**Santander Recommendation Project**

Aim: The project serves as an introduction to machine learning, to develop our existing skills in python

Tech Stack:

* Python
* GraphLab

Method:

1. Downloaded data in CSV format and opened using python in a Dataframe as in figure1.

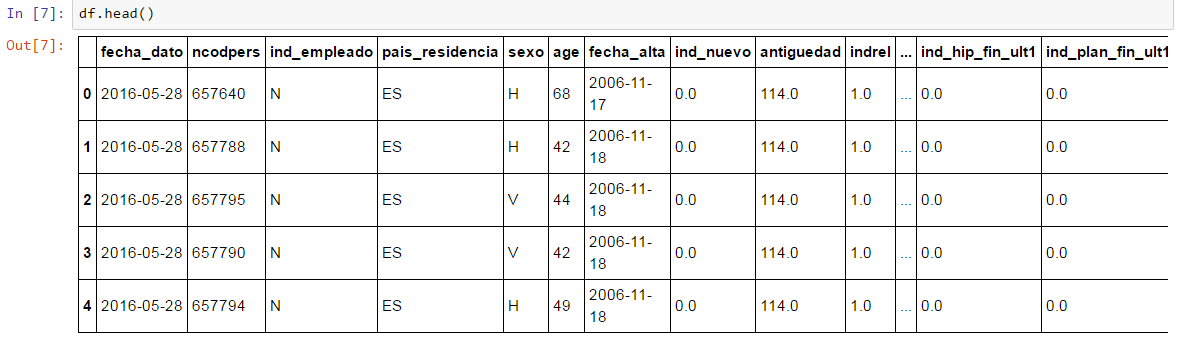


Figure Dirty data in pandas DataFrames

1. The data was cleaned and explored to find most popular products and the most important features for classifying customers.

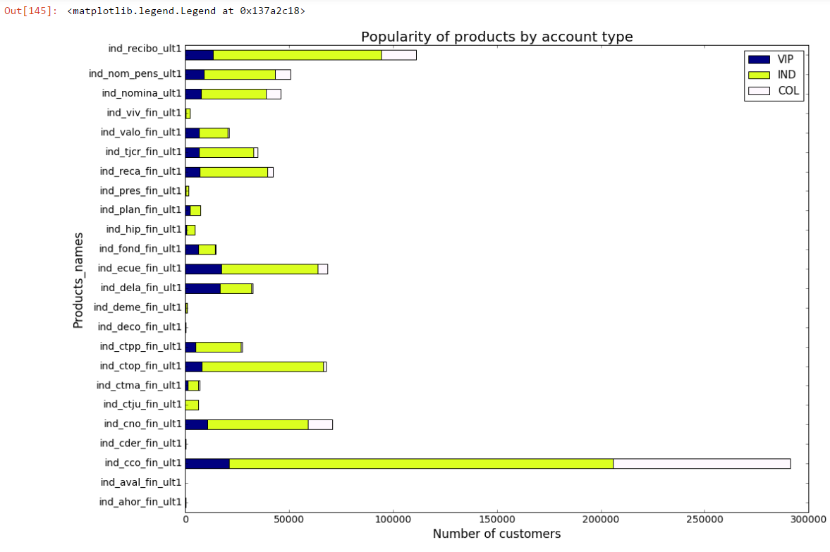
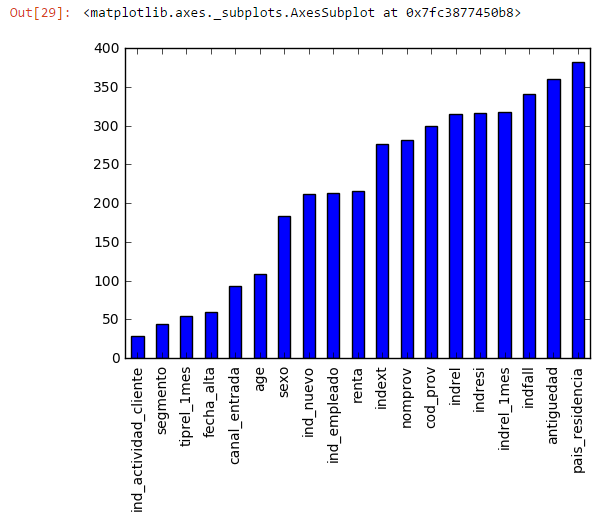


Figure 2 Computing the most important features for classifying clients

Figure 3 Data exploration. The most popular products by account types VIP, Individual and College

