

# Project: Knowledge Based Recommendation System

## Unsupervised Modeling

DSC 630

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```
In [1]: from bs4 import BeautifulSoup as BS
import numpy as np
import pandas as pd

import matplotlib.pyplot as plt; plt.rcParams()
import matplotlib.pyplot as plt
import seaborn as sns
import requests

import warnings; warnings.simplefilter('ignore')

import re
from re import sub
import multiprocessing
from unidecode import unidecode

from gensim.models.phrases import Phrases, Phraser
from gensim.models import Word2Vec
from gensim.test.utils import get_tmpfile
from gensim.models import KeyedVectors

from time import time
from collections import defaultdict

import logging # Setting up the Loggings to monitor gensim
logging.basicConfig(format='%(levelname)s - %(asctime)s: %(message)s', datefmt= '%H:%M:%S')
import textblob

import nltk
nltk.download('stopwords')
from nltk.corpus import stopwords
from nltk.stem import PorterStemmer
from nltk.tokenize import word_tokenize
from textblob import TextBlob
from sklearn.cluster import KMeans
```

```
[nltk_data] Downloading package stopwords to
[nltk_data]     C:\Users\bibek\AppData\Roaming\nltk_data...
[nltk_data]     Package stopwords is already up-to-date!
```

```
In [2]: productList_df = pd.read_csv("prod_descR.csv", index_col=0)
productList_df.head(3)
```

	product_id	product_name	product_brand	price	product_type	product_description	description_c
0	6562638659653	VITALIFT-A	Dr. Different	42.0	Other/Spot Treatments	this nighttime skin treatment is ideal for those who...	nighttime treatment look improve

	product_id	product_name	product_brand	price	product_type	product_description	description_content
1	6562639675461	VITALIFT-A Forte	Dr. Different	52.0	Other/Spot Treatments	those that need an extra boost to smooth out f...	need extra b smooth fine wrinkle i
2	6562640429125	VITALIFT-A Eye & Neck	Dr. Different	40.0	Eye Treatment	for those looking to target fine lines and wri...	look target line wr specifically

```
In [3]: reviews_df = pd.read_csv("reviews_preprocess.csv", index_col=0)
reviews_df.head(3)
```

	product_id	review_sentiment	review_similarity	pos_tags	wordnet_pos	lemmatized	aaa	aaaa
0	4669755719749	this makes my skin smooth and soft and is ligh...	make skin smooth soft lightweight absorbs quickly	[('makes', 'VBZ'), ('skin', 'JJ'), ('smooth', 'JJ'), ('soft', 'JJ'), ('lightweight', 'JJ'), ('absorbs', 'VBD')]	[('makes', 'v'), ('skin', 'a'), ('smooth', 'a'), ('soft', 'a'), ('lightweight', 'a')]...	['make', 'skin', 'smooth', 'soft', 'lightweigh...']	0	0
1	4669755719749	love the silky texture its very lightweight bu...	love silky texture lightweight hydrate leaf sk...	[('love', 'VB'), ('silky', 'JJ'), ('texture', 'JJ'), ('lightweight', 'JJ'), ('hydrate', 'VBD'), ('leaf', 'NN'), ('skin', 'NN')]	[('love', 'v'), ('silky', 'a'), ('texture', 'n'), ('lightweight', 'a')]...	['love', 'silky', 'texture', 'lightweight', 'hydrat...', 'skin']...	0	0
2	4669755719749	i ve been trying to find a moisturizer that wo...	try find moisturizer would dry skin month espe...	[('try', 'VBG'), ('find', 'VBD'), ('moisturizer', 'NN'), ('would', 'VBD'), ('dry', 'VBD'), ('skin', 'NN'), ('month', 'NN'), ('especially', 'JJ')]	[('try', 'find', 'moisturizer', 'would', 'dry')]...	['try', 'find', 'moisturizer', 'would', 'dry']...	0	0

3 rows × 10750 columns

## Sentiment Analysis

```
In [4]: import nltk
import math
nltk.download('vader_lexicon')
from nltk.sentiment.vader import SentimentIntensityAnalyzer
```

```
[nltk_data] Downloading package vader_lexicon to
[nltk_data]     C:\Users\bibek\AppData\Roaming\nltk_data...
[nltk_data]     Package vader_lexicon is already up-to-date!
```

