('Total no of ratings')
plt.xlabel('')
ax.set_yticklabels([human(item, 'M') for item in ax.get_yticks()])
plt.show()
```

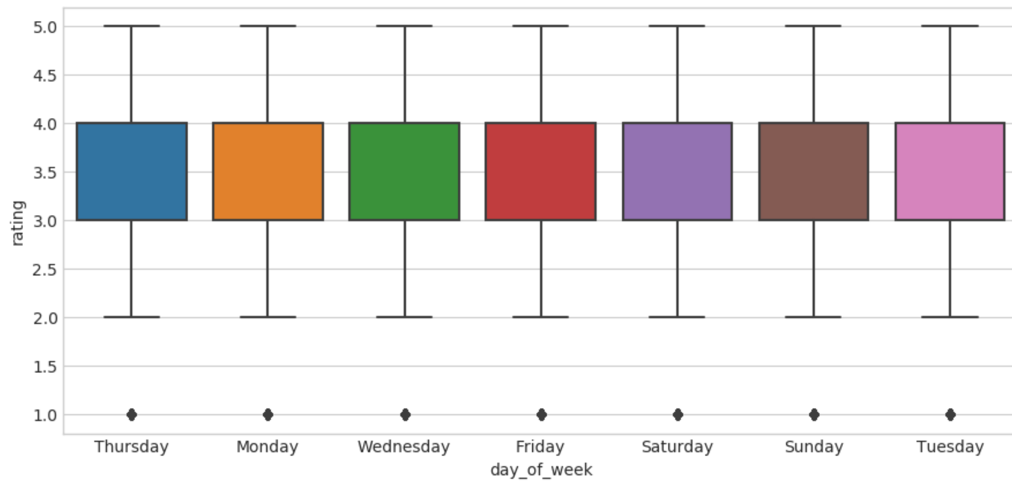
```
<IPython.core.display.Javascript object>
```



In [0]:

```
start = datetime.now()
fig = plt.figure(figsize=plt.figaspect(.45))
sns.boxplot(y='rating', x='day_of_week', data=train_df)
plt.show()
print(datetime.now() - start)
```

```
<IPython.core.display.Javascript object>
```

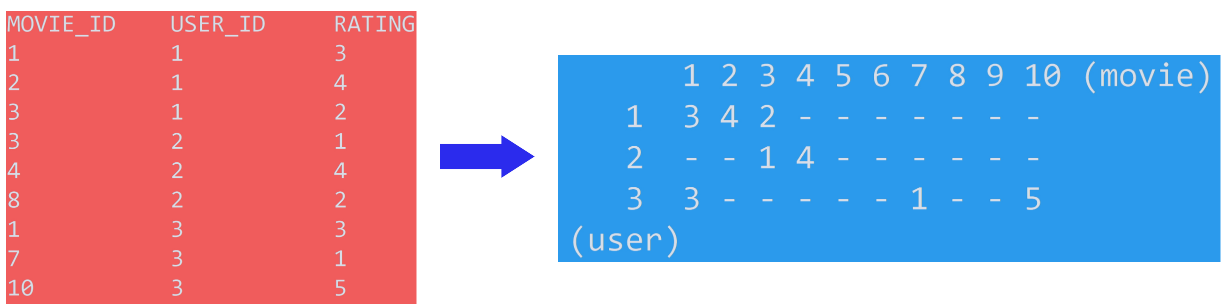



```
0:01:10.003761
```

In [0]:
```
avg_week_df = train_df.groupby(by=['day_of_week'])['rating'].mean()
print(" AVerage ratings")
print("-"*30)
print(avg_week_df)
print("\n")
```

```
 AVerage ratings
------------------------------
day_of_week
Friday       3.585274
Monday       3.577250
Saturday     3.591791
Sunday       3.594144
Thursday     3.582463
Tuesday      3.574438
Wednesday    3.583751
Name: rating, dtype: float64
```

3.3.6 Creating sparse matrix from data frame



3.3.6.1 Creating sparse matrix from train data frame

In [0]:
```
start = datetime.now()
if os.path.isfile('train_sparse_matrix.npz'):
    print("It is present in your pwd, getting it from disk....")
    # just get it from the disk instead of computing it
    train_sparse_matrix = sparse.load_npz('train_sparse_matrix.npz')
    print("DONE..")
else:
    print("We are creating sparse_matrix from the dataframe..")
    # create sparse_matrix and store it for after usage.
    # csr_matrix(data_values, (row_index, col_index), shape_of_matrix)
    # It should be in such a way that, MATRIX[row, col] = data
    train_sparse_matrix = sparse.csr_matrix((train_df.rating.values, (train_d
                                               train_df.movie.values)),)

    print('Done. It\'s shape is : (user, movie) : ',train_sparse_matrix.shape
    print('Saving it into disk for furthur usage..')
    # save it into disk
    sparse.save_npz("train_sparse_matrix.npz", train_sparse_matrix)
    print('Done..\n')

print(datetime.now() - start)
```

```
We are creating sparse_matrix from the dataframe..
Done. It's shape is : (user, movie) :  (2649430, 17771)
Saving it into disk for furthur usage..
Done..

0:01:13.804969
```

The Sparsity of Train Sparse Matrix

In [0]:
```
us,mv = train_sparse_matrix.shape
elem = train_sparse_matrix.count_nonzero()

print("Sparsity Of Train matrix : {} % ".format(  (1-(elem/(us*mv))) * 100) )
```

```
Sparsity Of Train matrix : 99.8292709259195 %
```

3.3.6.2 Creating sparse matrix from test data frame

In [0]:
```
start = datetime.now()
if os.path.isfile('test_sparse_matrix.npz'):
    print("It is present in your pwd, getting it from disk....")
    # just get it from the disk instead of computing it
    test_sparse_matrix = sparse.load_npz('test_sparse_matrix.npz')
    print("DONE..")
else:
    print("We are creating sparse_matrix from the dataframe..")
    # create sparse_matrix and store it for after usage.
    # csr_matrix(data_values, (row_index, col_index), shape_of_matrix)
    # It should be in such a way that, MATRIX[row, col] = data
    test_sparse_matrix = sparse.csr_matrix((test_df.rating.values, (test_df.u
                                               test_df.movie.values)))

    print('Done. It\'s shape is : (user, movie) : ',test_sparse_matrix.shape)
    print('Saving it into disk for furthur usage..')
    # save it into disk
    sparse.save_npz("test_sparse_matrix.npz", test_sparse_matrix)
    print('Done..\n')

print(datetime.now() - start)
```

```
We are creating sparse_matrix from the dataframe..
Done. It's shape is : (user, movie) :  (2649430, 17771)
Saving it into disk for furthur usage..
Done..

0:00:18.566120
```

The Sparsity of Test data Matrix

In [0]:
```
us,mv = test_sparse_matrix.shape
elem = test_sparse_matrix.count_nonzero()

print("Sparsity Of Test matrix : {} % ".format(  (1-(elem/(us*mv))) * 100) )
```

```
Sparsity Of Test matrix : 99.95731772988694 %
```

3.3.7 Finding Global average of all movie ratings, Average rating per user, and Average rating per movie

In [0]:
```
# get the user averages in dictionary (key: user_id/movie_id, value: avg rati

def get_average_ratings(sparse_matrix, of_users):

    # average ratings of user/axes
    ax = 1 if of_users else 0 # 1 - User axes,0 - Movie axes

    # ".A1" is for converting Column_Matrix to 1-D numpy array
    sum_of_ratings = sparse_matrix.sum(axis=ax).A1
    # Boolean matrix of ratings ( whether a user rated that movie or not)
    is_rated = sparse_matrix!=0
    # no of ratings that each user OR movie..
    no_of_ratings = is_rated.sum(axis=ax).A1

    # max_user  and max_movie ids in sparse matrix
    u,m = sparse_matrix.shape
    # creae a dictonary of users and their average ratigns..
    average_ratings = { i : sum_of_ratings[i]/no_of_ratings[i]
                                 for i in range(u if of_users else m)
                                    if no_of_ratings[i] !=0}

    # return that dictionary of average ratings
    return average_ratings
```

3.3.7.1 finding global average of all movie ratings

In [0]:
```
train_averages = dict()
# get the global average of ratings in our train set.
train_global_average = train_sparse_matrix.sum()/train_sparse_matrix.count_nc
train_averages['global'] = train_global_average
train_averages
```

Out[36]:
```
{'global': 3.582890686321557}
```

3.3.7.2 finding average rating per user

In [0]:
```
train_averages['user'] = get_average_ratings(train_sparse_matrix, of_users=Tr
print('\nAverage rating of user 10 :',train_averages['user'][10])
```

```

Average rating of user 10 : 3.3781094527363185
```

3.3.7.3 finding average rating per movie

In [0]:
```
train_averages['movie'] =  get_average_ratings(train_sparse_matrix, of_users=
print('\n AVerage rating of movie 15 :',train_averages['movie'][15])
```

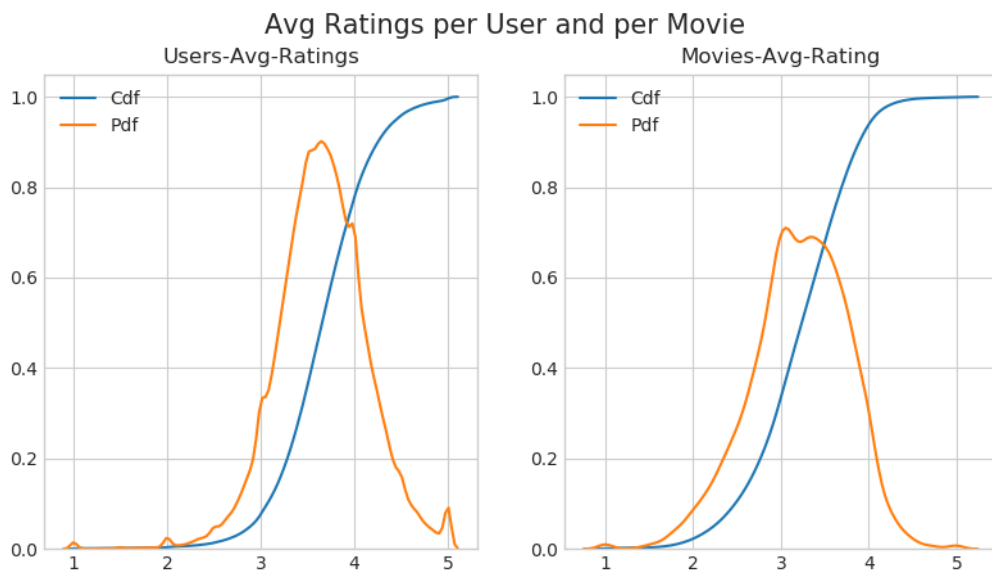
```

 AVerage rating of movie 15 : 3.3038461538461537
```

3.3.7.4 PDF's & CDF's of Avg.Ratings of Users & Movies (In Train Data)

In [0]:

```
start = datetime.now()
# draw pdfs for average rating per user and average
fig, (ax1, ax2) = plt.subplots(nrows=1, ncols=2, figsize=plt.figaspect(.5))
fig.suptitle('Avg Ratings per User and per Movie', fontsize=15)

ax1.set_title('Users-Avg-Ratings')
# get the list of average user ratings from the averages dictionary..
user_averages = [rat for rat in train_averages['user'].values()]
sns.distplot(user_averages, ax=ax1, hist=False,
             kde_kws=dict(cumulative=True), label='Cdf')
sns.distplot(user_averages, ax=ax1, hist=False,label='Pdf')

ax2.set_title('Movies-Avg-Rating')
# get the list of movie_average_ratings from the dictionary..
movie_averages = [rat for rat in train_averages['movie'].values()]
sns.distplot(movie_averages, ax=ax2, hist=False,
             kde_kws=dict(cumulative=True), label='Cdf')
sns.distplot(movie_averages, ax=ax2, hist=False, label='Pdf')

plt.show()
print(datetime.now() - start)
```

```
<IPython.core.display.Javascript object>
```




```
0:00:35.003443
```

3.3.8 Cold Start problem

3.3.8.1 Cold Start problem with Users

In [0]:
```
total_users = len(np.unique(df.user))
users_train = len(train_averages['user'])
new_users = total_users - users_train

print('\nTotal number of Users  :', total_users)
print('\nNumber of Users in Train data :', users_train)
print("\nNo of Users that didn't appear in train data: {}({} %) \n ".format(n
                                                                        np.ro
```

```
Total number of Users  : 480189

Number of Users in Train data : 405041

No of Users that didn't appear in train data: 75148(15.65 %)
```

> We might have to handle **new users** (***75148***) who didn't appear in train data.

3.3.8.2 Cold Start problem with Movies

In [0]:
```
total_movies = len(np.unique(df.movie))
movies_train = len(train_averages['movie'])
new_movies = total_movies - movies_train

print('\nTotal number of Movies  :', total_movies)
print('\nNumber of Users in Train data :', movies_train)
print("\nNo of Movies that didn't appear in train data: {}({} %) \n ".format(
                                                                        np.ro
```

```
Total number of Movies  : 17770

Number of Users in Train data : 17424

No of Movies that didn't appear in train data: 346(1.95 %)
```

> We might have to handle **346 movies** (small comparatively) in test data

3.4 Computing Similarity matrices

3.4.1 Computing User-User Similarity matrix

1. Calculating User User Similarity_Matrix is **not very easy**(*unless you have huge Computing Power and lots of time*) because of number of. usersbeing lare.

    - You can try if you want to. Your system could crash or the program stops with **Memory Error**

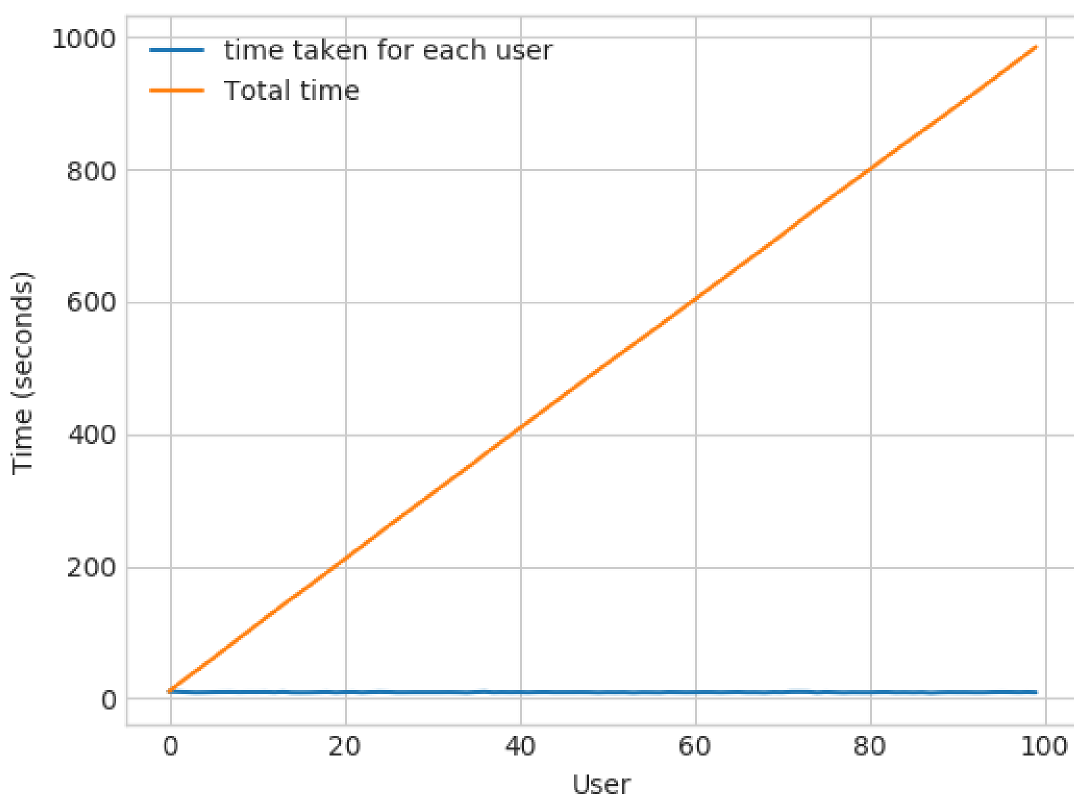
3.4.1.1 Trying with all dimensions (17k dimensions per user)

In [0]:
```
from sklearn.metrics.pairwise import cosine_similarity


def compute_user_similarity(sparse_matrix, compute_for_few=False, top = 100,
                            draw_time_taken=True):
    no_of_users, _ = sparse_matrix.shape
    # get the indices of  non zero rows(users) from our sparse matrix
    row_ind, col_ind = sparse_matrix.nonzero()
    row_ind = sorted(set(row_ind)) # we don't have to
    time_taken = list() #  time taken for finding similar users for an user..

    # we create rows, cols, and data lists.., which can be used to create spa
    rows, cols, data = list(), list(), list()
    if verbose: print("Computing top",top,"similarities for each user..")

    start = datetime.now()
    temp = 0

    for row in row_ind[:top] if compute_for_few else row_ind:
        temp = temp+1
        prev = datetime.now()

        # get the similarity row for this user with all other users
        sim = cosine_similarity(sparse_matrix.getrow(row), sparse_matrix).rav
        # We will get only the top ''top'' most similar users and ignore rest
        top_sim_ind = sim.argsort()[-top:]
        top_sim_val = sim[top_sim_ind]

        # add them to our rows, cols and data
        rows.extend([row]*top)
        cols.extend(top_sim_ind)
        data.extend(top_sim_val)
        time_taken.append(datetime.now().timestamp() - prev.timestamp())
        if verbose:
            if temp%verb_for_n_rows == 0:
                print("computing done for {} users [  time elapsed : {}  ]"
                      .format(temp, datetime.now()-start))


    # lets create sparse matrix out of these and return it
    if verbose: print('Creating Sparse matrix from the computed similarities'
    #return rows, cols, data

    if draw_time_taken:
        plt.plot(time_taken, label = 'time taken for each user')
        plt.plot(np.cumsum(time_taken), label='Total time')
        plt.legend(loc='best')
        plt.xlabel('User')
        plt.ylabel('Time (seconds)')
        plt.show()

    return sparse.csr_matrix((data, (rows, cols)), shape=(no_of_users, no_of_
```

In [0]:
```
start = datetime.now()
u_u_sim_sparse, _ = compute_user_similarity(train_sparse_matrix, compute_for_
                                                                          verbose=True)
print("-"*100)
print("Time taken :",datetime.now()-start)
```

```
Computing top 100 similarities for each user..
computing done for 20 users [  time elapsed : 0:03:20.300488  ]
computing done for 40 users [  time elapsed : 0:06:38.518391  ]
computing done for 60 users [  time elapsed : 0:09:53.143126  ]
computing done for 80 users [  time elapsed : 0:13:10.080447  ]
computing done for 100 users [  time elapsed : 0:16:24.711032  ]
Creating Sparse matrix from the computed similarities
```

```
<IPython.core.display.Javascript object>
```




```
--------------------------------------------------------------------------------
--------------------
Time taken : 0:16:33.618931
```

3.4.1.2 Trying with reduced dimensions (Using TruncatedSVD for dimensionality reduction of user vector)

- We have **405,041 users** in out training set and computing similarities between them..(**17K dimensional vector..**) is time consuming..
- From above plot, It took roughly **8.88 sec** for computing simlilar users for **one user**
- We have **405,041 users** with us in training set.
- $405041 \times 8.88 = 3596764.08 \sec = 59946.068 \min = 999.101133333 \text{ hours} = 41.62921$
  - Even if we run on 4 cores parallelly (a typical system now a days), It will still take almost **10 and 1/2** days.

  IDEA: Instead, we will try to reduce the dimentsions using SVD, so that **it might** speed up the process...

In [0]:
```
from datetime import datetime
from sklearn.decomposition import TruncatedSVD

start = datetime.now()