1. The data was engineered into the format required by GraphLab.

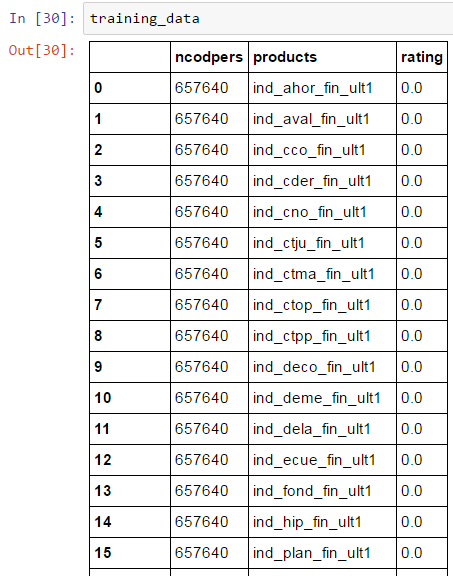
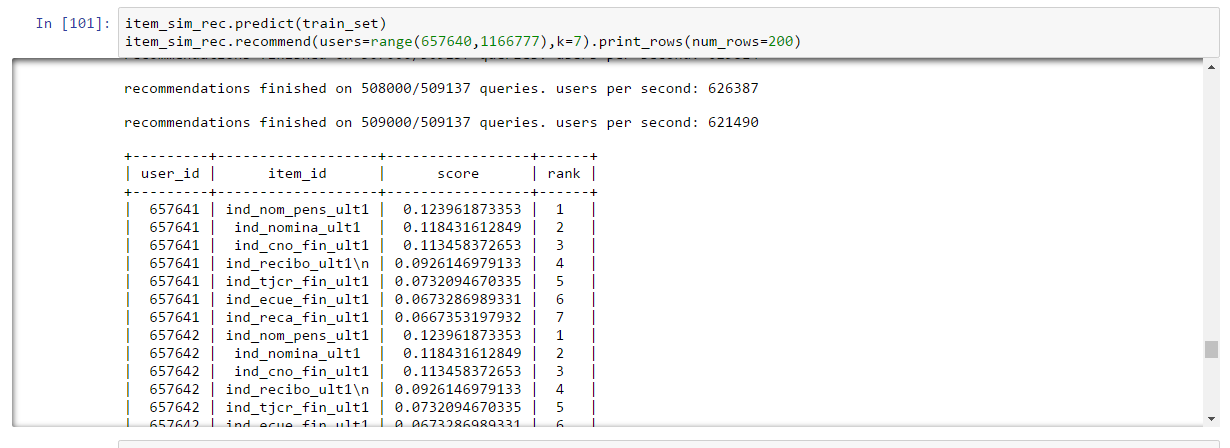
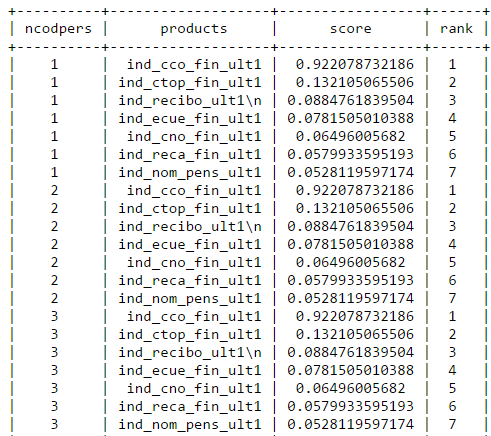
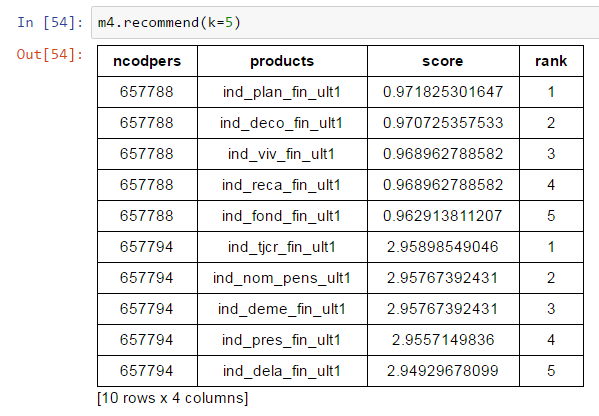


Figure 4 The format of data required for GraphLab

1. Item-Item Similarity recommendation engine – Jaccard



1. Ranking factorization Similarity Model
2. We noticed the products recommended were not specifically tailored to individual customers. This may have been because of the binary format of the ratings of the products, the large dataset and the number of 0s. To test the algorithms we built a recommendation engine on a much smaller dataset of 55 rows, with randomized ratings figures ranging from 1-5 using item-item similarity recommendation. This resulted is more personalized recommendations.
3. This concludes the algorithms on GraphLab are not very effective with binary datasets.