```
In [5]: sid = SentimentIntensityAnalyzer()
reviews_df['scores'] = reviews_df['review_sentiment'].apply(lambda review: sid.polarity_scores(review))

reviews_df['compound'] = reviews_df['scores'].apply(lambda score_dict: score_dict['compound'])
reviews_df['compound'].head()
```

```
Out[5]: 0    0.0000
1    0.8945
2    0.6597
3    0.9531
```

```
4    0.4215
Name: compound, dtype: float64
```

```
In [6]: df = pd.merge(reviews_df, productList_df, how="inner", on=["product_id"])
```

## Cosine Similarity

```
In [7]: def results(list1, user_input, price, df):
    from scipy import spatial

    # price filters data for the price range and list1 filters for product type
    price = float(price)
    if price > 2.5:
        df = df[df.price_y<= price]
        rslt_df = df.loc[df['product_type'].isin(list1)]
    else:
        print("No product in that price range")

    new = []
    for index, row in rslt_df.iterrows():
        review_vector = []
        feature_vector = [] #this vector represents the preferred features specified by
        for item in user_input:
            feature_vector.append(1)
            if row[item] == 1:
                review_vector.append(1)
            elif row[item] == 0:
                review_vector.append(0)
            else:
                review_vector.append(0)

        cosine_similarity = 1 - spatial.distance.cosine(feature_vector, review_vector)
        if cosine_similarity >=.5:
            new.append([row['product_name'], row['price_y'], cosine_similarity, row['co
        else:
            None

    df1 = pd.DataFrame(new, columns=["product_name", "price", "similarity_score", "sent
    score_df = df1.groupby("product_name").mean()
    score_df.reset_index(inplace=True)
    score_df["weighted_score"] = (0.6*score_df["similarity_score"])+(0.4*score_df["senti
    score_df.head()

    plot_df = score_df.nlargest(3, 'weighted_score')
    x = plot_df.drop(columns=['similarity_score', 'sentiment_score', 'weighted_score'])
    print(x)
    plots(plot_df)
```

## Plotting

```
In [8]: def plots(plot_df):
    # set figure size
    plt.rcParams['figure.figsize'] = (5,2)
    sns.color_palette("rocket_r", as_cmap=True)
    sns.barplot(x =plot_df['sentiment_score'], y= plot_df['product_name'], data = plot

    plt.xlabel("Sentiment Score of Product")
    plt.ylabel("Product Name")
    plt.title("Sentiment Score of Product based on Reviews")
```

```

plt.show()

# set figure size
plt.rcParams['figure.figsize'] = (5,2)
sns.color_palette("rocket_r", as_cmap=True)
sns.barplot(x =plot_df['similarity_score'], y= plot_df['product_name'], data = plot_df)

plt.xlabel("Similarity Score of Product")
plt.ylabel("Product Name")
plt.title("Similarity Score of Product based on User Preference Features")
plt.show()

# set figure size
plt.rcParams['figure.figsize'] = (5,2)
sns.color_palette("rocket_r", as_cmap=True)
sns.barplot(x =plot_df['weighted_score'], y= plot_df['product_name'], data = plot_df)

plt.xlabel("Weighted Score of Product")
plt.ylabel("Product Name")
plt.title("Weighted Score of Product based on User Preference Features")
# Show the plot
plt.show()

```

## User Application

In [9]:

```

##### User Preferences Application
!jupyter nbextension enable --py widgetsnbextension
import ipywidgets as widgets

Skin_Concern = ["acne", "aging", "dehydration", "clogged pore", "hyper pigmentation", "sensitive skin"]
Product_Type = ["Cleanser", "Mask", "Toner", "Moisturizer", "Serum", "Other/Spot Treatment", "Sheet Mask", "Eye Treatment", "Sun Protection", "Exfoliator", "Lip Treatment"]
Skin_Type = ["oily", "dry", "combination", "normal"]
Price_Range = ["$0-$20", "$21-$40", "$41-$60", "$61-$80"]
Skin_Goals = ["unclog pore", "minimize pore", "reduce wrinkles", "remove blackheads", "improve skin texture", "reduce pigmentation", "soft skin", "hydration", "skin brighten", "skin glow", "improve complexion", "clear skin"]