# initilaize the algorithm with some parameters..
# All of them are default except n_components. n_itr is for Randomized SVD so
netflix_svd = TruncatedSVD(n_components=500, algorithm='randomized', random_s
trunc_svd = netflix_svd.fit_transform(train_sparse_matrix)

print(datetime.now()-start)
```

```
0:29:07.069783
```

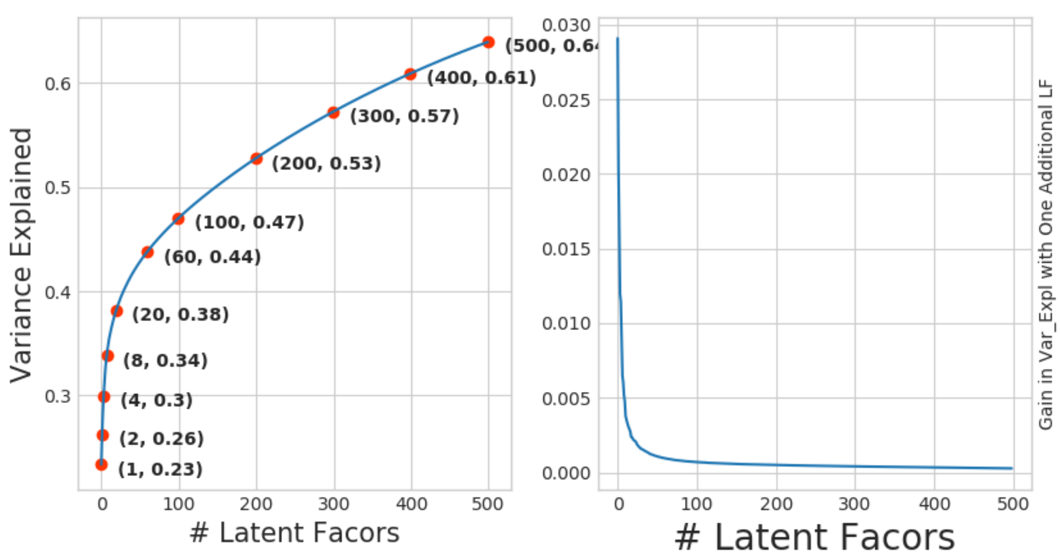
Here,

- $\sum \longleftarrow$ (netflix_svd.**singular_values_**)
- $\bigvee^T \longleftarrow$ (netflix_svd.**components_**)
- $\bigcup$ is not returned. instead **Projection_of_X** onto the new vectorspace is returned.
- It uses **randomized svd** internally, which returns **All 3 of them saperately**. Use that instead..

In [0]:
```
expl_var = np.cumsum(netflix_svd.explained_variance_ratio_)
```

In [0]:
```
fig, (ax1, ax2) = plt.subplots(nrows=1, ncols=2, figsize=plt.figaspect(.5))

ax1.set_ylabel("Variance Explained", fontsize=15)
ax1.set_xlabel("# Latent Facors", fontsize=15)
ax1.plot(expl_var)
# annote some (latentfactors, expl_var) to make it clear
ind = [1, 2,4,8,20, 60, 100, 200, 300, 400, 500]
ax1.scatter(x = [i-1 for i in ind], y = expl_var[[i-1 for i in ind]], c='#ff3
for i in ind:
    ax1.annotate(s ="({}, {})".format(i,  np.round(expl_var[i-1], 2)), xy=(i-
                 xytext = ( i+20, expl_var[i-1] - 0.01), fontweight='bold')

change_in_expl_var = [expl_var[i+1] - expl_var[i] for i in range(len(expl_var



ax2.set_ylabel("Gain in Var_Expl with One Additional LF", fontsize=10)
ax2.yaxis.set_label_position("right")
ax2.set_xlabel("# Latent Facors", fontsize=20)

plt.show()
```

```
<IPython.core.display.Javascript object>
```



In [0]:
```
for i in ind:
    print("({}, {})".format(i, np.round(expl_var[i-1], 2)))
```

```
(1, 0.23)
(2, 0.26)
(4, 0.3)
(8, 0.34)
(20, 0.38)
(60, 0.44)
(100, 0.47)
(200, 0.53)
(300, 0.57)
(400, 0.61)
(500, 0.64)
```

> I think 500 dimensions is good enough

- By just taking **(20 to 30)** latent factors, explained variance that we could get is **20 %**.
- To take it to **60%**, we have to take **almost 400 latent factors**. It is not fare.

- It basically is the **gain of variance explained**, if we ***add one additional latent factor to it.***

- By adding one by one latent factore too it, the **_gain in expained variance** with that addition is decreasing. (Obviously, because they are sorted that way).
- ***LHS Graph***:
  - **x** --- (No of latent factos),
  - **y** --- (The variance explained by taking x latent factors)

- **More decrease in the line (RHS graph)** :
  - We are getting more expained variance than before.
- **Less decrease in that line (RHS graph)** :
  - We are not getting benifitted from adding latent factor furthur. This is what is shown in the plots.

- ***RHS Graph***:
  - **x** --- (No of latent factors),
  - **y** --- (Gain n Expl_Var by taking one additional latent factor)

In [0]:
```
# Let's project our Original U_M matrix into into 500 Dimensional space...
start = datetime.now()
trunc_matrix = train_sparse_matrix.dot(netflix_svd.components_.T)
print(datetime.now()- start)
```

```
0:00:45.670265
```

In [0]:
```
type(trunc_matrix), trunc_matrix.shape
```

Out[53]:
```
(numpy.ndarray, (2649430, 500))
```

- Let's convert this to actual sparse matrix and store it for future purposes

In [0]:
```
if not os.path.isfile('trunc_sparse_matrix.npz'):
    # create that sparse sparse matrix
    trunc_sparse_matrix = sparse.csr_matrix(trunc_matrix)
    # Save this truncated sparse matrix for later usage..
    sparse.save_npz('trunc_sparse_matrix', trunc_sparse_matrix)
else:
    trunc_sparse_matrix = sparse.load_npz('trunc_sparse_matrix.npz')
```

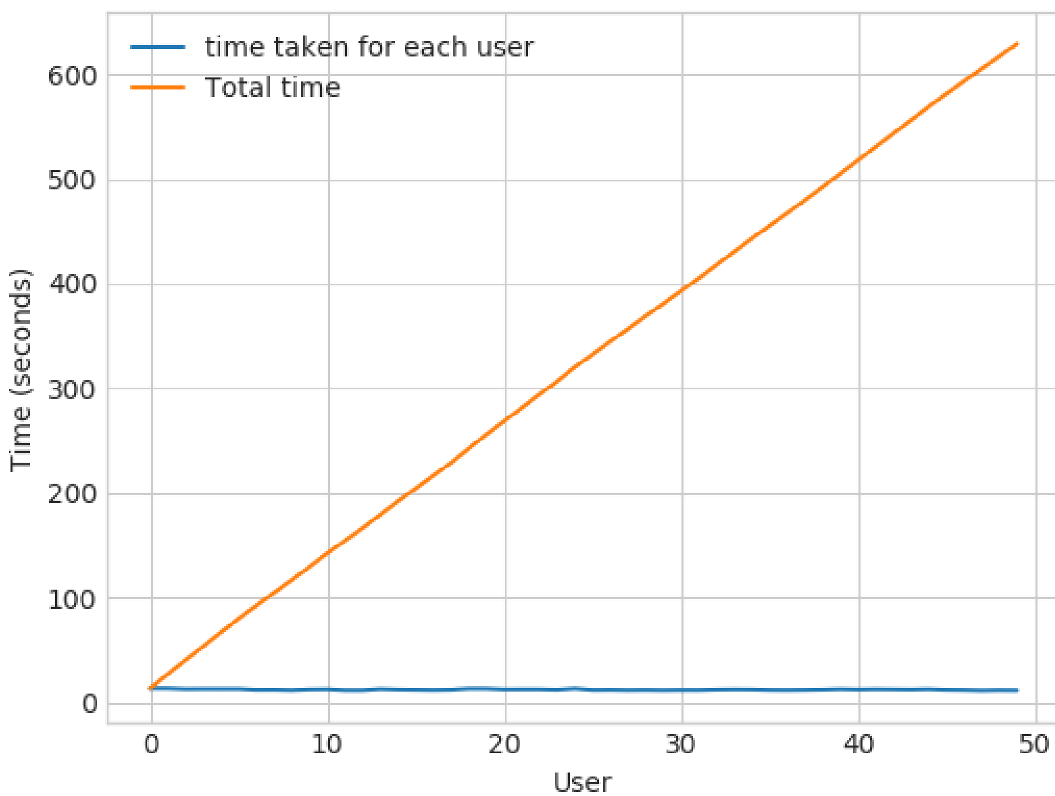
In [0]:
```
trunc_sparse_matrix.shape
```

Out[55]:
```
(2649430, 500)
```

In [0]:
```
start = datetime.now()
trunc_u_u_sim_matrix, _ = compute_user_similarity(trunc_sparse_matrix, comput
                                                  verb_for_n_rows=10)
print("-"*50)
print("time:",datetime.now()-start)
```

```
Computing top 50 similarities for each user..
computing done for 10 users [  time elapsed : 0:02:09.746324  ]
computing done for 20 users [  time elapsed : 0:04:16.017768  ]
computing done for 30 users [  time elapsed : 0:06:20.861163  ]
computing done for 40 users [  time elapsed : 0:08:24.933316  ]
computing done for 50 users [  time elapsed : 0:10:28.861485  ]
Creating Sparse matrix from the computed similarities
```

```
<IPython.core.display.Javascript object>
```




```
--------------------------------------------------
time: 0:10:52.658092
```

: This is taking more time for each user than Original one.

- from above plot, It took almost **12.18** for computing simlilar users for **one user**
- We have **405041 users** with us in training set.
- 405041×12.18 ==== 4933399.38 sec ==== 82223.323 min ==== 1370.388716667

- Even we run on 4 cores parallelly (a typical system now a days), It will still take almost **(14 - 15)** days.

- **Why did this happen...??**

```
- Just think about it. It's not that difficult.
```

---------------------------------*(sparse & dense..................get it ??)*-----------------------------------

Is there any other way to compute user user similarity..??

-An alternative is to compute similar users for a particular user, whenenver required (**ie., Run time**)

```
- We maintain a binary Vector for users, which tells us whether we alread
y computed or not..
- ***If not*** :
    - Compute top (let's just say, 1000) most similar users for this give
n user, and add this to our datastructure, so that we can just access it
(similar users) without recomputing it again.
    -
- ***If It is already Computed***:
    - Just get it directly from our datastructure, which has that informa
tion.
    - In production time, We might have to recompute similarities, if it
 is computed a long time ago. Because user preferences changes over time.
If we could maintain some kind of Timer, which when expires, we have to u
pdate it ( recompute it ).
    -
- ***Which datastructure to use:***
    - It is purely implementation dependant.
    - One simple method is to maintain a **Dictionary Of Dictionaries**.
        -
        - **key    :** _userid_
        - __value__: _Again a dictionary_
            - __key__  : _Similar User_
            - __value__: _Similarity Value_
```

3.4.2 Computing Movie-Movie Similarity matrix

In [0]:

```
start = datetime.now()
if not os.path.isfile('m_m_sim_sparse.npz'):
    print("It seems you don't have that file. Computing movie_movie similarit
    start = datetime.now()
    m_m_sim_sparse = cosine_similarity(X=train_sparse_matrix.T, dense_output=
    print("Done..")
    # store this sparse matrix in disk before using it. For future purposes.
    print("Saving it to disk without the need of re-computing it again.. ")
    sparse.save_npz("m_m_sim_sparse.npz", m_m_sim_sparse)
    print("Done..")
else:
    print("It is there, We will get it.")
    m_m_sim_sparse = sparse.load_npz("m_m_sim_sparse.npz")
    print("Done ...")

print("It's a ",m_m_sim_sparse.shape," dimensional matrix")

print(datetime.now() - start)
```

```
It seems you don't have that file. Computing movie_movie similarity...
Done..
Saving it to disk without the need of re-computing it again..
Done..
It's a  (17771, 17771)  dimensional matrix
0:10:02.736054
```

In [0]:

```
m_m_sim_sparse.shape
```

Out[59]:

```
(17771, 17771)
```

- Even though we have similarity measure of each movie, with all other movies, We generally don't care much about least similar movies.
- Most of the times, only top_xxx similar items matters. It may be 10 or 100.
- We take only those top similar movie ratings and store them in a saperate dictionary.

In [0]:

```
movie_ids = np.unique(m_m_sim_sparse.nonzero()[1])
```

In [0]:
```
start = datetime.now()
similar_movies = dict()
for movie in movie_ids:
    # get the top similar movies and store them in the dictionary
    sim_movies = m_m_sim_sparse[movie].toarray().ravel().argsort()[::-1][1:]
    similar_movies[movie] = sim_movies[:100]
print(datetime.now() - start)

# just testing similar movies for movie_15
similar_movies[15]
```

```
0:00:33.411700
```

Out[62]:
```
array([ 8279,  8013, 16528,  5927, 13105, 12049,  4424, 10193, 17590,
        4549,  3755,   590, 14059, 15144, 15054,  9584,  9071,  6349,
       16402,  3973,  1720,  5370, 16309,  9376,  6116,  4706,  2818,
         778, 15331,  1416, 12979, 17139, 17710,  5452,  2534,   164,
       15188,  8323,  2450, 16331,  9566, 15301, 13213, 14308, 15984,
       10597,  6426,  5500,  7068,  7328,  5720,  9802,   376, 13013,
        8003, 10199,  3338, 15390,  9688, 16455, 11730,  4513,   598,
       12762,  2187,   509,  5865,  9166, 17115, 16334,  1942,  7282,
       17584,  4376,  8988,  8873,  5921,  2716, 14679, 11947, 11981,
        4649,   565, 12954, 10788, 10220, 10963,  9427,  1690,  5107,
        7859,  5969,  1510,  2429,   847,  7845,  6410, 13931,  9840,
        3706])
```

3.4.3 Finding most similar movies using similarity matrix

Does Similarity really works as the way we expected...?
Let's pick some random movie and check for its similar movies....

In [0]:
```
# First Let's load the movie details into soe dataframe..
# movie details are in 'netflix/movie_titles.csv'

movie_titles = pd.read_csv("data_folder/movie_titles.csv", sep=',', header =
                           names=['movie_id', 'year_of_release', 'title'], ve
                      index_col = 'movie_id', encoding = "ISO-8859-1")

movie_titles.head()
```

```
Tokenization took: 4.50 ms
Type conversion took: 165.72 ms
Parser memory cleanup took: 0.01 ms
```

Out[64]:

movie_id	year_of_release	title
1	2003.0	Dinosaur Planet
2	2004.0	Isle of Man TT 2004 Review
3	1997.0	Character
4	1994.0	Paula Abdul's Get Up & Dance
5	2004.0	The Rise and Fall of ECW

Similar Movies for 'Vampire Journals'

In [0]:
```
mv_id = 67

print("\nMovie ----->",movie_titles.loc[mv_id].values[1])

print("\nIt has {} Ratings from users.".format(train_sparse_matrix[:,mv_id].g

print("\nWe have {} movies which are similarto this  and we will get only top
```

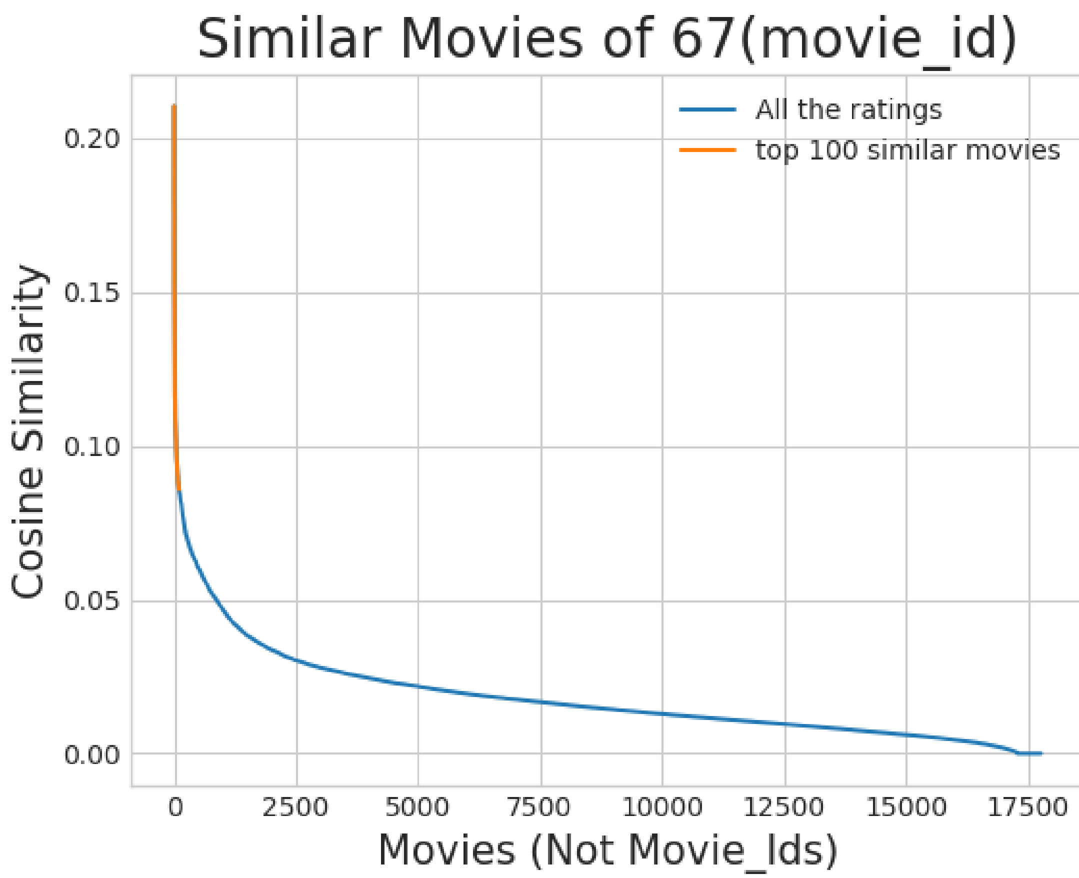
```
Movie -----> Vampire Journals

It has 270 Ratings from users.

We have 17284 movies which are similarto this  and we will get only top most..
```

In [0]:
```
similarities = m_m_sim_sparse[mv_id].toarray().ravel()

similar_indices = similarities.argsort()[::-1][1:]

similarities[similar_indices]

sim_indices = similarities.argsort()[::-1][1:] # It will sort and reverse the
                                               # and return its indices(movie
```

In [0]:

```
plt.plot(similarities[sim_indices], label='All the ratings')
plt.plot(similarities[sim_indices[:100]], label='top 100 similar movies')
plt.title("Similar Movies of {}(movie_id)".format(mv_id), fontsize=20)
plt.xlabel("Movies (Not Movie_Ids)", fontsize=15)
plt.ylabel("Cosine Similarity",fontsize=15)
plt.legend()
plt.show()
```

```
<IPython.core.display.Javascript object>
```



Top 10 similar movies

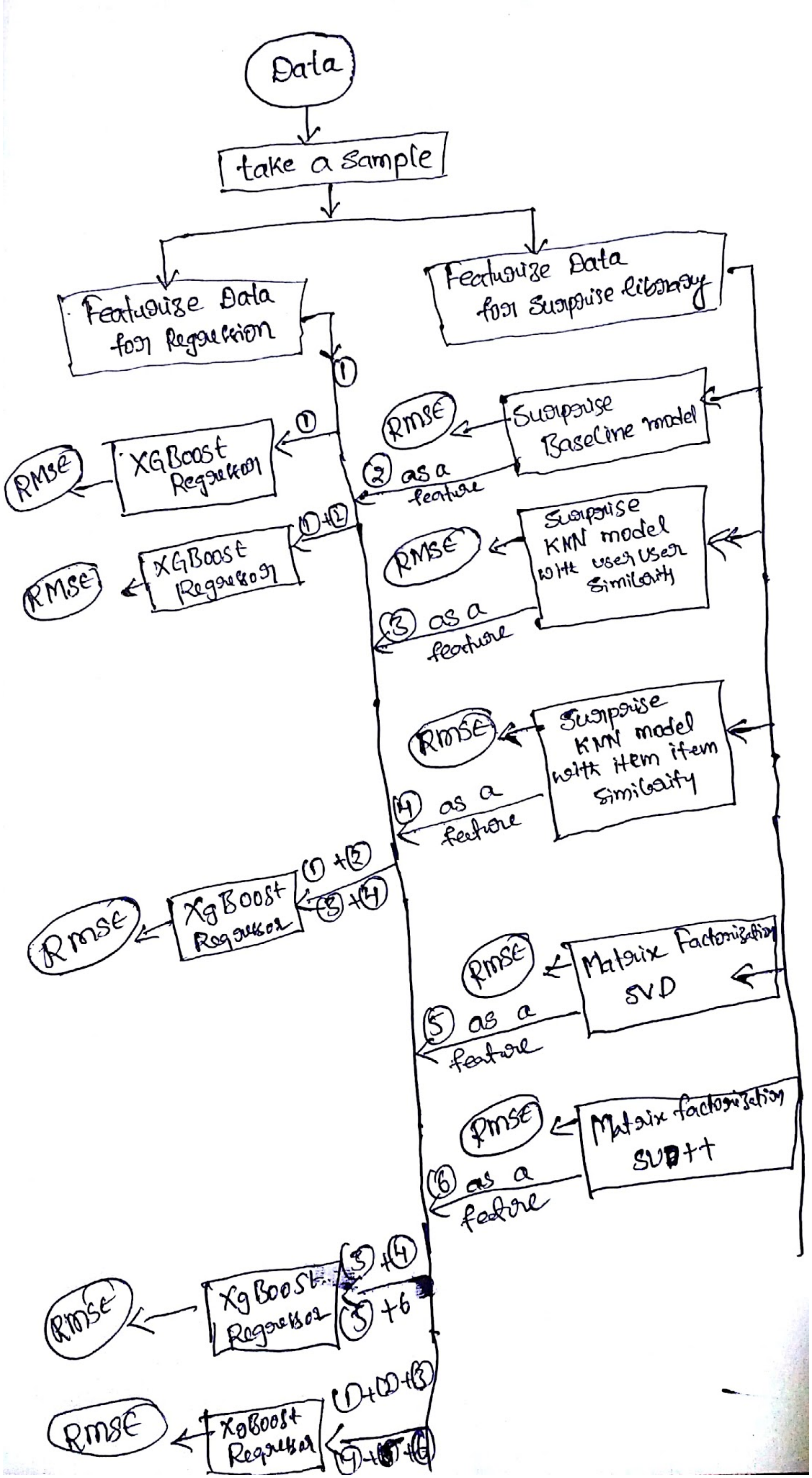
In [0]:
```
movie_titles.loc[sim_indices[:10]]
```

Out[68]:

movie_id	year_of_release	title
323	1999.0	Modern Vampires
4044	1998.0	Subspecies 4: Bloodstorm
1688	1993.0	To Sleep With a Vampire
13962	2001.0	Dracula: The Dark Prince
12053	1993.0	Dracula Rising
16279	2002.0	Vampires: Los Muertos
4667	1996.0	Vampirella
1900	1997.0	Club Vampire
13873	2001.0	The Breed
15867	2003.0	Dracula II: Ascension

> Similarly, we can ***find similar users*** and compare how similar they are.

4. Machine Learning Models


Data
take a sample
Featurize Data for Regression
Featurize Data for Surprise library
XGBoost Regressor
RMSE
Surprise Baseline model
as a feature
Surprise KNN model with user user similarity
Surprise KNN model with item item similarity
Matrix Factorization SVD
Matrix factorization SVD++
XgBoost Regressor

In [0]:
```
def get_sample_sparse_matrix(sparse_matrix, no_users, no_movies, path, verbos
    """
        It will get it from the ''path'' if it is present  or It will create
        and store the sampled sparse matrix in the path specified.
    """