def user_inputs(list1, list2, list3, list4, df):
    print("Select Product Type: Check All that Apply")
    checkboxes1 = [widgets.Checkbox(value=False, description=label) for label in Product_Type]
    output1 = widgets.VBox(children=checkboxes1)
    display(output1)

    print("Select Skin Type")
    checkboxes2 = [widgets.Checkbox(value=False, description=label) for label in Skin_Type]
    output2 = widgets.VBox(children=checkboxes2)
    display(output2)

    print("What are your Concerns? Check All that Apply")
    checkboxes3 = [widgets.Checkbox(value=False, description=label) for label in Skin_Concern]
    output3 = widgets.VBox(children=checkboxes3)
    display(output3)

    print("What are your Skin Goals? Check All that Apply")
    checkboxes4 = [widgets.Checkbox(value=False, description=label) for label in Skin_Goals]
    output4 = widgets.VBox(children=checkboxes4)
    display(output4)

```

```

print("Select your price range")
slider = widgets.FloatSlider(value=60,min=2.5,max=60.0,step=0.1,description='Price
disabled=False,continuous_update=False,orientation='ho
readout=True,readout_format='.1f')

text = widgets.IntText()
display(slider, text)
widgets.jslink((slider, 'value'), (text, 'value'))

checkboxes = checkboxes2 + checkboxes3 + checkboxes4
btn = widgets.Button(description='Submit')
display(btn)

data=df

def btn_eventhandler(obj):
    data1 = []
    for i in range(0, len(checkboxes1)):
        if checkboxes1[i].value == True:
            X = checkboxes1[i].description
            data1.append(X)
    print("Product Type: {}".format(data1))

    data2 = []
    for i in range(0, len(checkboxes)):
        if checkboxes[i].value == True:
            X = checkboxes[i].description
            X = X.split()
            data2 = data2 + X
    print("User Preferences: {}".format(data2))
    x = slider.value
    print("Price Range: ${}".format(x))
    results(data1, data2, x, df)

    btn.on_click(btn_eventhandler)

```

Enabling notebook extension jupyter-js-widgets/extension...  
- Validating: ok

In [13]: user\_inputs(Product\_Type, Skin\_Type, Skin\_Concern, Skin\_Goals, df)

Select Product Type: Check All that Apply

Select Skin Type

What are your Concerns? Check All that Apply

What are your Skin Goals? Check All that Apply

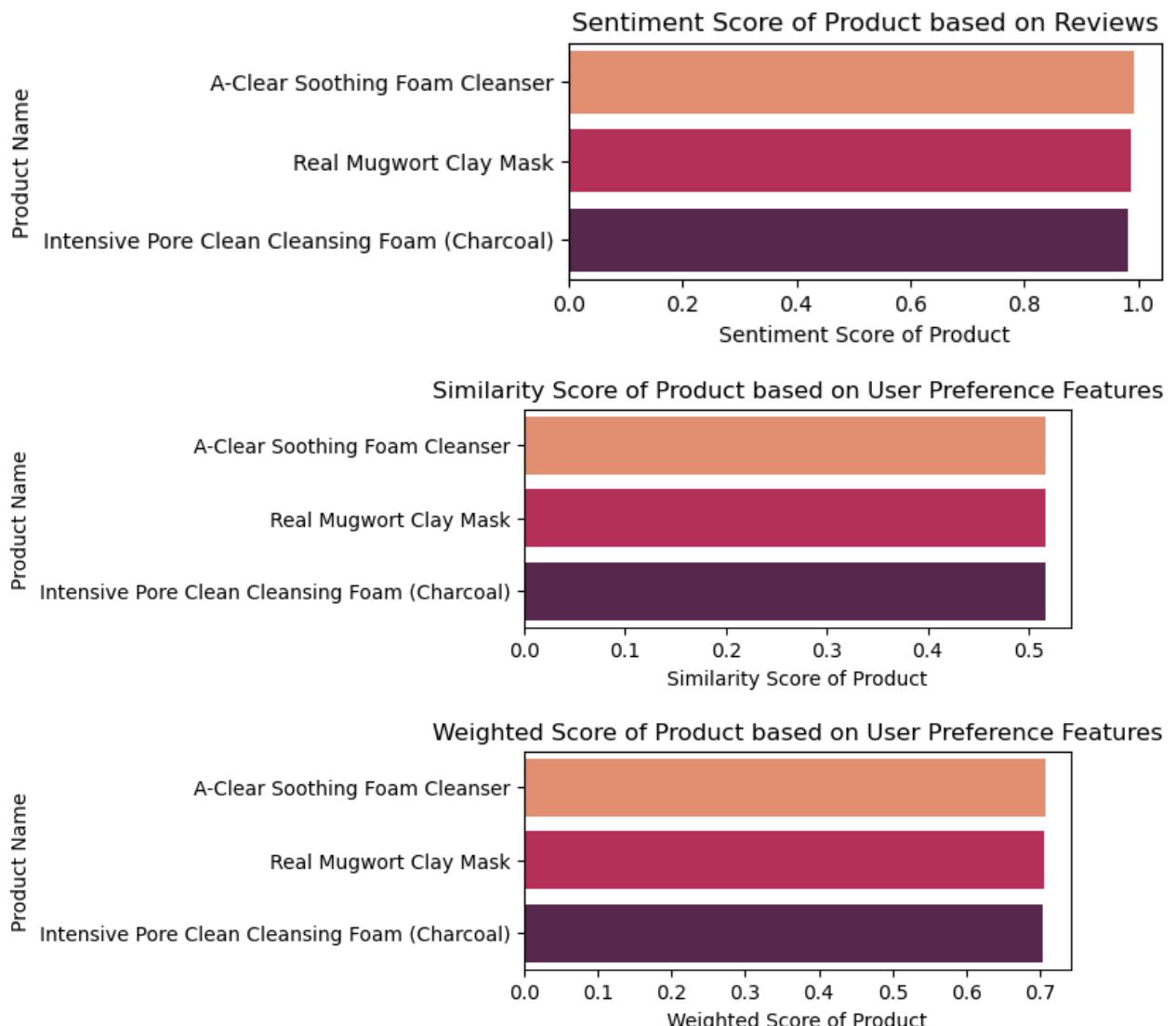
Select your price range

Product Type: ['Cleanser', 'Mask']

User Preferences: ['oily', 'aging', 'clogged', 'pore', 'hyper', 'pigmentation', 'unclog', 'pore', 'minimize', 'pore', 'reduce', 'wrinkles', 'hydration', 'smooth', 'skin']

Price Range: \$46.0