    # get (row, col) and (rating) tuple from sparse_matrix...
    row_ind, col_ind, ratings = sparse.find(sparse_matrix)
    users = np.unique(row_ind)
    movies = np.unique(col_ind)

    print("Original Matrix : (users, movies) -- ({} {})".format(len(users), l
    print("Original Matrix : Ratings -- {}\n".format(len(ratings)))

    # It just to make sure to get same sample everytime we run this program..
    # and pick without replacement....
    np.random.seed(15)
    sample_users = np.random.choice(users, no_users, replace=False)
    sample_movies = np.random.choice(movies, no_movies, replace=False)
    # get the boolean mask or these sampled_items in originl row/col_inds..
    mask = np.logical_and( np.isin(row_ind, sample_users),
                      np.isin(col_ind, sample_movies) )

    sample_sparse_matrix = sparse.csr_matrix((ratings[mask], (row_ind[mask],
                                             shape=(max(sample_users)+1, max(

    if verbose:
        print("Sampled Matrix : (users, movies) -- ({} {})".format(len(sample
        print("Sampled Matrix : Ratings --", format(ratings[mask].shape[0]))

    print('Saving it into disk for furthur usage..')
    # save it into disk
    sparse.save_npz(path, sample_sparse_matrix)
    if verbose:
            print('Done..\n')

    return sample_sparse_matrix
```

4.1 Sampling Data

4.1.1 Build sample train data from the train data

In [0]:
```
start = datetime.now()
path = "sample/small/sample_train_sparse_matrix.npz"
if os.path.isfile(path):
    print("It is present in your pwd, getting it from disk....")
    # just get it from the disk instead of computing it
    sample_train_sparse_matrix = sparse.load_npz(path)
    print("DONE..")
else:
    # get 10k users and 1k movies from available data
    sample_train_sparse_matrix = get_sample_sparse_matrix(train_sparse_matrix
                                                          path = path)

print(datetime.now() - start)
```

```
It is present in your pwd, getting it from disk....
DONE..
0:00:00.035179
```

4.1.2 Build sample test data from the test data

In [0]:
```
start = datetime.now()

path = "sample/small/sample_test_sparse_matrix.npz"
if os.path.isfile(path):
    print("It is present in your pwd, getting it from disk....")
    # just get it from the disk instead of computing it
    sample_test_sparse_matrix = sparse.load_npz(path)
    print("DONE..")
else:
    # get 5k users and 500 movies from available data
    sample_test_sparse_matrix = get_sample_sparse_matrix(test_sparse_matrix,
                                                          path = "sample/small/sample_
print(datetime.now() - start)
```

```
It is present in your pwd, getting it from disk....
DONE..
0:00:00.028740
```

4.2 Finding Global Average of all movie ratings, Average rating per User, and Average rating per Movie (from sampled train)

In [0]:
```
sample_train_averages = dict()
```

4.2.1 Finding Global Average of all movie ratings

In [0]:
```
# get the global average of ratings in our train set.
global_average = sample_train_sparse_matrix.sum()/sample_train_sparse_matrix.
sample_train_averages['global'] = global_average
sample_train_averages
```

Out[13]: {'global': 3.581679377504138}

In [1]:
```
from xgboost import XGBRegressor

```

4.2.2 Finding Average rating per User

In [0]:
```
sample_train_averages['user'] = get_average_ratings(sample_train_sparse_matri
print('\nAverage rating of user 1515220 :',sample_train_averages['user'][1515
```

```
Average rating of user 1515220 : 3.9655172413793105
```

4.2.3 Finding Average rating per Movie

In [0]:
```
sample_train_averages['movie'] =  get_average_ratings(sample_train_sparse_mat
print('\n AVerage rating of movie 15153 :',sample_train_averages['movie'][151
```

```
 AVerage rating of movie 15153 : 2.6458333333333335
```

4.3 Featurizing data

In [0]:
```
print('\n No of ratings in Our Sampled train matrix is : {}\n'.format(sample_
print('\n No of ratings in Our Sampled test  matrix is : {}\n'.format(sample_
```

```
 No of ratings in Our Sampled train matrix is : 129286


 No of ratings in Our Sampled test  matrix is : 7333
```

4.3.1 Featurizing data for regression problem

4.3.1.1 Featurizing train data

In [0]:

```
# get users, movies and ratings from our samples train sparse matrix
sample_train_users, sample_train_movies, sample_train_ratings = sparse.find(s
```

In [0]:

```
######################################################
# It took me almost 10 hours to prepare this train dataset.#
######################################################
start = datetime.now()
if os.path.isfile('sample/small/reg_train.csv'):
    print("File already exists you don't have to prepare again..." )
else:
    print('preparing {} tuples for the dataset..\n'.format(len(sample_train_r
    with open('sample/small/reg_train.csv', mode='w') as reg_data_file:
        count = 0
        for (user, movie, rating)  in zip(sample_train_users, sample_train_mo
            st = datetime.now()
        #     print(user, movie)
            #--------------------- Ratings of "movie" by similar users of "us
            # compute the similar Users of the "user"
            user_sim = cosine_similarity(sample_train_sparse_matrix[user], sa
            top_sim_users = user_sim.argsort()[::-1][1:] # we are ignoring 'T
            # get the ratings of most similar users for this movie
            top_ratings = sample_train_sparse_matrix[top_sim_users, movie].to
            # we will make it's length "5" by adding movie averages to .
            top_sim_users_ratings = list(top_ratings[top_ratings != 0][:5])
            top_sim_users_ratings.extend([sample_train_averages['movie'][movi
        #     print(top_sim_users_ratings, end=" ")


            #--------------------- Ratings by "user"  to similar movies of "m
            # compute the similar movies of the "movie"
            movie_sim = cosine_similarity(sample_train_sparse_matrix[:,movie]
            top_sim_movies = movie_sim.argsort()[::-1][1:] # we are ignoring
            # get the ratings of most similar movie rated by this user..
            top_ratings = sample_train_sparse_matrix[user, top_sim_movies].to
            # we will make it's length "5" by adding user averages to.
            top_sim_movies_ratings = list(top_ratings[top_ratings != 0][:5])
            top_sim_movies_ratings.extend([sample_train_averages['user'][user
        #     print(top_sim_movies_ratings, end=" : -- ")

            #-----------------prepare the row to be stores in a file---------
            row = list()
            row.append(user)
            row.append(movie)
            # Now add the other features to this data...
            row.append(sample_train_averages['global']) # first feature
            # next 5 features are similar_users "movie" ratings
            row.extend(top_sim_users_ratings)
            # next 5 features are "user" ratings for similar_movies
            row.extend(top_sim_movies_ratings)
            # Avg_user rating
            row.append(sample_train_averages['user'][user])
            # Avg_movie rating
            row.append(sample_train_averages['movie'][movie])

            # finalley, The actual Rating of this user-movie pair...
            row.append(rating)
            count = count + 1

            # add rows to the file opened..
```

```
                reg_data_file.write(','.join(map(str, row)))
                reg_data_file.write('\n')
                if (count)%10000 == 0:
                    # print(','.join(map(str, row)))
                    print("Done for {} rows----- {}".format(count, datetime.now()


print(datetime.now() - start)
```

```
preparing 129286 tuples for the dataset..

Done for 10000 rows----- 0:53:13.974716
Done for 20000 rows----- 1:47:58.228942
Done for 30000 rows----- 2:42:46.963119
Done for 40000 rows----- 3:36:44.807894
Done for 50000 rows----- 4:28:55.311500
Done for 60000 rows----- 5:24:18.493104
Done for 70000 rows----- 6:17:39.669922
Done for 80000 rows----- 7:11:23.970879
Done for 90000 rows----- 8:05:33.787770
Done for 100000 rows----- 9:00:25.463562
Done for 110000 rows----- 9:51:28.530010
Done for 120000 rows----- 10:42:05.382141
11:30:13.699183
```

Reading from the file to make a Train_dataframe

In [0]:

```
reg_train = pd.read_csv('sample/small/reg_train.csv', names = ['user', 'movie
reg_train.head()
```

Out[19]:

	user	movie	GAvg	sur1	sur2	sur3	sur4	sur5	smr1	smr2	smr3	smr4	smr5	UA
0	53406	33	3.581679	4.0	5.0	5.0	4.0	1.0	5.0	2.0	5.0	3.0	1.0	3.3703
1	99540	33	3.581679	5.0	5.0	5.0	4.0	5.0	3.0	4.0	4.0	3.0	5.0	3.5555
2	99865	33	3.581679	5.0	5.0	4.0	5.0	3.0	5.0	4.0	4.0	5.0	4.0	3.7142
3	101620	33	3.581679	2.0	3.0	5.0	5.0	4.0	4.0	3.0	3.0	4.0	5.0	3.5844
4	112974	33	3.581679	5.0	5.0	5.0	5.0	5.0	3.0	5.0	5.0	5.0	3.0	3.7500

- **GAvg** : Average rating of all the ratings
- **Similar users rating of this movie**:
  - sur1, sur2, sur3, sur4, sur5 (top 5 similar users who rated that movie..)
- **Similar movies rated by this user**:
  - smr1, smr2, smr3, smr4, smr5 (top 5 similar movies rated by this movie..)
- **UAvg** : User's Average rating
- **MAvg** : Average rating of this movie

- **rating** : Rating of this movie by this user.

4.3.1.2 Featurizing test data

In [0]:
```
# get users, movies and ratings from the Sampled Test
sample_test_users, sample_test_movies, sample_test_ratings = sparse.find(samp
```

In [0]:
```
sample_train_averages['global']
```

Out[21]:
```
3.581679377504138
```

In [0]:

```
start = datetime.now()

if os.path.isfile('sample/small/reg_test.csv'):
    print("It is already created...")
else:

    print('preparing {} tuples for the dataset..\n'.format(len(sample_test_ra
    with open('sample/small/reg_test.csv', mode='w') as reg_data_file:
        count = 0
        for (user, movie, rating)  in zip(sample_test_users, sample_test_movi
            st = datetime.now()

        #--------------------- Ratings of "movie" by similar users of "user"
            #print(user, movie)
            try:
                # compute the similar Users of the "user"
                user_sim = cosine_similarity(sample_train_sparse_matrix[user]
                top_sim_users = user_sim.argsort()[::-1][1:] # we are ignorin
                # get the ratings of most similar users for this movie
                top_ratings = sample_train_sparse_matrix[top_sim_users, movie
                # we will make it's length "5" by adding movie averages to .
                top_sim_users_ratings = list(top_ratings[top_ratings != 0][:5
                top_sim_users_ratings.extend([sample_train_averages['movie'][
                # print(top_sim_users_ratings, end="--")

            except (IndexError, KeyError):
                # It is a new User or new Movie or there are no ratings for g
                ########## Cold STart Problem ##########
                top_sim_users_ratings.extend([sample_train_averages['global']
                #print(top_sim_users_ratings)
            except:
                print(user, movie)
                # we just want KeyErrors to be resolved. Not every Exception.
                raise



            #--------------------- Ratings by "user"  to similar movies of "m
            try:
                # compute the similar movies of the "movie"
                movie_sim = cosine_similarity(sample_train_sparse_matrix[:,mo
                top_sim_movies = movie_sim.argsort()[::-1][1:] # we are ignor
                # get the ratings of most similar movie rated by this user..
                top_ratings = sample_train_sparse_matrix[user, top_sim_movies
                # we will make it's length "5" by adding user averages to.
                top_sim_movies_ratings = list(top_ratings[top_ratings != 0][:
                top_sim_movies_ratings.extend([sample_train_averages['user'][
                #print(top_sim_movies_ratings)
            except (IndexError, KeyError):
                #print(top_sim_movies_ratings, end=" : -- ")
                top_sim_movies_ratings.extend([sample_train_averages['global'
                #print(top_sim_movies_ratings)
            except :
                raise

            #-----------------prepare the row to be stores in a file---------
```

```
            row = list()
            # add usser and movie name first
            row.append(user)
            row.append(movie)
            row.append(sample_train_averages['global']) # first feature
            #print(row)
            # next 5 features are similar_users "movie" ratings
            row.extend(top_sim_users_ratings)
            #print(row)
            # next 5 features are "user" ratings for similar_movies
            row.extend(top_sim_movies_ratings)
            #print(row)
            # Avg_user rating
            try:
                row.append(sample_train_averages['user'][user])
            except KeyError:
                row.append(sample_train_averages['global'])
            except:
                raise
            #print(row)
            # Avg_movie rating
            try:
                row.append(sample_train_averages['movie'][movie])
            except KeyError:
                row.append(sample_train_averages['global'])
            except:
                raise
            #print(row)
            # finalley, The actual Rating of this user-movie pair...
            row.append(rating)
            #print(row)
            count = count + 1

            # add rows to the file opened..
            reg_data_file.write(','.join(map(str, row)))
            #print(','.join(map(str, row)))
            reg_data_file.write('\n')
            if (count)%1000 == 0:
                #print(','.join(map(str, row)))
                print("Done for {} rows----- {}".format(count, datetime.now()
    print("",datetime.now() - start)
```

```
preparing 7333 tuples for the dataset..

Done for 1000 rows----- 0:04:29.293783
Done for 2000 rows----- 0:08:57.208002
Done for 3000 rows----- 0:13:30.333223
Done for 4000 rows----- 0:18:04.050813
Done for 5000 rows----- 0:22:38.671673
Done for 6000 rows----- 0:27:09.697009
Done for 7000 rows----- 0:31:41.933568
 0:33:12.529731
```

Reading from the file to make a test dataframe

In [0]:
```
reg_test_df = pd.read_csv('sample/small/reg_test.csv', names = ['user', 'movi
                                                              'smr1', 'smr2', 'sm
                                                              'UAvg', 'MAvg', 'ra

reg_test_df.head(4)
```

Out[30]:

	user	movie	GAvg	sur1	sur2	sur3	sur4	sur5	smr1	smr2
0	808635	71	3.581679	3.581679	3.581679	3.581679	3.581679	3.581679	3.581679	3.581679
1	941866	71	3.581679	3.581679	3.581679	3.581679	3.581679	3.581679	3.581679	3.581679
2	1737912	71	3.581679	3.581679	3.581679	3.581679	3.581679	3.581679	3.581679	3.581679
3	1849204	71	3.581679	3.581679	3.581679	3.581679	3.581679	3.581679	3.581679	3.581679

- **GAvg** : Average rating of all the ratings
- **Similar users rating of this movie**:
  - sur1, sur2, sur3, sur4, sur5 (top 5 simiular users who rated that movie..)
- **Similar movies rated by this user**:
  - smr1, smr2, smr3, smr4, smr5 (top 5 simiular movies rated by this movie..)
- **UAvg** : User AVerage rating
- **MAvg** : Average rating of this movie
- **rating** : Rating of this movie by this user.

4.3.2 Transforming data for Surprise models

In [0]:
```
from surprise import Reader, Dataset
```

4.3.2.1 Transforming train data

- We can't give raw data (movie, user, rating) to train the model in Surprise library.
- They have a saperate format for TRAIN and TEST data, which will be useful for training the models like SVD, KNNBaseLineOnly....etc..,in Surprise.
- We can form the trainset from a file, or from a Pandas DataFrame. http://surprise.readthedocs.io/en/stable/getting_started.html#load-dom-dataframe-py (http://surprise.readthedocs.io/en/stable/getting_started.html#load-dom-dataframe-py)

In [0]:
```
# It is to specify how to read the dataframe.
# for our dataframe, we don't have to specify anything extra..
reader = Reader(rating_scale=(1,5))

# create the traindata from the dataframe...
train_data = Dataset.load_from_df(reg_train[['user', 'movie', 'rating']], rea

# build the trainset from traindata.., It is of dataset format from surprise
trainset = train_data.build_full_trainset()
```

4.3.2.2 Transforming test data

- Testset is just a list of (user, movie, rating) tuples. (Order in the tuple is impotant)

In [0]:
```
testset = list(zip(reg_test_df.user.values, reg_test_df.movie.values, reg_tes
testset[:3]
```

Out[35]:
```
[(808635, 71, 5), (941866, 71, 4), (1737912, 71, 3)]
```

4.4 Applying Machine Learning models

- Global dictionary that stores rmse and mape for all the models....
  - It stores the metrics in a dictionary of dictionaries

> **keys** : model names(string)

> **value**: dict(**key** : metric, **value** : value)

In [0]:
```
models_evaluation_train = dict()
models_evaluation_test = dict()

models_evaluation_train, models_evaluation_test
```

Out[36]:
```
({}, {})
```

> **Utility functions for running regression models**

In [0]:

```
# to get rmse and mape given actual and predicted ratings..
def get_error_metrics(y_true, y_pred):
    rmse = np.sqrt(np.mean([ (y_true[i] - y_pred[i])**2 for i in range(len(y_
    mape = np.mean(np.abs( (y_true - y_pred)/y_true )) * 100
    return rmse, mape

###################################################################
###################################################################
def run_xgboost(algo,  x_train, y_train, x_test, y_test, verbose=True):
    """
    It will return train_results and test_results
    """

    # dictionaries for storing train and test results
    train_results = dict()
    test_results = dict()


    # fit the model
    print('Training the model..')
    start =datetime.now()
    algo.fit(x_train, y_train, eval_metric = 'rmse')
    print('Done. Time taken : {}\n'.format(datetime.now()-start))
    print('Done \n')

    # from the trained model, get the predictions....
    print('Evaluating the model with TRAIN data...')
    start =datetime.now()
    y_train_pred = algo.predict(x_train)
    # get the rmse and mape of train data...
    rmse_train, mape_train = get_error_metrics(y_train.values, y_train_pred)

    # store the results in train_results dictionary..
    train_results = {'rmse': rmse_train,
                    'mape' : mape_train,
                    'predictions' : y_train_pred}

    #######################################
    # get the test data predictions and compute rmse and mape
    print('Evaluating Test data')
    y_test_pred = algo.predict(x_test)
    rmse_test, mape_test = get_error_metrics(y_true=y_test.values, y_pred=y_t
    # store them in our test results dictionary.
    test_results = {'rmse': rmse_test,
                    'mape' : mape_test,
                    'predictions':y_test_pred}
    if verbose:
        print('\nTEST DATA')
        print('-'*30)
        print('RMSE : ', rmse_test)
        print('MAPE : ', mape_test)

    # return these train and test results...
    return train_results, test_results

```

Utility functions for Surprise modes

In [0]:
```
# it is just to makesure that all of our algorithms should produce same resul
# everytime they run...

my_seed = 15
random.seed(my_seed)
np.random.seed(my_seed)

##########################################################
# get  (actual_list , predicted_list) ratings given list
# of predictions (prediction is a class in Surprise).
##########################################################
def get_ratings(predictions):
    actual = np.array([pred.r_ui for pred in predictions])
    pred = np.array([pred.est for pred in predictions])

    return actual, pred

################################################################
# get ''rmse'' and ''mape'' , given list of prediction objecs
################################################################
def get_errors(predictions, print_them=False):

    actual, pred = get_ratings(predictions)
    rmse = np.sqrt(np.mean((pred - actual)**2))
    mape = np.mean(np.abs(pred - actual)/actual)

    return rmse, mape*100

###################################################################################
# It will return predicted ratings, rmse and mape of both train and test data
###################################################################################
def run_surprise(algo, trainset, testset, verbose=True):
    '''
        return train_dict, test_dict

        It returns two dictionaries, one for train and the other is for test
        Each of them have 3 key-value pairs, which specify ''rmse'', ''mape'
    '''
    start = datetime.now()
    # dictionaries that stores metrics for train and test..
    train = dict()
    test = dict()

    # train the algorithm with the trainset
    st = datetime.now()
    print('Training the model...')
    algo.fit(trainset)
    print('Done. time taken : {} \n'.format(datetime.now()-st))

    # ---------------- Evaluating train data--------------------#
    st = datetime.now()
    print('Evaluating the model with train data..')
    # get the train predictions (list of prediction class inside Surprise)
    train_preds = algo.test(trainset.build_testset())
    # get predicted ratings from the train predictions..
    train_actual_ratings, train_pred_ratings = get_ratings(train_preds)
```

```
    # get ''rmse'' and ''mape'' from the train predictions.
    train_rmse, train_mape = get_errors(train_preds)
    print('time taken : {}'.format(datetime.now()-st))

    if verbose:
        print('-'*15)
        print('Train Data')
        print('-'*15)
        print("RMSE : {}\n\nMAPE : {}\n".format(train_rmse, train_mape))

    #store them in the train dictionary
    if verbose:
        print('adding train results in the dictionary..')
    train['rmse'] = train_rmse
    train['mape'] = train_mape
    train['predictions'] = train_pred_ratings

    #------------ Evaluating Test data---------------#
    st = datetime.now()
    print('\nEvaluating for test data...')
    # get the predictions( list of prediction classes) of test data
    test_preds = algo.test(testset)
    # get the predicted ratings from the list of predictions
    test_actual_ratings, test_pred_ratings = get_ratings(test_preds)
    # get error metrics from the predicted and actual ratings
    test_rmse, test_mape = get_errors(test_preds)
    print('time taken : {}'.format(datetime.now()-st))

    if verbose:
        print('-'*15)
        print('Test Data')
        print('-'*15)
        print("RMSE : {}\n\nMAPE : {}\n".format(test_rmse, test_mape))
    # store them in test dictionary
    if verbose:
        print('storing the test results in test dictionary...')
    test['rmse'] = test_rmse
    test['mape'] = test_mape
    test['predictions'] = test_pred_ratings

    print('\n'+'-'*45)
    print('Total time taken to run this algorithm :', datetime.now() - start

    # return two dictionaries train and test
    return train, test
```

4.4.1 XGBoost with initial 13 features

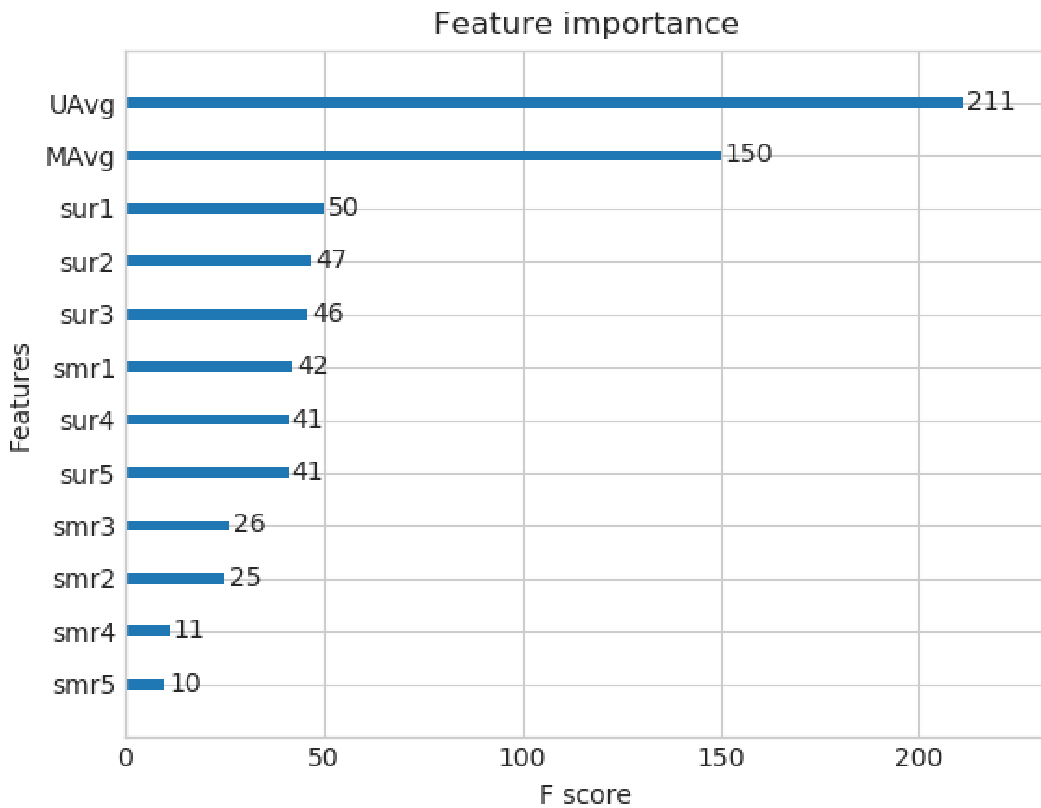
In [0]:

```
import xgboost as xgb
```

In [0]:

```
# prepare Train data
x_train = reg_train.drop(['user','movie','rating'], axis=1)
y_train = reg_train['rating']

# Prepare Test data
x_test = reg_test_df.drop(['user','movie','rating'], axis=1)
y_test = reg_test_df['rating']

# initialize Our first XGBoost model...
first_xgb = xgb.XGBRegressor(silent=False, n_jobs=13, random_state=15, n_esti
train_results, test_results = run_xgboost(first_xgb, x_train, y_train, x_test

# store the results in models_evaluations dictionaries
models_evaluation_train['first_algo'] = train_results
models_evaluation_test['first_algo'] = test_results

xgb.plot_importance(first_xgb)
plt.show()
```

```
Training the model..
Done. Time taken : 0:00:01.795787

Done

Evaluating the model with TRAIN data...
Evaluating Test data

TEST DATA
------------------------------
RMSE :  1.0761851474385373
MAPE :  34.504887593204884


<IPython.core.display.Javascript object>
```



4.4.2 Suprise BaselineModel

In [0]:
```
from surprise import BaselineOnly
```

Predicted_rating : (baseline prediction)

- http://surprise.readthedocs.io/en/stable/basic_algorithms.html#surprise.prediction_algorithms.baseline_only.BaselineOnly

$$\hat{r}_{ui} = b_{ui} = \mu + b_u + b_i$$

- $\boldsymbol{\mu}$: Average of all trainings in training data.
- $\boldsymbol{b}_u$: User bias
- $\boldsymbol{b}_i$: Item bias (movie biases)

Optimization function (Least Squares Problem)

- http://surprise.readthedocs.io/en/stable/prediction_algorithms.html#baselines-estimates-configuration

$$\sum_{r_{ui} \in R_{train}} \left(r_{ui} - (\mu + b_u + b_i)\right)^2 + \lambda \left(b_u^2 + b_i^2\right). \text{ [mimimize } b_u, b$$

In [0]:

```

# options are to specify.., how to compute those user and item biases
bsl_options = {'method': 'sgd',
               'learning_rate': .001
               }
bsl_algo = BaselineOnly(bsl_options=bsl_options)
# run this algorithm.., It will return the train and test results..
bsl_train_results, bsl_test_results = run_surprise(my_bsl_algo, trainset, tes


# Just store these error metrics in our models_evaluation datastructure
models_evaluation_train['bsl_algo'] = bsl_train_results
models_evaluation_test['bsl_algo'] = bsl_test_results
```

```
Training the model...
Estimating biases using sgd...
Done. time taken : 0:00:00.822391

Evaluating the model with train data..
time taken : 0:00:01.116752
---------------
Train Data
---------------
RMSE : 0.9347153928678286

MAPE : 29.389572652358183

adding train results in the dictionary..

Evaluating for test data...
time taken : 0:00:00.074418
---------------
Test Data
---------------
RMSE : 1.0730330260516174

MAPE : 35.04995544572911

storing the test results in test dictionary...

---------------------------------------------
Total time taken to run this algorithm : 0:00:02.014073
```

4.4.3 XGBoost with initial 13 features + Surprise Baseline predictor

Updating Train Data

In [0]:
```
# add our baseline_predicted value as our feature..
reg_train['bslpr'] = models_evaluation_train['bsl_algo']['predictions']
reg_train.head(2)
```

Out[44]:

	user	movie	GAvg	sur1	sur2	sur3	sur4	sur5	smr1	smr2	smr3	smr4	smr5	UAv
0	53406	33	3.581679	4.0	5.0	5.0	4.0	1.0	5.0	2.0	5.0	3.0	1.0	3.37037
1	99540	33	3.581679	5.0	5.0	5.0	4.0	5.0	3.0	4.0	4.0	3.0	5.0	3.55555

Updating Test Data

In [0]:
```
# add that baseline predicted ratings with Surprise to the test data as well
reg_test_df['bslpr']  = models_evaluation_test['bsl_algo']['predictions']

reg_test_df.head(2)
```

Out[45]:

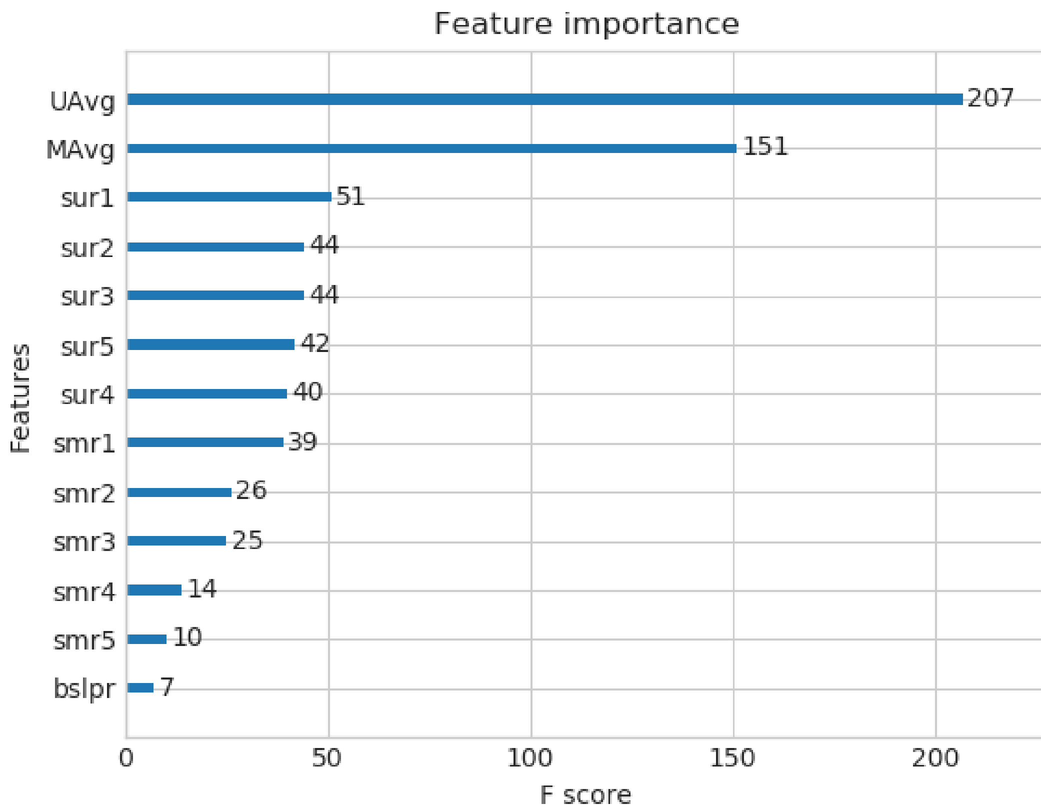
	user	movie	GAvg	sur1	sur2	sur3	sur4	sur5	smr1	smr2
0	808635	71	3.581679	3.581679	3.581679	3.581679	3.581679	3.581679	3.581679	3.581679
1	941866	71	3.581679	3.581679	3.581679	3.581679	3.581679	3.581679	3.581679	3.581679

In [0]:

```
# prepare train data
x_train = reg_train.drop(['user', 'movie','rating'], axis=1)
y_train = reg_train['rating']

# Prepare Test data
x_test = reg_test_df.drop(['user','movie','rating'], axis=1)
y_test = reg_test_df['rating']

# initialize Our first XGBoost model...
xgb_bsl = xgb.XGBRegressor(silent=False, n_jobs=13, random_state=15, n_estima
train_results, test_results = run_xgboost(xgb_bsl, x_train, y_train, x_test,

# store the results in models_evaluations dictionaries
models_evaluation_train['xgb_bsl'] = train_results
models_evaluation_test['xgb_bsl'] = test_results

xgb.plot_importance(xgb_bsl)
plt.show()

```

```
Training the model..
Done. Time taken : 0:00:02.388635

Done

Evaluating the model with TRAIN data...
Evaluating Test data

TEST DATA
------------------------------
RMSE :  1.0763419061709816
MAPE :  34.491235560745295
```

```
<IPython.core.display.Javascript object>
```



4.4.4 Surprise KNNBaseline predictor

In [0]:
```
from surprise import KNNBaseline
```

- KNN BASELINE
  - http://surprise.readthedocs.io/en/stable/knn_inspired.html#surprise.prediction_algorithms.knı (http://surprise.readthedocs.io/en/stable/knn_inspired.html#surprise.prediction_algorithms.kn
- PEARSON_BASELINE SIMILARITY
  - http://surprise.readthedocs.io/en/stable/similarities.html#surprise.similarities.pearson_baselir (http://surprise.readthedocs.io/en/stable/similarities.html#surprise.similarities.pearson_baseli
- SHRINKAGE
  - *2.2 Neighborhood Models* in http://courses.ischool.berkeley.edu/i290-dm/s11/SECURE/a1-koren.pdf (http://courses.ischool.berkeley.edu/i290-dm/s11/SECURE/a1-koren.pdf)
- **predicted Rating** : (_ **based on User-User similarity** _)

$$\hat{r}_{ui} = b_{ui} + \frac{\sum\limits_{v \in N^k_i(u)} \text{sim}(u, v) \cdot (r_{vi} - b_{vi})}{\sum\limits_{v \in N^k_i(u)} \text{sim}(u, v)}$$

- $\pmb{b_{ui}}$ - *Baseline prediction* of (user,movie) rating
- $\pmb{N_i^k (u)}$ - Set of **K similar** users (neighbours) of **user (u)** who rated **movie(i)**
- *sim (u, v)* - **Similarity** between users **u and v**
  - Generally, it will be cosine similarity or Pearson correlation coefficient.
  - But we use **shrunk Pearson-baseline correlation coefficient**, which is based on the pearsonBaseline similarity (we take base line predictions instead of mean rating of user/item)

- **Predicted rating** (based on Item Item similarity):

$$\hat{r}_{ui} = b_{ui} + \frac{\sum\limits_{j \in N^k_u(i)} \text{sim}(i, j) \cdot (r_{uj} - b_{uj})}{\sum\limits_{j \in N^k_u(j)} \text{sim}(i, j)}$$

  - **_Notations follows same as above (user user based predicted rating) _**

4.4.4.1 Surprise KNNBaseline with user user similarities

In [0]:

```
# we specify , how to compute similarities and what to consider with sim_opti
sim_options = {'user_based' : True,
               'name': 'pearson_baseline',
               'shrinkage': 100,
               'min_support': 2
              }
# we keep other parameters like regularization parameter and learning_rate as
bsl_options = {'method': 'sgd'}

knn_bsl_u = KNNBaseline(k=40, sim_options = sim_options, bsl_options = bsl_op
knn_bsl_u_train_results, knn_bsl_u_test_results = run_surprise(knn_bsl_u, tra

# Just store these error metrics in our models_evaluation datastructure
models_evaluation_train['knn_bsl_u'] = knn_bsl_u_train_results
models_evaluation_test['knn_bsl_u'] = knn_bsl_u_test_results

```

```
Training the model...
Estimating biases using sgd...
Computing the pearson_baseline similarity matrix...
Done computing similarity matrix.
Done. time taken : 0:00:30.173847

Evaluating the model with train data..
time taken : 0:01:35.970614
---------------
Train Data
---------------
RMSE : 0.33642097416508826

MAPE : 9.145093375416348

adding train results in the dictionary..

Evaluating for test data...
time taken : 0:00:00.075213
---------------
Test Data
---------------
RMSE : 1.0726493739667242

MAPE : 35.02094499698424

storing the test results in test dictionary...

---------------------------------------------
Total time taken to run this algorithm : 0:02:06.220108
```

4.4.4.2 Surprise KNNBaseline with movie movie similarities

In [0]:

```
# we specify , how to compute similarities and what to consider with sim_opti

# 'user_based' : Fals => this considers the similarities of movies instead of

sim_options = {'user_based' : False,
               'name': 'pearson_baseline',
               'shrinkage': 100,
               'min_support': 2
              }
# we keep other parameters like regularization parameter and learning_rate as
bsl_options = {'method': 'sgd'}


knn_bsl_m = KNNBaseline(k=40, sim_options = sim_options, bsl_options = bsl_op

knn_bsl_m_train_results, knn_bsl_m_test_results = run_surprise(knn_bsl_m, tra

# Just store these error metrics in our models_evaluation datastructure
models_evaluation_train['knn_bsl_m'] = knn_bsl_m_train_results
models_evaluation_test['knn_bsl_m'] = knn_bsl_m_test_results

```

```
Training the model...
Estimating biases using sgd...
Computing the pearson_baseline similarity matrix...
Done computing similarity matrix.
Done. time taken : 0:00:01.093096

Evaluating the model with train data..
time taken : 0:00:07.964272
---------------
Train Data
---------------
RMSE : 0.32584796251610554

MAPE : 8.447062581998374

adding train results in the dictionary..

Evaluating for test data...
time taken : 0:00:00.075229
---------------
Test Data
---------------
RMSE : 1.0727588326536 83

MAPE : 35.02269653015042

storing the test results in test dictionary...

---------------------------------------------
Total time taken to run this algorithm : 0:00:09.133017
```

4.4.5 XGBoost with initial 13 features + Surprise Baseline predictor + KNNBaseline predictor

- First we will run XGBoost with predictions from both KNN's (that uses User_User and Item_Item similarities along with our previous features.
- Then we will run XGBoost with just predictions form both knn models and preditions from our baseline model.

Preparing Train data

In [0]:
```
# add the predicted values from both knns to this dataframe
reg_train['knn_bsl_u'] = models_evaluation_train['knn_bsl_u']['predictions']
reg_train['knn_bsl_m'] = models_evaluation_train['knn_bsl_m']['predictions']

reg_train.head(2)
```

Out[51]:

	user	movie	GAvg	sur1	sur2	sur3	sur4	sur5	smr1	smr2	smr3	smr4	smr5	UAv
0	53406	33	3.581679	4.0	5.0	5.0	4.0	1.0	5.0	2.0	5.0	3.0	1.0	3.37037
1	99540	33	3.581679	5.0	5.0	5.0	4.0	5.0	3.0	4.0	4.0	3.0	5.0	3.55555

Preparing Test data

In [0]:
```
reg_test_df['knn_bsl_u'] = models_evaluation_test['knn_bsl_u']['predictions']
reg_test_df['knn_bsl_m'] = models_evaluation_test['knn_bsl_m']['predictions']

reg_test_df.head(2)
```

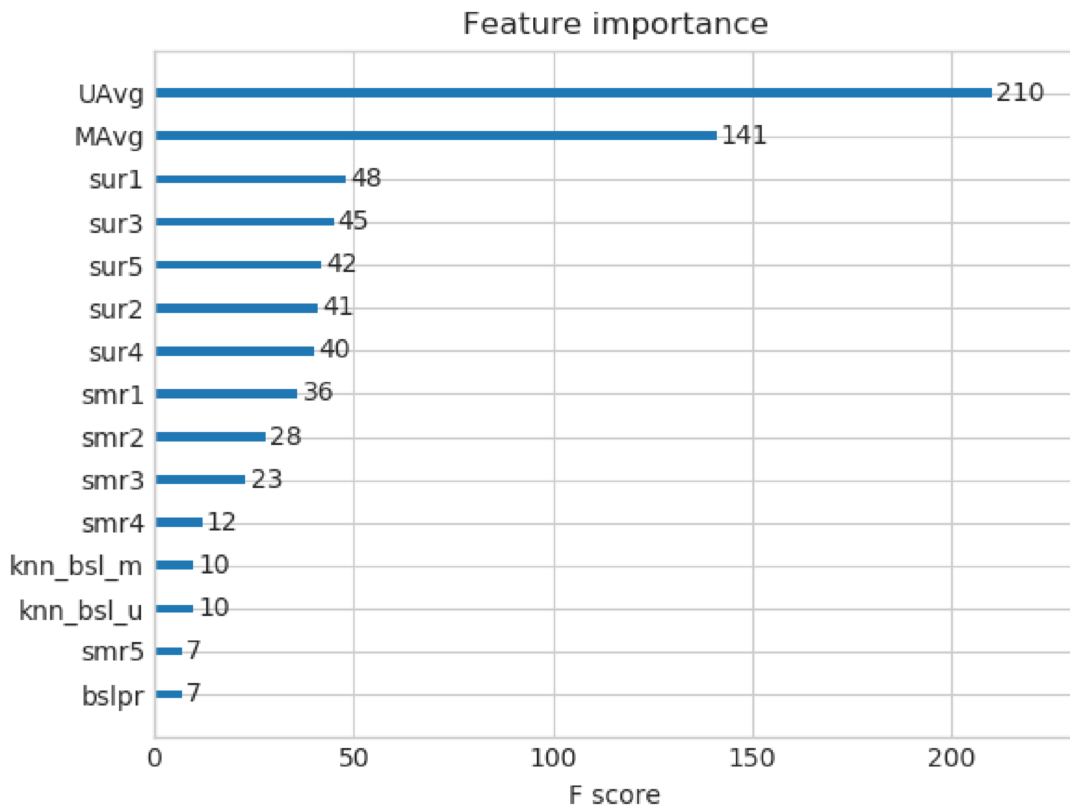
Out[52]:

	user	movie	GAvg	sur1	sur2	sur3	sur4	sur5	smr1	smr2
0	808635	71	3.581679	3.581679	3.581679	3.581679	3.581679	3.581679	3.581679	3.581679
1	941866	71	3.581679	3.581679	3.581679	3.581679	3.581679	3.581679	3.581679	3.581679

In [0]:

```
# prepare the train data....
x_train = reg_train.drop(['user', 'movie', 'rating'], axis=1)
y_train = reg_train['rating']

# prepare the train data....
x_test = reg_test_df.drop(['user','movie','rating'], axis=1)
y_test = reg_test_df['rating']

# declare the model
xgb_knn_bsl = xgb.XGBRegressor(n_jobs=10, random_state=15)
train_results, test_results = run_xgboost(xgb_knn_bsl, x_train, y_train, x_te

# store the results in models_evaluations dictionaries
models_evaluation_train['xgb_knn_bsl'] = train_results
models_evaluation_test['xgb_knn_bsl'] = test_results


xgb.plot_importance(xgb_knn_bsl)
plt.show()
```

```
Training the model..
Done. Time taken : 0:00:02.092387

Done

Evaluating the model with TRAIN data...
Evaluating Test data

TEST DATA
------------------------------
RMSE :  1.0763602465199797
MAPE :  34.48862808016984

<IPython.core.display.Javascript object>
```



4.4.6 Matrix Factorization Techniques

4.4.6.1 SVD Matrix Factorization User Movie intractions

In [0]:
```
from surprise import SVD
```

http://surprise.readthedocs.io/en/stable/matrix_factorization.html#surprise.prediction_algorithms.matri
(http://surprise.readthedocs.io/en/stable/matrix_factorization.html#surprise.prediction_algorithms.matr

- **Predicted Rating :**
  -
  - $\hat{r}_{ui} = \mu + b_u + b_i + q_i^T p_u$
    - $\boldsymbol{q}_i$ - Representation of item(movie) in latent factor space
    - $\boldsymbol{p}_u$ - Representation of user in new latent factor space

- A BASIC MATRIX FACTORIZATION MODEL in https://datajobs.com/data-science-repo/Recommender-Systems-[Netflix].pdf (https://datajobs.com/data-science-repo/Recommender-Systems-[Netflix].pdf)

- **Optimization problem with user item interactions and regularization (to avoid overfitting)**

-
- $\sum_{r_{ui} \in R_{train}} \left(r_{ui} - \hat{r}_{ui}\right)^2 + \lambda\left(b_i^2 + b_u^2 + ||q_i||^2 + ||p_u||^2\right)$

In [0]:
```
# initiallize the model
from surprise import SVD
svd = SVD(n_factors=100, biased=True, random_state=15, verbose=True)
svd_train_results, svd_test_results = run_surprise(svd, trainset, testset, ve

# Just store these error metrics in our models_evaluation datastructure
models_evaluation_train['svd'] = svd_train_results
models_evaluation_test['svd'] = svd_test_results
```

```
Training the model...
Processing epoch 0
Processing epoch 1
Processing epoch 2
Processing epoch 3
Processing epoch 4
Processing epoch 5
Processing epoch 6
Processing epoch 7
Processing epoch 8
Processing epoch 9
Processing epoch 10
Processing epoch 11
Processing epoch 12
Processing epoch 13
Processing epoch 14
Processing epoch 15
Processing epoch 16
Processing epoch 17
Processing epoch 18
Processing epoch 19
Done. time taken : 0:00:07.297438

Evaluating the model with train data..
time taken : 0:00:01.305539
---------------
Train Data
---------------
RMSE : 0.6574721240954099

MAPE : 19.704901088660474

adding train results in the dictionary..

Evaluating for test data...
time taken : 0:00:00.067811
---------------
Test Data
---------------
RMSE : 1.0726046873826458

MAPE : 35.01953535988152

storing the test results in test dictionary...

---------------------------------------------
Total time taken to run this algorithm : 0:00:08.671347
```

4.4.6.2 SVD Matrix Factorization with implicit feedback from user (user rated movies)

In [0]:
```
from surprise import SVDpp
```

- -----> 2.5 Implicit Feedback in [http://courses.ischool.berkeley.edu/i290-dm/s11/SECURE/a1-koren.pdf (http://courses.ischool.berkeley.edu/i290-dm/s11/SECURE/a1-koren.pdf)](http://courses.ischool.berkeley.edu/i290-dm/s11/SECURE/a1-koren.pdf)

- **Predicted Rating :**
  -
  - $\hat{r}_{ui} = \mu + b_u + b_i + q_i^T \left(p_u + |I_u|^{-\frac{1}{2}} \sum_{j \in I_u} y_j\right)$

- $\pmb{I_u}$ --- the set of all items rated by user u
- $\pmb{y_j}$ --- Our new set of item factors that capture implicit ratings.

- **Optimization problem with user item interactions and regularization (to avoid overfitting)**
  -
  - $\sum_{r_{ui} \in R_{train}} \left(r_{ui} - \hat{r}_{ui}\right)^2 + \lambda \left(b_i^2 + b_u^2 + ||q_i||^2 + ||p_u||^2 + ||y_j||^2\right)$

In [0]:
```
# initiallize the model
svdpp = SVDpp(n_factors=50, random_state=15, verbose=True)
svdpp_train_results, svdpp_test_results = run_surprise(svdpp, trainset, tests

# Just store these error metrics in our models_evaluation datastructure
models_evaluation_train['svdpp'] = svdpp_train_results
models_evaluation_test['svdpp'] = svdpp_test_results

```

```
Training the model...
 processing epoch 0
 processing epoch 1
 processing epoch 2
 processing epoch 3
 processing epoch 4
 processing epoch 5
 processing epoch 6
 processing epoch 7
 processing epoch 8
 processing epoch 9
 processing epoch 10
 processing epoch 11
 processing epoch 12
 processing epoch 13
 processing epoch 14
 processing epoch 15
 processing epoch 16
 processing epoch 17
 processing epoch 18
 processing epoch 19
Done. time taken : 0:01:56.765007

Evaluating the model with train data..
time taken : 0:00:06.387920
---------------
Train Data
---------------
RMSE : 0.6032438403305899

MAPE : 17.49285063490268

adding train results in the dictionary..

Evaluating for test data...
time taken : 0:00:00.071642
---------------
Test Data
---------------
RMSE : 1.0728491944183447

MAPE : 35.03817913919887

storing the test results in test dictionary...

---------------------------------------------
Total time taken to run this algorithm : 0:02:03.225068
```

4.4.7 XgBoost with 13 features + Surprise Baseline + Surprise KNNbaseline + MF Techniques

Preparing Train data

In [0]:
```
# add the predicted values from both knns to this dataframe
reg_train['svd'] = models_evaluation_train['svd']['predictions']
reg_train['svdpp'] = models_evaluation_train['svdpp']['predictions']

reg_train.head(2)
```

Out[59]:

	user	movie	GAvg	sur1	sur2	sur3	sur4	sur5	smr1	smr2	...	smr4	smr5	UAvg
0	53406	33	3.581679	4.0	5.0	5.0	4.0	1.0	5.0	2.0	...	3.0	1.0	3.370370
1	99540	33	3.581679	5.0	5.0	5.0	4.0	5.0	3.0	4.0	...	3.0	5.0	3.555556

2 rows × 21 columns

Preparing Test data

In [0]:
```
reg_test_df['svd'] = models_evaluation_test['svd']['predictions']
reg_test_df['svdpp'] = models_evaluation_test['svdpp']['predictions']

reg_test_df.head(2)
```

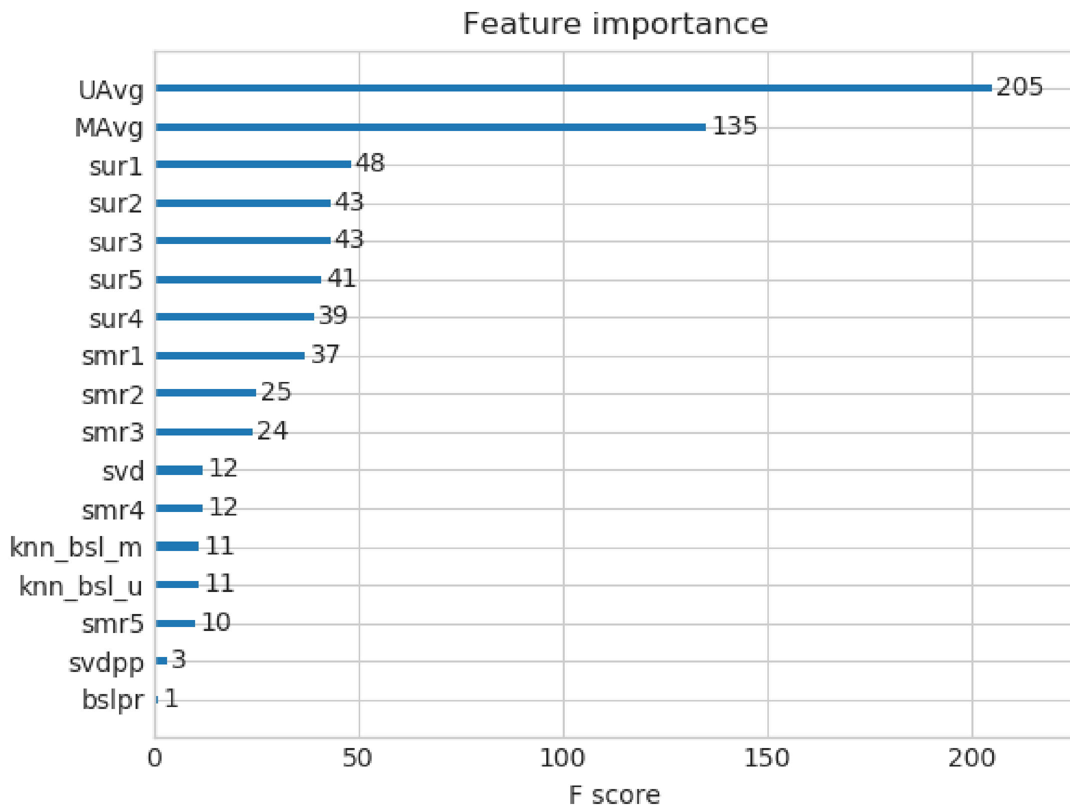
Out[60]:

	user	movie	GAvg	sur1	sur2	sur3	sur4	sur5	smr1	smr2
0	808635	71	3.581679	3.581679	3.581679	3.581679	3.581679	3.581679	3.581679	3.581679
1	941866	71	3.581679	3.581679	3.581679	3.581679	3.581679	3.581679	3.581679	3.581679

2 rows × 21 columns

In [0]:
```python
# prepare x_train and y_train
x_train = reg_train.drop(['user', 'movie', 'rating',], axis=1)
y_train = reg_train['rating']

# prepare test data
x_test = reg_test_df.drop(['user', 'movie', 'rating'], axis=1)
y_test = reg_test_df['rating']



xgb_final = xgb.XGBRegressor(n_jobs=10, random_state=15)
train_results, test_results = run_xgboost(xgb_final, x_train, y_train, x_test

# store the results in models_evaluations dictionaries
models_evaluation_train['xgb_final'] = train_results
models_evaluation_test['xgb_final'] = test_results


xgb.plot_importance(xgb_final)
plt.show()
```

```
Training the model..
Done. Time taken : 0:00:04.203252

Done

Evaluating the model with TRAIN data...
Evaluating Test data

TEST DATA
------------------------------
RMSE :  1.0763580984894978
MAPE :  34.487391651053336

<IPython.core.display.Javascript object>
```

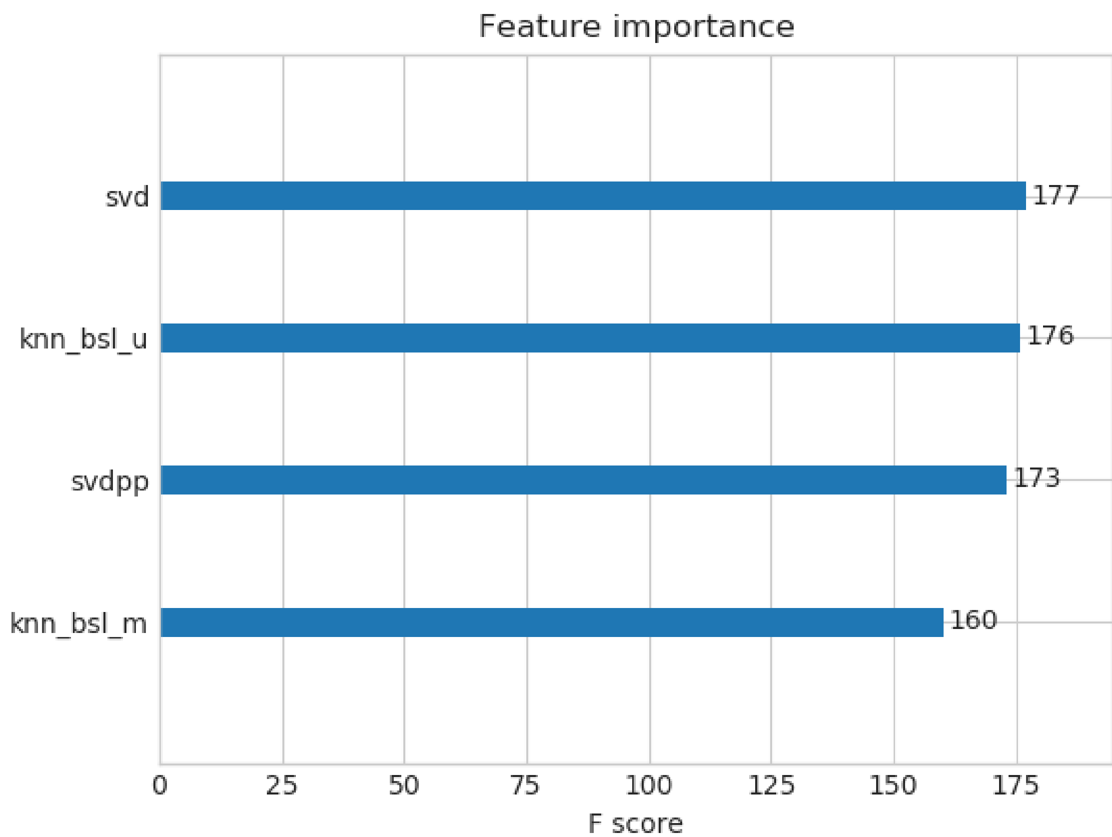


4.4.8 XgBoost with Surprise Baseline + Surprise KNNbaseline + MF Techniques

In [0]:

```
# prepare train data
x_train = reg_train[['knn_bsl_u', 'knn_bsl_m', 'svd', 'svdpp']]
y_train = reg_train['rating']

# test data
x_test = reg_test_df[['knn_bsl_u', 'knn_bsl_m', 'svd', 'svdpp']]
y_test = reg_test_df['rating']


xgb_all_models = xgb.XGBRegressor(n_jobs=10, random_state=15)
train_results, test_results = run_xgboost(xgb_all_models, x_train, y_train, x

# store the results in models_evaluations dictionaries
models_evaluation_train['xgb_all_models'] = train_results
models_evaluation_test['xgb_all_models'] = test_results

xgb.plot_importance(xgb_all_models)
plt.show()
```

```
Training the model..
Done. Time taken : 0:00:01.292225

Done

Evaluating the model with TRAIN data...
Evaluating Test data

TEST DATA
------------------------------
RMSE :  1.075480663561971
MAPE :  35.01826709436013

<IPython.core.display.Javascript object>
```



4.5 Comparision between all models

In [0]:

```
# Saving our TEST_RESULTS into a dataframe so that you don't have to run it a
pd.DataFrame(models_evaluation_test).to_csv('sample/small/small_sample_result
models = pd.read_csv('sample/small/small_sample_results.csv', index_col=0)
models.loc['rmse'].sort_values()
```

Out[67]:

```
svd                1.0726046873826458
knn_bsl_u          1.0726493739667242
knn_bsl_m           1.072758832653683
svdpp              1.0728491944183447
bsl_algo           1.0730330260516174
xgb_knn_bsl_mu     1.0753229281412784
xgb_all_models      1.075480663561971
first_algo         1.0761851474385373
xgb_bsl            1.0763419061709816
xgb_final          1.0763580984894978
xgb_knn_bsl        1.0763602465199797
Name: rmse, dtype: object
```

In [0]:
```
print("-"*100)
print("Total time taken to run this entire notebook ( with saved files) is :"
```

```
--------------------------------------------------------------------------------
--------------------
Total time taken to run this entire notebook ( with saved files) is : 0:42:08.3
02761
```

5. Assignment

1.Instead of using 10K users and 1K movies to train the above models, use 25K users and 3K movies (or more) to train all of the above models. Report the RMSE and MAPE on the test data using larger amount of data and provide a comparison between various models as shown above.

NOTE: Please be patient as some of the code snippets make take many hours to compelte execution.

2.Tune hyperparamters of all the Xgboost models above to improve the RMSE.

for the assignment part we will be considering 25k users for training data and 10k users for the test data

getting the training and test sparse matrix

In [3]:
```
start = datetime.now()
if os.path.isfile('train_sparse_matrix.npz'):
    print("It is present in your pwd, getting it from disk....")
    # just get it from the disk instead of computing it
    train_sparse_matrix = sparse.load_npz('train_sparse_matrix.npz')
    print("DONE..")
else:
    print("We are creating sparse_matrix from the dataframe..")
    # create sparse_matrix and store it for after usage.
    # csr_matrix(data_values, (row_index, col_index), shape_of_matrix)
    # It should be in such a way that, MATRIX[row, col] = data
    train_sparse_matrix = sparse.csr_matrix((train_df.rating.values, (train_d
                                               train_df.movie.values)),)

    print('Done. It\'s shape is : (user, movie) : ',train_sparse_matrix.shape
    print('Saving it into disk for furthur usage..')
    # save it into disk
    sparse.save_npz("train_sparse_matrix.npz", train_sparse_matrix)
    print('Done..\n')

print(datetime.now() - start)
```

```
It is present in your pwd, getting it from disk....
DONE..
0:00:04.665748
```

In [4]:

```
start = datetime.now()
if os.path.isfile('test_sparse_matrix.npz'):
    print("It is present in your pwd, getting it from disk....")
    # just get it from the disk instead of computing it
    test_sparse_matrix = sparse.load_npz('test_sparse_matrix.npz')
    print("DONE..")
else:
    print("We are creating sparse_matrix from the dataframe..")
    # create sparse_matrix and store it for after usage.
    # csr_matrix(data_values, (row_index, col_index), shape_of_matrix)
    # It should be in such a way that, MATRIX[row, col] = data
    test_sparse_matrix = sparse.csr_matrix((test_df.rating.values, (test_df.u
                                            test_df.movie.values)))

    print('Done. It\'s shape is : (user, movie) : ',test_sparse_matrix.shape)
    print('Saving it into disk for furthur usage..')
    # save it into disk
    sparse.save_npz("test_sparse_matrix.npz", test_sparse_matrix)
    print('Done..\n')

print(datetime.now() - start)
```

```
It is present in your pwd, getting it from disk....
DONE..
0:00:01.240002
```

Sampling for trainig and test data

In [5]:
```python
def get_sample_sparse_matrix(sparse_matrix, no_users, no_movies, path, verbos
    """
        It will get it from the ''path'' if it is present  or It will create
        and store the sampled sparse matrix in the path specified.
    """

    # get (row, col) and (rating) tuple from sparse_matrix...
    row_ind, col_ind, ratings = sparse.find(sparse_matrix)
    users = np.unique(row_ind)
    movies = np.unique(col_ind)

    print("Original Matrix : (users, movies) -- ({} {})".format(len(users), l
    print("Original Matrix : Ratings -- {}\n".format(len(ratings)))

    # It just to make sure to get same sample everytime we run this program..
    # and pick without replacement....
    np.random.seed(15)
    sample_users = np.random.choice(users, no_users, replace=False)
    sample_movies = np.random.choice(movies, no_movies, replace=False)
    # get the boolean mask or these sampled_items in originl row/col_inds..
    mask = np.logical_and( np.isin(row_ind, sample_users),
                  np.isin(col_ind, sample_movies) )

    sample_sparse_matrix = sparse.csr_matrix((ratings[mask], (row_ind[mask],
                                             shape=(max(sample_users)+1, max(

    if verbose:
        print("Sampled Matrix : (users, movies) -- ({} {})".format(len(sample
        print("Sampled Matrix : Ratings --", format(ratings[mask].shape[0]))

    print('Saving it into disk for furthur usage..')
    # save it into disk
    sparse.save_npz(path, sample_sparse_matrix)
    if verbose:
            print('Done..\n')

    return sample_sparse_matrix
```

25K users and 3000 movies for train data, 13000 users and 1500 movies for test data

In [6]:
```
start = datetime.now()
path = "sample_train_sparse_matrix.npz"
if os.path.isfile(path):
    print("It is present in your pwd, getting it from disk....")
    # just get it from the disk instead of computing it
    sample_train_sparse_matrix = sparse.load_npz(path)
    print("DONE..")
else:
    # get 10k users and 1k movies from available data
    sample_train_sparse_matrix = get_sample_sparse_matrix(train_sparse_matrix
                                             path = path)

print(datetime.now() - start)
```

```
It is present in your pwd, getting it from disk....
DONE..
0:00:00.441425
```

In [7]:
```
start = datetime.now()

path = "sample_test_sparse_matrix.npz"
if os.path.isfile(path):
    print("It is present in your pwd, getting it from disk....")
    # just get it from the disk instead of computing it
    sample_test_sparse_matrix = sparse.load_npz(path)
    print("DONE..")
else:
    # get 5k users and 500 movies from available data
    sample_test_sparse_matrix = get_sample_sparse_matrix(test_sparse_matrix,
                                                 path = "sample_test_sparse_m
print(datetime.now() - start)
```

```
It is present in your pwd, getting it from disk....
DONE..
0:00:00.268040
```

In [8]:
```
#for training data
row,col = sample_train_sparse_matrix.shape
elem = sample_train_sparse_matrix.count_nonzero()
sparsity = ((row*col) - elem)/(row*col)
print('the sparsity in training data is:',sparsity*100)

#for test data#for training data
row,col = sample_test_sparse_matrix.shape
elem = sample_test_sparse_matrix.count_nonzero()
sparsity = ((row*col) - elem)/(row*col)
print('the sparsity in test data is:',sparsity*100)

```

```
the sparsity in training data is: 99.9981781832153
the sparsity in test data is: 99.99984658306298
```

Finding the global average of all the movie

ratings,average user ratings,average rating per movies

Getting global average

In [9]:
```
#we will store the values in a dictionary

sample_train_avg = {}
global_average = sample_train_sparse_matrix.sum()/sample_train_sparse_matrix.
sample_train_avg['globalAvg'] = global_average
sample_train_avg

```

Out[9]:
```
{'globalAvg': 3.5875813607223455}
```

Getting avergae rating per user

In [10]:
```
# get the user averages in dictionary (key: user_id/movie_id, value: avg rati

def get_average_ratings(sparse_matrix, of_users):

    # average ratings of user/axes
    ax = 1 if of_users else 0 # 1 - User axes,0 - Movie axes

    # ".A1" is for converting Column_Matrix to 1-D numpy array
    sum_of_ratings = sparse_matrix.sum(axis=ax).A1
    # Boolean matrix of ratings ( whether a user rated that movie or not)
    is_rated = sparse_matrix!=0
    # no of ratings that each user OR movie..
    no_of_ratings = is_rated.sum(axis=ax).A1

    # max_user  and max_movie ids in sparse matrix
    u,m = sparse_matrix.shape
    # creae a dictonary of users and their average ratigns..
    average_ratings = { i : sum_of_ratings[i]/no_of_ratings[i]
                                 for i in range(u if of_users else m)
                                    if no_of_ratings[i] !=0}

    # return that dictionary of average ratings
    return average_ratings
```

In [11]:
```
sample_train_avg['user'] = get_average_ratings(sample_train_sparse_matrix,of_
print('Average rating of user 1515220 is:',sample_train_avg['user'][1515220])
```

```
Average rating of user 1515220 is: 3.92307692308
```

Getting avergae rating per movie

In [12]:
```
sample_train_avg['movie'] =  get_average_ratings(sample_train_sparse_matrix,
print('\n AVerage rating of movie 15153 :',sample_train_avg['movie'][15153])
```

```
 AVerage rating of movie 15153 : 2.752
```

In [13]:
```
#number of rating in the sampled train and test data

print('ALso number of ratings in the sampled training data is:',sample_train_
print('number of ratings given in the sampled test data is:',sample_test_spar
```

```
ALso number of ratings in the sampled training data is: 856986
number of ratings given in the sampled test data is: 72192
```

In [14]:
```
# get users, movies and ratings from our samples train sparse matrix
sample_train_users, sample_train_movies, sample_train_ratings = sparse.find(s
```

In [15]:
```
## Reading from the trainigg data
reg_train = pd.read_csv('reg_train.csv', names = ['user', 'movie', 'GAvg', 's
reg_train.head()
```

Out[15]:

	user	movie	GAvg	sur1	sur2	sur3	sur4	sur5	smr1	smr2	smr3	smr4	smr5	UA
0	53406	33	3.581679	4.0	5.0	5.0	4.0	1.0	5.0	2.0	5.0	3.0	1.0	3.3703
1	99540	33	3.581679	5.0	5.0	5.0	4.0	5.0	3.0	4.0	4.0	3.0	5.0	3.5555
2	99865	33	3.581679	5.0	5.0	4.0	5.0	3.0	5.0	4.0	4.0	5.0	4.0	3.7142
3	101620	33	3.581679	2.0	3.0	5.0	5.0	4.0	4.0	3.0	3.0	4.0	5.0	3.5844
4	112974	33	3.581679	5.0	5.0	5.0	5.0	5.0	3.0	5.0	5.0	5.0	3.0	3.7500

featurizing the test data

In [ ]:

```
start = datetime.now()

if os.path.isfile('sample/small/reg_test.csv'):
    print("It is already created...")
else:

    print('preparing {} tuples for the dataset..\n'.format(len(sample_test_ra
    with open('sample/small/reg_test.csv', mode='w') as reg_data_file:
        count = 0
        for (user, movie, rating)  in zip(sample_test_users, sample_test_movi
            st = datetime.now()

        #--------------------- Ratings of "movie" by similar users of "user"
            #print(user, movie)
            try:
                # compute the similar Users of the "user"
                user_sim = cosine_similarity(sample_train_sparse_matrix[user]
                top_sim_users = user_sim.argsort()[::-1][1:] # we are ignorin
                # get the ratings of most similar users for this movie
                top_ratings = sample_train_sparse_matrix[top_sim_users, movie
                # we will make it's length "5" by adding movie averages to .
                top_sim_users_ratings = list(top_ratings[top_ratings != 0][:5
                top_sim_users_ratings.extend([sample_train_averages['movie'][
                # print(top_sim_users_ratings, end="--")

            except (IndexError, KeyError):
                # It is a new User or new Movie or there are no ratings for g
                ########## Cold STart Problem ##########
                top_sim_users_ratings.extend([sample_train_averages['global']
                #print(top_sim_users_ratings)
            except:
                print(user, movie)
                # we just want KeyErrors to be resolved. Not every Exception.
                raise



            #--------------------- Ratings by "user"  to similar movies of "m
            try:
                # compute the similar movies of the "movie"
                movie_sim = cosine_similarity(sample_train_sparse_matrix[:,mo
                top_sim_movies = movie_sim.argsort()[::-1][1:] # we are ignor
                # get the ratings of most similar movie rated by this user..
                top_ratings = sample_train_sparse_matrix[user, top_sim_movies
                # we will make it's length "5" by adding user averages to.
                top_sim_movies_ratings = list(top_ratings[top_ratings != 0][:
                top_sim_movies_ratings.extend([sample_train_averages['user'][
                #print(top_sim_movies_ratings)
            except (IndexError, KeyError):
                #print(top_sim_movies_ratings, end=" : -- ")
                top_sim_movies_ratings.extend([sample_train_averages['global'
                #print(top_sim_movies_ratings)
            except :
                raise

            #-----------------prepare the row to be stores in a file---------
```

```
            row = list()
            # add usser and movie name first
            row.append(user)
            row.append(movie)
            row.append(sample_train_averages['global']) # first feature
            #print(row)
            # next 5 features are similar_users "movie" ratings
            row.extend(top_sim_users_ratings)
            #print(row)
            # next 5 features are "user" ratings for similar_movies
            row.extend(top_sim_movies_ratings)
            #print(row)
            # Avg_user rating
            try:
                row.append(sample_train_averages['user'][user])
            except KeyError:
                row.append(sample_train_averages['global'])
            except:
                raise
            #print(row)
            # Avg_movie rating
            try:
                row.append(sample_train_averages['movie'][movie])
            except KeyError:
                row.append(sample_train_averages['global'])
            except:
                raise
            #print(row)
            # finalley, The actual Rating of this user-movie pair...
            row.append(rating)
            #print(row)
            count = count + 1

            # add rows to the file opened..
            reg_data_file.write(','.join(map(str, row)))
            #print(','.join(map(str, row)))
            reg_data_file.write('\n')
            if (count)%1000 == 0:
                #print(','.join(map(str, row)))
                print("Done for {} rows----- {}".format(count, datetime.now()
    print("",datetime.now() - start)
```

In [16]:
```
reg_test = pd.read_csv('reg_test.csv', names = ['user', 'movie', 'GAvg', 'sur
                                                  'smr1', 'smr2', 'sm

                                               'UAvg', 'MAvg', 'rating
reg_test.astype({'UAvg': 'float64'}).dtypes
reg_test.head()
```

Out[16]:

	user	movie	GAvg	sur1	sur2	sur3	sur4	sur5	smr1	smr2
0	808635	71	3.581679	3.581679	3.581679	3.581679	3.581679	3.581679	3.581679	3.58167(
1	941866	71	3.581679	3.581679	3.581679	3.581679	3.581679	3.581679	3.581679	3.58167(
2	1737912	71	3.581679	3.581679	3.581679	3.581679	3.581679	3.581679	3.581679	3.58167(
3	1849204	71	3.581679	3.581679	3.581679	3.581679	3.581679	3.581679	3.581679	3.58167(
4	28572	111	3.581679	3.581679	3.581679	3.581679	3.581679	3.581679	3.581679	3.58167(

Transforming the data for surprise models

In [17]:
```
from surprise import Reader,Dataset
```

In [18]:
```
# It is to specify how to read the dataframe.
# for our dataframe, we don't have to specify anything extra..
start = datetime.now()#for the time factor
reader = Reader(rating_scale=(1,5))

# create the traindata from the dataframe...
train_data = Dataset.load_from_df(reg_train[['user', 'movie', 'rating']], rea

# build the trainset from traindata.., It is of dataset format from surprise

trainset = train_data.build_full_trainset()

print('time taken for the computation is:',datetime.now() -start)
```

```
time taken for the computation is: 0:00:00.256041
```

Transforming the test dataset

In [20]:
```
testset = list(zip(reg_test.user.values, reg_test.movie.values, reg_test.rati
testset[:3]
```

Out[20]:
```
[(808635, 71, 5), (941866, 71, 4), (1737912, 71, 3)]
```

Applying the Machine Learning models

In [21]:
```
models_evaluation_train = dict()
models_evaluation_test = dict()

models_evaluation_train, models_evaluation_test
```

Out[21]:
```
({}, {})
```

Utility function for running the regression models

In [22]:

```
# to get rmse and mape given actual and predicted ratings..
def get_error_metrics(y_true, y_pred):
    rmse = np.sqrt(np.mean([ (y_true[i] - y_pred[i])**2 for i in range(len(y_
    mape = np.mean(np.abs( (y_true - y_pred)/y_true )) * 100
    return rmse, mape

###################################################################
###################################################################
def run_xgboost(algo,  x_train, y_train, x_test, y_test, verbose=True):
    """
    It will return train_results and test_results
    """

    # dictionaries for storing train and test results
    train_results = dict()
    test_results = dict()


    # fit the model
    print('Training the model..')
    start =datetime.now()
    algo.fit(x_train, y_train, eval_metric = 'rmse')
    print('Done. Time taken : {}\n'.format(datetime.now()-start))
    print('Done \n')

    # from the trained model, get the predictions....
    print('Evaluating the model with TRAIN data...')
    start =datetime.now()
    y_train_pred = algo.predict(x_train)
    # get the rmse and mape of train data...
    rmse_train, mape_train = get_error_metrics(y_train.values, y_train_pred)

    # store the results in train_results dictionary..
    train_results = {'rmse': rmse_train,
                    'mape' : mape_train,
                    'predictions' : y_train_pred}

    #######################################
    # get the test data predictions and compute rmse and mape
    print('Evaluating Test data')
    y_test_pred = algo.predict(x_test)
    rmse_test, mape_test = get_error_metrics(y_true=y_test.values, y_pred=y_t
    # store them in our test results dictionary.
    test_results = {'rmse': rmse_test,
                    'mape' : mape_test,
                    'predictions':y_test_pred}
    if verbose:
        print('\nTEST DATA')
        print('-'*30)
        print('RMSE : ', rmse_test)
        print('MAPE : ', mape_test)

    # return these train and test results...
    return train_results, test_results

```

Utility function for running the surprise models

In [23]:

```
# it is just to makesure that all of our algorithms should produce same resul
# everytime they run...

my_seed = 15
random.seed(my_seed)
np.random.seed(my_seed)

##########################################################
# get  (actual_list , predicted_list) ratings given list
# of predictions (prediction is a class in Surprise).
##########################################################
def get_ratings(predictions):
    actual = np.array([pred.r_ui for pred in predictions])
    pred = np.array([pred.est for pred in predictions])

    return actual, pred

################################################################
# get ''rmse'' and ''mape'' , given list of prediction objecs
################################################################
def get_errors(predictions, print_them=False):

    actual, pred = get_ratings(predictions)
    rmse = np.sqrt(np.mean((pred - actual)**2))
    mape = np.mean(np.abs(pred - actual)/actual)

    return rmse, mape*100

##############################################################################
# It will return predicted ratings, rmse and mape of both train and test data
##############################################################################
def run_surprise(algo, trainset, testset, verbose=True):
    '''
        return train_dict, test_dict

        It returns two dictionaries, one for train and the other is for test
        Each of them have 3 key-value pairs, which specify ''rmse'', ''mape'
    '''
    start = datetime.now()
    # dictionaries that stores metrics for train and test..
    train = dict()
    test = dict()

    # train the algorithm with the trainset
    st = datetime.now()
    print('Training the model...')
    algo.fit(trainset)
    print('Done. time taken : {} \n'.format(datetime.now()-st))

    # ---------------- Evaluating train data--------------------#
    st = datetime.now()
    print('Evaluating the model with train data..')
    # get the train predictions (list of prediction class inside Surprise)
    train_preds = algo.test(trainset.build_testset())
    # get predicted ratings from the train predictions..
    train_actual_ratings, train_pred_ratings = get_ratings(train_preds)
```

```
    # get ''rmse'' and ''mape'' from the train predictions.
    train_rmse, train_mape = get_errors(train_preds)
    print('time taken : {}'.format(datetime.now()-st))

    if verbose:
        print('-'*15)
        print('Train Data')
        print('-'*15)
        print("RMSE : {}\n\nMAPE : {}\n".format(train_rmse, train_mape))

    #store them in the train dictionary
    if verbose:
        print('adding train results in the dictionary..')
    train['rmse'] = train_rmse
    train['mape'] = train_mape
    train['predictions'] = train_pred_ratings

    #------------ Evaluating Test data---------------#
    st = datetime.now()
    print('\nEvaluating for test data...')
    # get the predictions( list of prediction classes) of test data
    test_preds = algo.test(testset)
    # get the predicted ratings from the list of predictions
    test_actual_ratings, test_pred_ratings = get_ratings(test_preds)
    # get error metrics from the predicted and actual ratings
    test_rmse, test_mape = get_errors(test_preds)
    print('time taken : {}'.format(datetime.now()-st))

    if verbose:
        print('-'*15)
        print('Test Data')
        print('-'*15)
        print("RMSE : {}\n\nMAPE : {}\n".format(test_rmse, test_mape))
    # store them in test dictionary
    if verbose:
        print('storing the test results in test dictionary...')
    test['rmse'] = test_rmse
    test['mape'] = test_mape
    test['predictions'] = test_pred_ratings

    print('\n'+'-'*45)
    print('Total time taken to run this algorithm :', datetime.now() - start

    # return two dictionaries train and test
    return train, test
```

XGBOOST with 13 features

In [24]:

```
import xgboost as XGBRegressor
from sklearn.model_selection import GridSearchCV
from sklearn.model_selection import TimeSeriesSplit
```

In [25]:

```
import warnings
warnings.filterwarnings('ignore')
```

In [26]:

```
x_train = reg_train.drop(['user','movie','rating'],axis = 1)
y_train = reg_train['rating']

#for test data
x_test = reg_test.drop(['user','movie','rating'],axis = 1)
y_test = reg_test['rating']
```

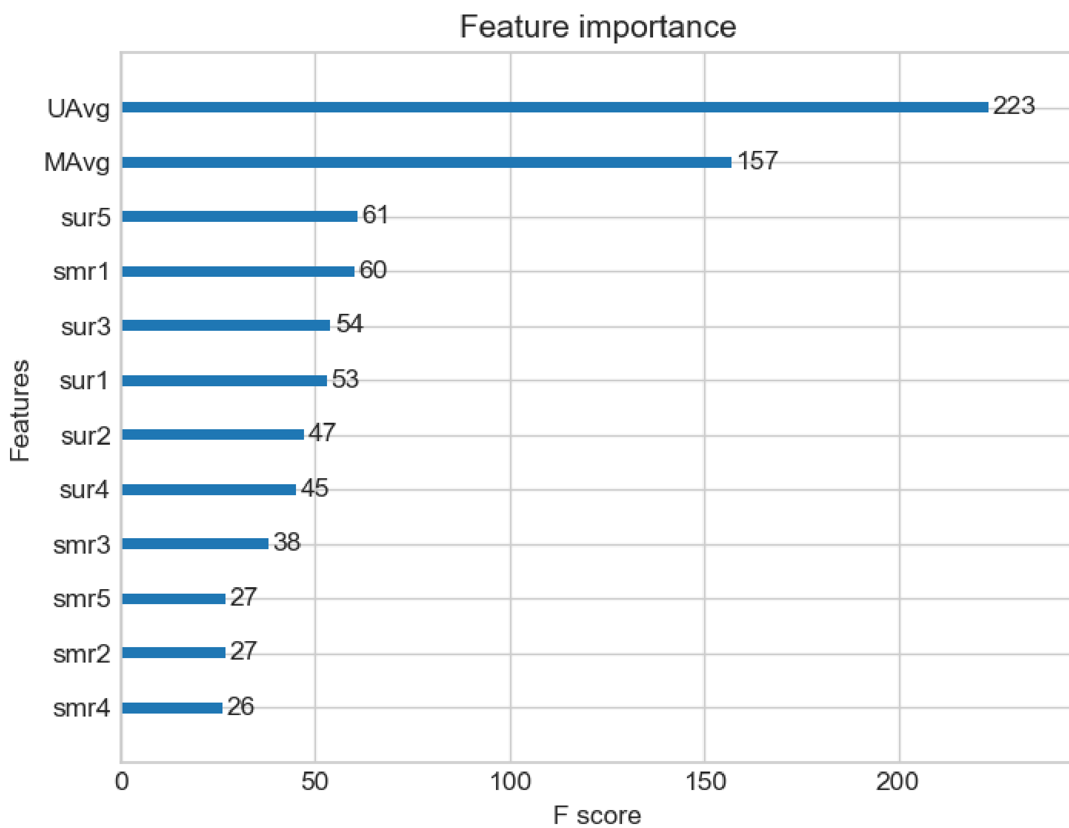
In [34]:

```
import xgboost as xgb
params = {}
#params['objective'] = 'reg:squarederror'
params['eval_metric'] = 'rmse'
params['eta'] = 0.02
params['max_depth'] = 3
params['colsample_bytree'] = 0.7
params['n_estimators'] = 1100
params['subsample'] = 0.3
params['learning_rate'] = 0.1

d_train = xgb.DMatrix(x_train, label=y_train)
d_test = xgb.DMatrix(x_test, label = y_test)

watchlist = [(d_train, 'train'), (d_test, 'valid')]

bst = xgb.train(params, d_train, 400, watchlist,verbose_eval= 10,early_stoppi

xgdmat = xgb.DMatrix(x_train,y_train)
predict_train = bst.predict(d_train)
predict_test = bst.predict(d_test)

rmse_train,mape_train = get_error_metrics(y_train,predict_train)
rmse_test,mape_test = get_error_metrics(y_test,predict_test)
print('\nThe Training rmse is :',rmse_train)
print('Training mape is:',mape_train)
print("\nThe Test rmse is :",rmse_test)
print('The Test mape is:',mape_test)

```

```
[0]	train-rmse:2.96697	valid-rmse:2.98091
Multiple eval metrics have been passed: 'valid-rmse' will be used for early sto
pping.

Will train until valid-rmse hasn't improved in 20 rounds.
[10]	train-rmse:1.33474	valid-rmse:1.49258
[20]	train-rmse:0.940171	valid-rmse:1.1453
[30]	train-rmse:0.869937	valid-rmse:1.08875
[40]	train-rmse:0.855913	valid-rmse:1.07781
[50]	train-rmse:0.851634	valid-rmse:1.07586
[60]	train-rmse:0.84987	valid-rmse:1.07524
[70]	train-rmse:0.848754	valid-rmse:1.07489
[80]	train-rmse:0.848063	valid-rmse:1.0748
[90]	train-rmse:0.847364	valid-rmse:1.07461
[100]	train-rmse:0.846911	valid-rmse:1.0744
[110]	train-rmse:0.846477	valid-rmse:1.07479
Stopping. Best iteration:
[96]	train-rmse:0.847077	valid-rmse:1.07437


The Training rmse is : 0.846216109815
Training mape is: 25.22057592868805

The Test rmse is : 1.07474464639
The Test mape is: 34.6695352057443
```

In [40]:
```
import matplotlib.pyplot as plt
xgb.plot_importance(bst)
plt.show()
```

<IPython.core.display.Javascript object>



tuning the hyperparameters using randomizedsearchcv

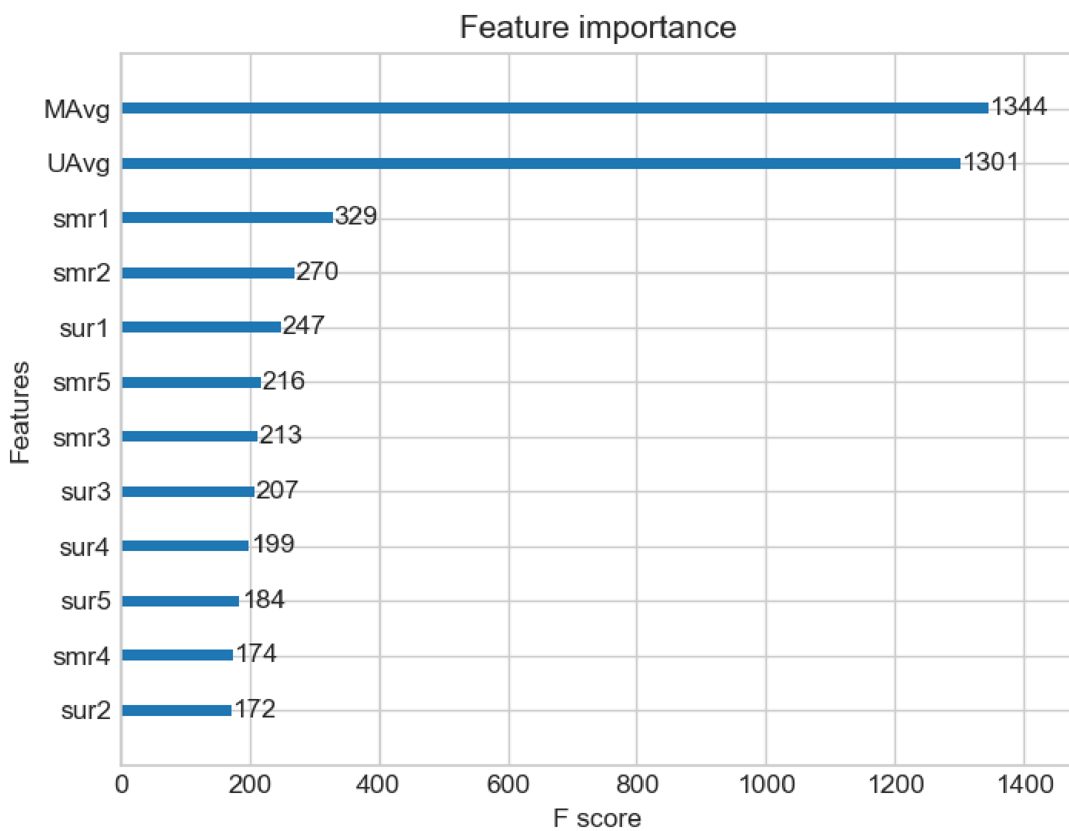
In [41]:

```
from xgboost import XGBRegressor
#Declaring parameters
params = {'learning_rate':[0.1,0.01,0.001,0.0001],
          'n_estimators':[250,500,700,750,1000,1500,2000,3000],
          'subsample':[0.6,0.7,0.8,0.9],
          'min_child_weight':[3,5,7,9],
          'reg_lambda':[100,200,300,400],
          'reg_alpha':[100,200,300, 400],
          'max_depth': [1,3,4,5,6,7,9],
          'colsample_bytree':[0.6,0.7,0.8],
          'gamma':[0,0.5,1]}

#Tuning hyperparameters
start =datetime.now()
model= XGBRegressor(random_state=0,n_jobs=-1,objective = 'reg:squarederror')
rsearch = RandomizedSearchCV(model,params,n_iter=20,scoring='neg_mean_absolut
rsearch.fit(x_train, y_train)
print('time taken to perform Hyperparameter tunings :',datetime.now()-start)

#Getting the best hyperparameter tuned model
best_model=rsearch.best_estimator_
print("Best estimator: ",best_model)

#Fitting the best model to our training data
#best_model.fit(df_train, tsne_train_output)
```

```
time taken to perform hyperparameter tunings is: 18:44:02.229826
The best estimator is : XGBRegressor(base_score=0.5, booster='gbtree', colsampl
e_bylevel=1,
       colsample_bynode=1, colsample_bytree=1, gamma=0,
       importance_type='gain', learning_rate=0.1, max_delta_step=0,
       max_depth=3, min_child_weight=1, missing=None, n_estimators=700,
       n_jobs=1, nthread=-1, objective='reg:squarederror', random_state=0,
       reg_alpha=0, reg_lambda=1, scale_pos_weight=1, seed=None,
       silent=None, subsample=1, verbosity=1)
```

In [43]:
```
train_results, test_results = run_xgboost(best_model, x_train, y_train, x_tes

# store the results in models_evaluations dictionaries
models_evaluation_train['first_algo'] = train_results
models_evaluation_test['first_algo'] = test_results

xgb.plot_importance(best_model)
plt.show()
```

```
Training the model..
Done. Time taken : 0:00:37.424939

Done

Evaluating the model with TRAIN data...
Evaluating Test data

TEST DATA
------------------------------
RMSE :  1.07899932598
MAPE :  34.3041145148

<IPython.core.display.Javascript object>
```



Surprise baseline model

In [45]:
```
from surprise import BaselineOnly #importing the important library
```

In [46]:
```
# options are to specify.., how to compute those user and item biases
bsl_options = {'method': 'sgd',
               'learning_rate': .001
               }
bsl_algo = BaselineOnly(bsl_options=bsl_options)
# run this algorithm.., It will return the train and test results..
bsl_train_results, bsl_test_results = run_surprise(bsl_algo, trainset, testse


# Just store these error metrics in our models_evaluation datastructure
models_evaluation_train['bsl_algo'] = bsl_train_results
models_evaluation_test['bsl_algo'] = bsl_test_results
```

```
Training the model...
Estimating biases using sgd...
Done. time taken : 0:00:00.760967

Evaluating the model with train data..
time taken : 0:00:00.965418
---------------
Train Data
---------------
RMSE : 0.9347153928678286

MAPE : 29.389572652358183

adding train results in the dictionary..

Evaluating for test data...
time taken : 0:00:00.119681
---------------
Test Data
---------------
RMSE : 1.0730330260516174

MAPE : 35.04995544572911

storing the test results in test dictionary...

---------------------------------------------
Total time taken to run this algorithm : 0:00:01.847063
```

XGBoost with 13 initial features and baseline surprise feature

In [53]:
```
models_evaluation_train.keys()
```

Out[53]:
```
dict_keys(['first_algo', 'bsl_algo'])
```

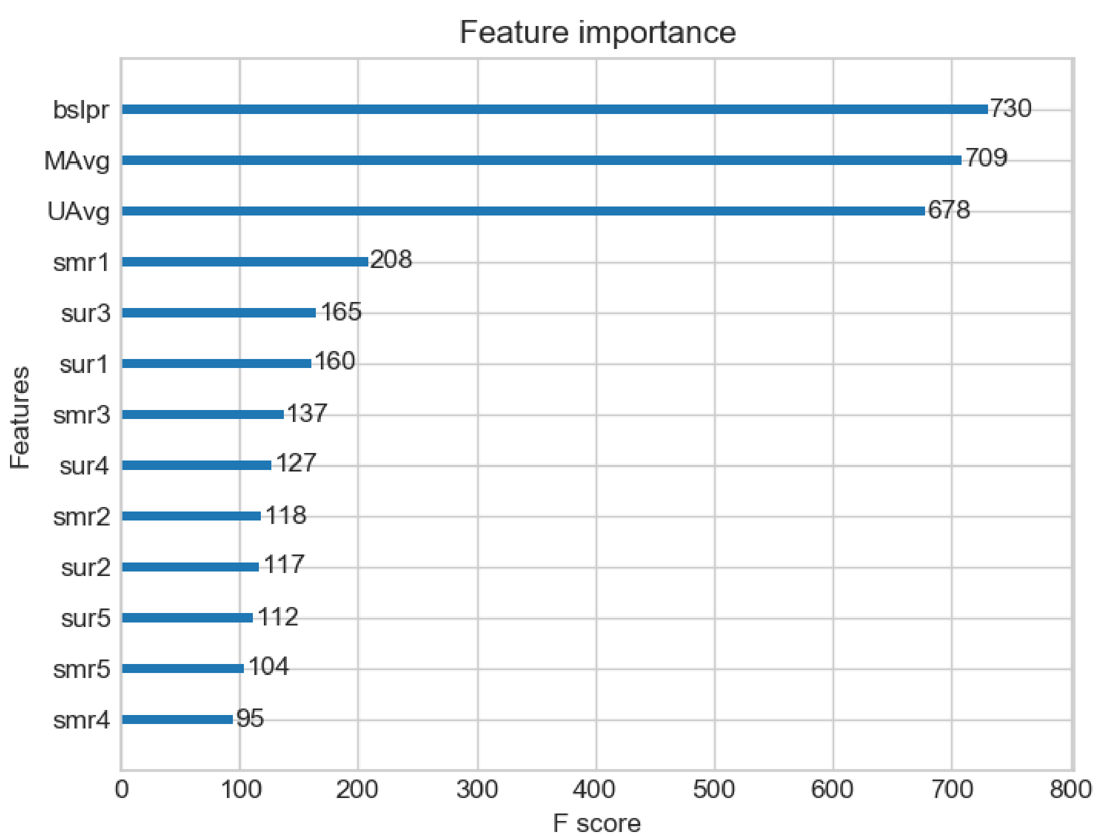
In [54]:
```
x_train['bslpr'] = models_evaluation_train['bsl_algo']['predictions']
x_test['bslpr'] = models_evaluation_test['bsl_algo']['predictions']
```

In [55]:
```
#Declaring parameters
params = {'learning_rate':[0.1,0.01,0.001,0.0001],
          'n_estimators':[250,500,700,750,1000,1500,2000,3000],
          'subsample':[0.6,0.7,0.8,0.9],
          'min_child_weight':[3,5,7,9],
          'reg_lambda':[100,200,300,400],
          'reg_alpha':[100,200,300, 400],
          'max_depth': [1,3,4,5,6,7,9],
          'colsample_bytree':[0.6,0.7,0.8],
          'gamma':[0,0.5,1]}

#Tuning hyperparameters

#print('Hyperparameter tuning: \n')
model= XGBRegressor(random_state=0,n_jobs=-1,objective = 'reg:squarederror')
rsearch = RandomizedSearchCV(model,params,n_iter=20,scoring='neg_mean_absolut
rsearch.fit(x_train, y_train)
#print('time taken to perform Hyperparameter tunings :',datetime.now()-start)

#Getting the best hyperparameter tuned model
best_model_bsl=rsearch.best_estimator_
print("best estimator is: ",best_model_bsl)

```

```
best estimator is: XGBRegressor(base_score=0.5, booster='gbtree', colsample_byl
evel=1,
       colsample_bynode=1, colsample_bytree=1, gamma=0,
       importance_type='gain', learning_rate=0.1, max_delta_step=0,
       max_depth=3, min_child_weight=1, missing=None, n_estimators=500,
       n_jobs=1, nthread=-1, objective='reg:squarederror', random_state=0,
       reg_alpha=0, reg_lambda=1, scale_pos_weight=1, seed=None,
       silent=None, subsample=1, verbosity=1)
```

In [57]:
```
train_results, test_results = run_xgboost(xgb_bsl, x_train, y_train, x_test,

# store the results in models_evaluations dictionaries
models_evaluation_train['xgb_baseline'] = train_results
models_evaluation_test['xgb_baseline'] = test_results

xgb.plot_importance(xgb_bsl)
plt.show()
```

```
Training the model..
Done. Time taken : 0:00:33.068586

Done

Evaluating the model with TRAIN data...
Evaluating Test data

TEST DATA
------------------------------
RMSE :  1.07556227918
MAPE :  34.5682904007

<IPython.core.display.Javascript object>
```



Surprise KNN Baseline predictor

In [58]:
```
from surprise import KNNBaseline
```

In [59]:
```
# we specify , how to compute similarities and what to consider with sim_opti
sim_options = {'user_based' : True,
               'name': 'pearson_baseline',
               'shrinkage': 100,
               'min_support': 2
              }
# we keep other parameters like regularization parameter and learning_rate as
bsl_options = {'method': 'sgd'}

knn_bsl_u = KNNBaseline(k=40, sim_options = sim_options, bsl_options = bsl_op
knn_bsl_train_results, knn_bsl_test_results = run_surprise(knn_bsl_u, trainse

# Just store these error metrics in our models_evaluation datastructure
models_evaluation_train['knn_bsl'] = knn_bsl_train_results
models_evaluation_test['knn_bsl'] = knn_bsl_test_results
```

```
Training the model...
Estimating biases using sgd...
Computing the pearson_baseline similarity matrix...
Done computing similarity matrix.
Done. time taken : 0:00:45.483651

Evaluating the model with train data..
time taken : 0:01:39.043199
---------------
Train Data
---------------
RMSE : 0.33642097416508826

MAPE : 9.145093375416348

adding train results in the dictionary..

Evaluating for test data...
time taken : 0:00:00.115729
---------------
Test Data
---------------
RMSE : 1.0726493739667242

MAPE : 35.02094499698424

storing the test results in test dictionary...

---------------------------------------------
Total time taken to run this algorithm : 0:02:24.642579
```

Surprise KNN Baseline for movie movie similarity

In [60]:
```
# we specify , how to compute similarities and what to consider with sim_opti

# 'user_based' : Fals => this considers the similarities of movies instead of

sim_options = {'user_based' : False,
               'name': 'pearson_baseline',
               'shrinkage': 100,
               'min_support': 2
              }
# we keep other parameters like regularization parameter and learning_rate as
bsl_options = {'method': 'sgd'}


knn_bsl_m = KNNBaseline(k=40, sim_options = sim_options, bsl_options = bsl_op

knn_bsl_m_train_results, knn_bsl_m_test_results = run_surprise(knn_bsl_m, tra

# Just store these error metrics in our models_evaluation datastructure
models_evaluation_train['knn_bsl_m'] = knn_bsl_m_train_results
models_evaluation_test['knn_bsl_m'] = knn_bsl_m_test_results

```

```
Training the model...
Estimating biases using sgd...
Computing the pearson_baseline similarity matrix...
Done computing similarity matrix.
Done. time taken : 0:00:01.699455

Evaluating the model with train data..
time taken : 0:00:08.877304
---------------
Train Data
---------------
RMSE : 0.32584796251610554

MAPE : 8.447062581998374

adding train results in the dictionary..

Evaluating for test data...
time taken : 0:00:00.170747
---------------
Test Data
---------------
RMSE : 1.072758832653683

MAPE : 35.02269653015042

storing the test results in test dictionary...

---------------------------------------------
Total time taken to run this algorithm : 0:00:10.748503
```

XGboost with 13 features + Surprise Baseline + Surprise

KNN Baseline features

so first we will train the xgboost model with both features of users and movies along with 13 features,then we will train the xgboost model with 13 features + 2 Surprise KNN featurs + Surprise baseline features

In [61]:
```
x_train['knn_bsl_u'] = models_evaluation_train['knn_bsl']['predictions']
x_test['knn_bsl_u'] = models_evaluation_test['knn_bsl']['predictions']
x_train['knn_bsl_m'] = models_evaluation_train['knn_bsl_m']['predictions']
x_test['knn_bsl_m'] = models_evaluation_test['knn_bsl_m']['predictions']
```

In [62]:
```
x_train.head(2)
```

Out[62]:

	GAvg	sur1	sur2	sur3	sur4	sur5	smr1	smr2	smr3	smr4	smr5	UAvg	MAvg	
0	3.581679	4.0	5.0	5.0	4.0	1.0	5.0	2.0	5.0	3.0	1.0	3.370370	4.092437	3.
1	3.581679	5.0	5.0	5.0	4.0	5.0	3.0	4.0	4.0	3.0	5.0	3.555556	4.092437	3.

Tuning the models

In [64]:

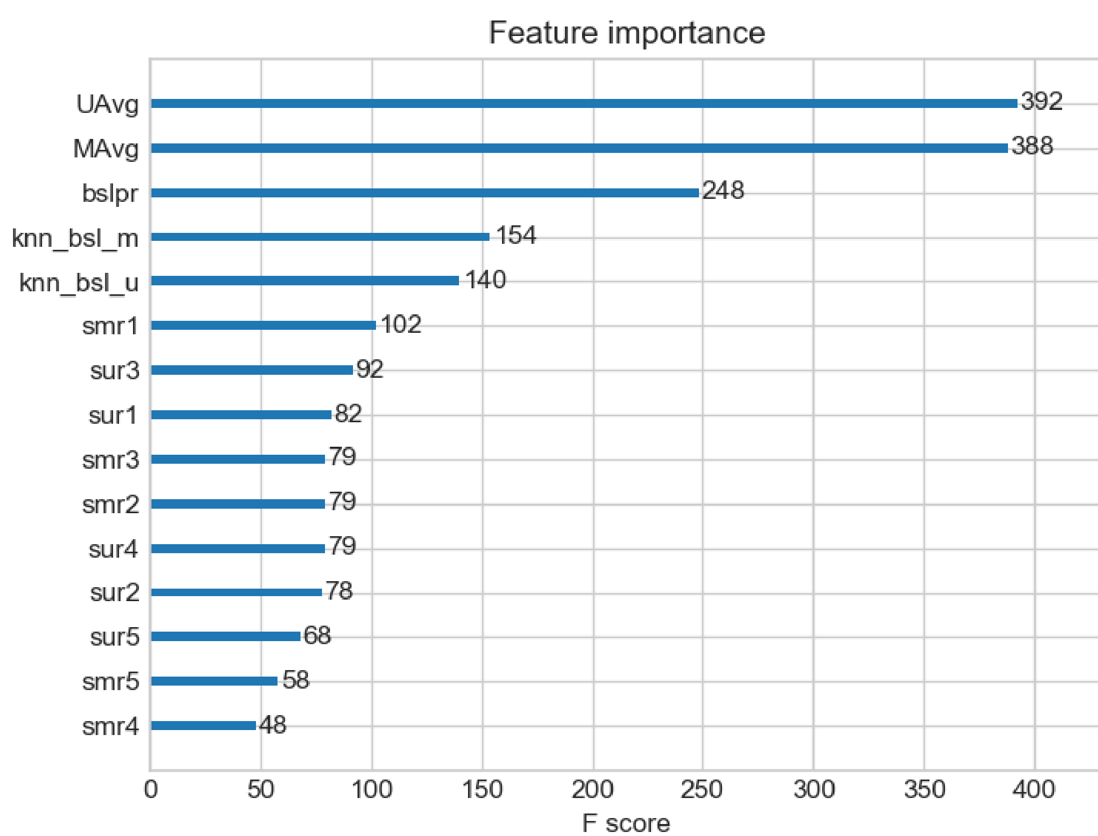
```
#Declaring parameters
params = {'learning_rate':[0.1,0.01,0.001,0.0001],
          'n_estimators':[250,500,700,750,1000,1500,2000,3000],
          'subsample':[0.6,0.7,0.8,0.9],
          'min_child_weight':[3,5,7,9],
          'reg_lambda':[100,200,300,400],
          'reg_alpha':[100,200,300, 400],
          'max_depth': [1,3,4,5,6,7,9],
          'colsample_bytree':[0.6,0.7,0.8],
          'gamma':[0,0.5,1]}

#Tuning hyperparameters

#print('Hyperparameter tuning: \n')
model= XGBRegressor(random_state=0,n_jobs=-1,objective = 'reg:squarederror')
rsearch = RandomizedSearchCV(model,params,n_iter=20,scoring='neg_mean_absolut
rsearch.fit(x_train, y_train)
#print('time taken to perform Hyperparameter tunings :',datetime.now()-start)

#Getting the best hyperparameter tuned model
xgb_with_knn=rsearch.best_estimator_
print("best estimator is: ",xgb_with_knn)

```

```
best estimator is: XGBRegressor(base_score=0.5, booster='gbtree', colsample_byl
evel=1,
       colsample_bynode=1, colsample_bytree=1, gamma=0,
       importance_type='gain', learning_rate=0.1, max_delta_step=0,
       max_depth=3, min_child_weight=1, missing=None, n_estimators=300,
       n_jobs=1, nthread=-1, objective='reg:squarederror', random_state=0,
       reg_alpha=0, reg_lambda=1, scale_pos_weight=1, seed=None,
       silent=None, subsample=1, verbosity=1)
```

In [66]:
```
train_results, test_results = run_xgboost(xgb_with_knn, x_train, y_train, x_t

# store the results in models_evaluations dictionaries
models_evaluation_train['xgb_knn_bsl'] = train_results
models_evaluation_test['xgb_knn_bsl'] = test_results


xgb.plot_importance(xgb_with_knn)
plt.show()
```

```
Training the model..
Done. Time taken : 0:00:18.476601

Done

Evaluating the model with TRAIN data...
Evaluating Test data

TEST DATA
------------------------------
RMSE :  1.07650440946
MAPE :  34.471927498
```

<IPython.core.display.Javascript object>



Matrix factorization techniques

SVD Matrix fectorization for user movie intractions

In [67]:

```
# initiallize the model
from surprise import SVD
svd = SVD(n_factors=100, biased=True, random_state=15, verbose=True)
svd_train_results, svd_test_results = run_surprise(svd, trainset, testset, ve

# Just store these error metrics in our models_evaluation datastructure
models_evaluation_train['svd'] = svd_train_results
models_evaluation_test['svd'] = svd_test_results
```

```
Training the model...
Processing epoch 0
Processing epoch 1
Processing epoch 2
Processing epoch 3
Processing epoch 4
Processing epoch 5
Processing epoch 6
Processing epoch 7
Processing epoch 8
Processing epoch 9
Processing epoch 10
Processing epoch 11
Processing epoch 12
Processing epoch 13
Processing epoch 14
Processing epoch 15
Processing epoch 16
Processing epoch 17
Processing epoch 18
Processing epoch 19
Done. time taken : 0:00:09.700443

Evaluating the model with train data..
time taken : 0:00:01.550846
---------------
Train Data
---------------
RMSE : 0.6574721240954099

MAPE : 19.704901088660478

adding train results in the dictionary..

Evaluating for test data...
time taken : 0:00:00.255315
---------------
Test Data
---------------
RMSE : 1.0726046873826458

MAPE : 35.01953535988152

storing the test results in test dictionary...

---------------------------------------------
Total time taken to run this algorithm : 0:00:11.506604
```

SVD matrix factorization with implicit feedback

In [68]:
```python
from surprise import SVDpp
# initiallize the model
svdpp = SVDpp(n_factors=50, random_state=15, verbose=True)
svdpp_train_results, svdpp_test_results = run_surprise(svdpp, trainset, tests

# Just store these error metrics in our models_evaluation datastructure
models_evaluation_train['svdpp'] = svdpp_train_results
models_evaluation_test['svdpp'] = svdpp_test_results

```

```
Training the model...
 processing epoch 0
 processing epoch 1
 processing epoch 2
 processing epoch 3
 processing epoch 4
 processing epoch 5
 processing epoch 6
 processing epoch 7
 processing epoch 8
 processing epoch 9
 processing epoch 10
 processing epoch 11
 processing epoch 12
 processing epoch 13
 processing epoch 14
 processing epoch 15
 processing epoch 16
 processing epoch 17
 processing epoch 18
 processing epoch 19
Done. time taken : 0:03:07.454325

Evaluating the model with train data..
time taken : 0:00:08.546879
---------------
Train Data
---------------
RMSE : 0.6032438403305899

MAPE : 17.49285063490268

adding train results in the dictionary..

Evaluating for test data...
time taken : 0:00:00.151537
---------------
Test Data
---------------
RMSE : 1.0728491944183447

MAPE : 35.03817913919887

storing the test results in test dictionary...
```

```
--------------------------------------------
Total time taken to run this algorithm : 0:03:16.154738
```

4.4.7 XgBoost with 13 features + Surprise Baseline + Surprise KNNbaseline + MF Techniques

In [70]:

```
x_train['svd'] = models_evaluation_train['svd']['predictions']
x_train['svd_pp'] = models_evaluation_train['svdpp']['predictions']

#for test data
x_test['svd'] = models_evaluation_test['svd']['predictions']
x_test['svd_pp'] = models_evaluation_test['svdpp']['predictions']
```

In [71]:

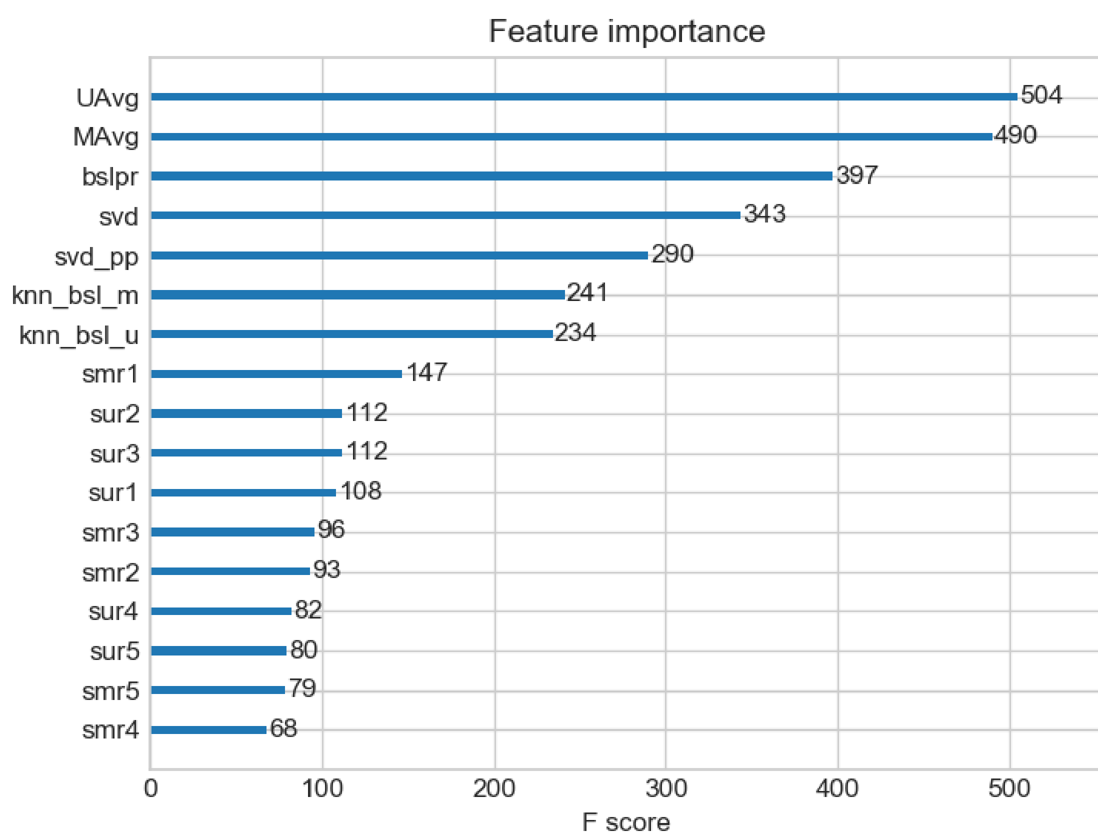
```
#Declaring parameters
params = {'learning_rate':[0.1,0.01,0.001,0.0001],
          'n_estimators':[250,500,700,750,1000,1500,2000,3000],
          'subsample':[0.6,0.7,0.8,0.9],
          'min_child_weight':[3,5,7,9],
          'reg_lambda':[100,200,300,400],
          'reg_alpha':[100,200,300, 400],
          'max_depth': [1,3,4,5,6,7,9],
          'colsample_bytree':[0.6,0.7,0.8],
          'gamma':[0,0.5,1]}

#Tuning hyperparameters

#print('Hyperparameter tuning: \n')
model= XGBRegressor(random_state=0,n_jobs=-1,objective = 'reg:squarederror')
rsearch = RandomizedSearchCV(model,params,n_iter=20,scoring='neg_mean_absolut
rsearch.fit(x_train, y_train)
#print('time taken to perform Hyperparameter tunings :',datetime.now()-start)

#Getting the best hyperparameter tuned model
xgb_with_all=rsearch.best_estimator_
print("best estimator is: ",xgb_with_all)
```

```
best estimator is: XGBRegressor(base_score=0.5, booster='gbtree', colsample_byl
evel=1,
       colsample_bynode=1, colsample_bytree=1, gamma=0,
       importance_type='gain', learning_rate=0.1, max_delta_step=0,
       max_depth=3, min_child_weight=1, missing=None, n_estimators=500,
       n_jobs=1, nthread=-1, objective='reg:squarederror', random_state=0,
       reg_alpha=0, reg_lambda=1, scale_pos_weight=1, seed=None,
       silent=None, subsample=1, verbosity=1)
```

In [72]:

```python
train_results, test_results = run_xgboost(xgb_with_all, x_train, y_train, x_t

# store the results in models_evaluations dictionaries
models_evaluation_train['xgb_final'] = train_results
models_evaluation_test['xgb_final'] = test_results

xgb.plot_importance(xgb_with_all)
plt.show()
```

```
Training the model..
Done. Time taken : 0:00:52.825762

Done

Evaluating the model with TRAIN data...
Evaluating Test data

TEST DATA
------------------------------
RMSE :  1.07623153253
MAPE :  34.5090296755


<IPython.core.display.Javascript object>
```



4.4.8 XgBoost with Surprise Baseline + Surprise KNNbaseline + MF Techniques

In [73]:
```
x_train.head()
```

Out[73]:

	GAvg	sur1	sur2	sur3	sur4	sur5	smr1	smr2	smr3	smr4	smr5	UAvg	MAvg	
0	3.581679	4.0	5.0	5.0	4.0	1.0	5.0	2.0	5.0	3.0	1.0	3.370370	4.092437	3.
1	3.581679	5.0	5.0	5.0	4.0	5.0	3.0	4.0	4.0	3.0	5.0	3.555556	4.092437	3.
2	3.581679	5.0	5.0	4.0	5.0	3.0	5.0	4.0	4.0	5.0	4.0	3.714286	4.092437	3.
3	3.581679	2.0	3.0	5.0	5.0	4.0	4.0	3.0	3.0	4.0	5.0	3.584416	4.092437	3.
4	3.581679	5.0	5.0	5.0	5.0	5.0	3.0	5.0	5.0	5.0	3.0	3.750000	4.092437	3.

In [74]:
```
X_final_train = x_train[['knn_bsl_u','knn_bsl_m','svd','svd_pp']]
X_final_test = x_test[['knn_bsl_u','knn_bsl_m','svd','svd_pp']]
```

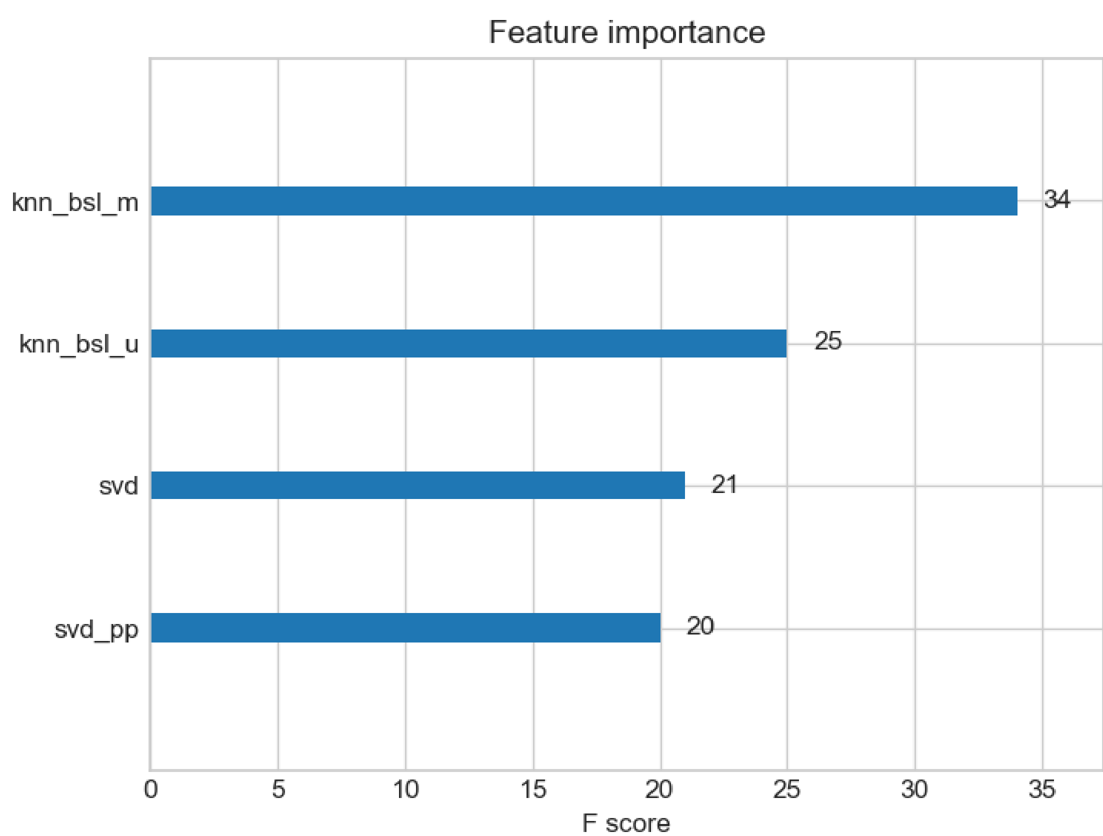
In [75]:

```
#Declaring parameters
params = {'learning_rate':[0.1,0.01,0.001,0.0001],
          'n_estimators':[250,500,700,750,1000,1500,2000,3000],
          'subsample':[0.6,0.7,0.8,0.9],
          'min_child_weight':[3,5,7,9],
          'reg_lambda':[100,200,300,400],
          'reg_alpha':[100,200,300, 400],
          'max_depth': [1,3,4,5,6,7,9],
          'colsample_bytree':[0.6,0.7,0.8],
          'gamma':[0,0.5,1]}

#Tuning hyperparameters

#print('Hyperparameter tuning: \n')
model= XGBRegressor(random_state=0,n_jobs=-1,objective = 'reg:squarederror')
rsearch = RandomizedSearchCV(model,params,n_iter=20,scoring='neg_mean_absolut
rsearch.fit(X_final_train, y_train)
#print('time taken to perform Hyperparameter tunings :',datetime.now()-start)

#Getting the best hyperparameter tuned model
xgb_final=rsearch.best_estimator_
print("best estimator is: ",xgb_final)
```

```
best estimator is: XGBRegressor(base_score=0.5, booster='gbtree', colsample_byl
evel=1,
       colsample_bynode=1, colsample_bytree=1, gamma=0,
       importance_type='gain', learning_rate=0.1, max_delta_step=0,
       max_depth=1, min_child_weight=1, missing=None, n_estimators=100,
       n_jobs=1, nthread=-1, objective='reg:squarederror', random_state=0,
       reg_alpha=0, reg_lambda=1, scale_pos_weight=1, seed=None,
       silent=None, subsample=1, verbosity=1)
```

In [76]:
```
train_results, test_results = run_xgboost(xgb_final,X_final_train, y_train,X_

# store the results in models_evaluations dictionaries
models_evaluation_train['xgb_all_models'] = train_results
models_evaluation_test['xgb_all_models'] = test_results

xgb.plot_importance(xgb_final)
plt.show()
```

```
Training the model..
Done. Time taken : 0:00:03.016979

Done

Evaluating the model with TRAIN data...
Evaluating Test data

TEST DATA
------------------------------
RMSE :  1.07517647094
MAPE :  35.1258123364

<IPython.core.display.Javascript object>
```



final comparison between all the models

In [97]:
```
# Saving our TEST_RESULTS into a dataframe so that you don't have to run it a
pd.DataFrame(models_evaluation_test).to_csv('final_results.csv')
models = pd.read_csv('final_results.csv', index_col=0)
print('root mean squared error is:')
print(models.loc['rmse'].sort_values())

```

```
root mean squared error is:
svd               1.07260468738
knn_bsl           1.07264937397
knn_bsl_m         1.07275883265
svdpp             1.07284919442
bsl_algo          1.07303302605
xgb_all_models    1.07517647094
xgb_baseline      1.07556227918
xgb_final         1.07623153253
xgb_knn_bsl       1.07650440946
first_algo        1.07899932598
Name: rmse, dtype: object
```

Conclusion

In [96]:

```
from prettytable import PrettyTable
table = PrettyTable()
table.field_names = ['Model','Rmse','Mape']
table.add_row(['svd',models.loc['rmse']['svd'],models.loc['mape']['svd']])
table.add_row(['knn_bsl',models.loc['rmse']['knn_bsl'],models.loc['mape']['kn
table.add_row(['knn_bsl_m',models.loc['rmse']['knn_bsl_m'],models.loc['mape']
table.add_row(['svdpp',models.loc['rmse']['svdpp'],models.loc['mape']['svdpp'
table.add_row(['bsl_algo',models.loc['rmse']['bsl_algo'],models.loc['mape']['
table.add_row(['xgb_all_models',models.loc['rmse']['xgb_all_models'],models.l
table.add_row(['xgb_baseline',models.loc['rmse']['xgb_baseline'],models.loc['
table.add_row(['xgb_final',models.loc['rmse']['xgb_final'],models.loc['mape']
table.add_row(['xgb_knn_bsl',models.loc['rmse']['xgb_knn_bsl'],models.loc['ma
table.add_row(['first_algo',models.loc['rmse']['first_algo'],models.loc['mape
print('\tAll the models that we implemented')
print(table)
```

```
        All the models that we implemented
+----------------+---------------+---------------+
|     Model      |      Rmse     |      Mape     |
+----------------+---------------+---------------+
|      svd       | 1.07260468738 | 35.0195353599 |
|    knn_bsl     | 1.07264937397 |  35.020944997 |
|   knn_bsl_m    | 1.07275883265 | 35.0226965302 |
|     svdpp      | 1.07284919442 | 35.0381791392 |
|    bsl_algo    | 1.07303302605 | 35.0499554457 |
| xgb_all_models | 1.07517647094 | 35.1258123364 |
|  xgb_baseline  | 1.07556227918 | 34.5682904007 |
|   xgb_final    | 1.07623153253 | 34.5090296755 |
|  xgb_knn_bsl   | 1.07650440946 |  34.471927498 |
|   first_algo   | 1.07899932598 | 34.3041145148 |
+----------------+---------------+---------------+
```

Case study and our approach

In this case study, the business problem we wre trying to solve is how to improve the netflix alogrithm for recommending movies to the users,so the analysis was done in keeping in mind that how netflix has laid down certain norms and the winning solution of the team lead by professor 'Yehuda koren'.

So we approached this problem both as regression problem and a recommendation problem by primarily converting for the sparse matrix where every user has given some or the other ratingt to a movie and not given rating to most of the movies,which we are trying to find through our approach and thus recommneding movies which user is likely to give maximum rating thus making it a matrix completing(recommender systems) and a Regression problem (reducing the mean absolute percentage error).

We considered 25000 users and 3000 movies in training data while 13000 users and 1500 movies in the test data,alos one of the important factors to keep in mind while approaching was the 'cold start problem' where we do not have any knowledge about new user and his preferences where ww then compute all its similarities with the training data and then retrain whole model for next incoming new user or other different strategies.

Featurization technique

Each row in the train dataframe will consist of a user, the movie he/she has rated, the global average of all ratings given by all the 25K users, it will also contain the ratings of top 5 similar users who has rated the movie (sur1,sur2...sur5). It has the ratings of the top 5 most similar movies to the given movie(smr1,smr2...smr5). Each row will also contain the user's average rating on all the movies he/she has watched, the average rating for the given movie and lastly the rating given by the query user on this movie.

Overview of our modelling strategy

For recommendation systems there is an extremely fast and scalable library that we will use in order to build our models. At first, we have posed this movie recommendation problem as a regression problem. Then we use the surprise library to create a baseline model, we will use the output of this as a feature to our regression model.

We have 13 handcrafted features. We have 1 feature from the output of the surprise baseline model. We have one feature from the output of the baseline KNN model. We have another feature from the KNN movie movie similarity. We have two features from the outputs of the baseline SVD and SVD++ models. We will use all these outputs as features to the regression model we will build. One important note we have to keep in mind is that we cannot use the test data for feature engineering. Suppose there's a new user who has subscribed to Netflix. We don't have prior data about the user, so it's a cold start problem. This means we cannot use his/her data for feature engineering. In case of a new user we will put the value of engineered features to be zero. Logically it is the right thing to do.

1. performed XGboost with 13 features
2. Then on XGBoost with initial 13 features + Surprise Baseline predictor.
3. Then on XGBoost with initial 13 features + Surprise Baseline predictor + KNNBaseline predictor.
4. Also XGBoost with initial 13 features + Surprise Baseline predictor + KNNBaseline predictor + SVD.
5. Also XGBoost with initial 13 features , SVD ,SVD++, Surprise Baseline predictor + KNNBaseline predictor.