		product_name	price
1	A-Clear Soothing Foam Cleanser	20.00	
15	Real Mugwort Clay Mask	24.00	
9	Intensive Pore Clean Cleansing Foam (Charcoal)	8.99	

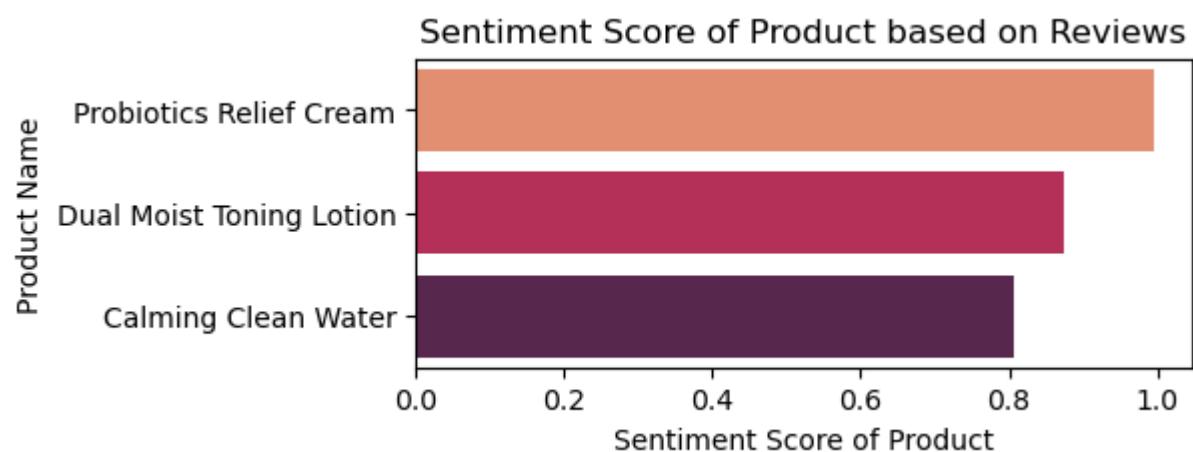


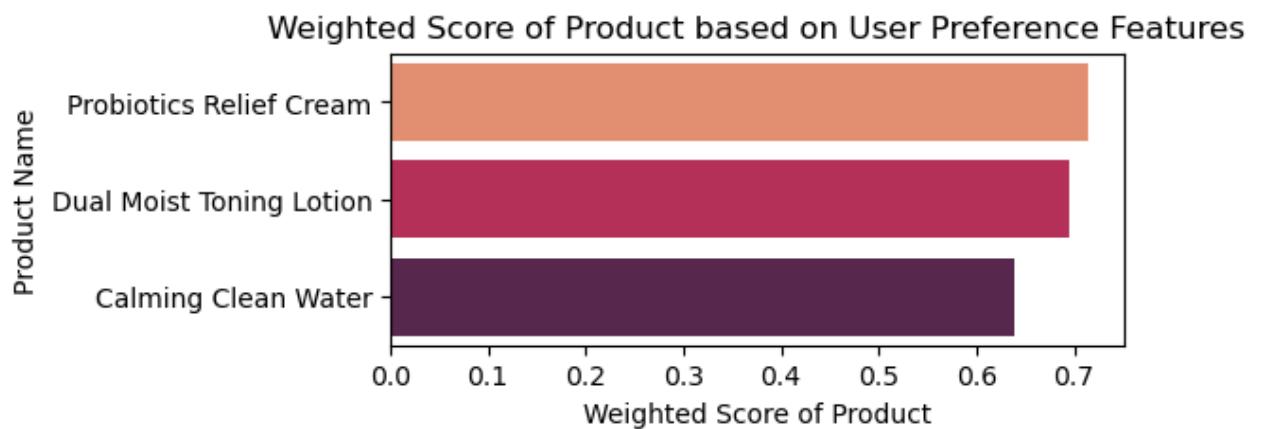
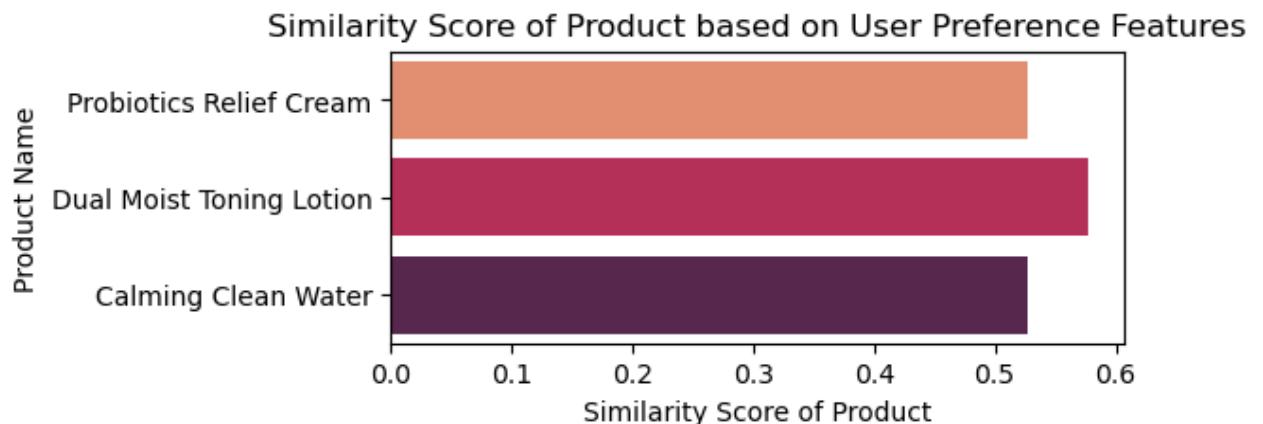
Product Type: ['Toner', 'Moisturizer']

User Preferences: ['oily', 'aging', 'dehydration', 'hyper', 'pigmentation', 'reduce', 'wrinkles', 'remove', 'blackheads', 'remove', 'dark', 'spots', 'improve', 'skin', 'texture', 'hydration', 'smooth', 'skin']

Price Range: \$46.0

	product_name	price
3	Probiotics Relief Cream	34.0
2	Dual Moist Toning Lotion	22.0
0	Calming Clean Water	20.0





In [ ]: