Recitation

Assignment 6

Exercise 9.2.1

a) w.r.t α and β

Cosine angle between A and B:

$$cos\theta1 = \frac{((3.06*1)(2.68*1)) + ((500*\alpha)(320*\alpha)) + ((6*\beta)(4*\beta))}{\left(\sqrt{(3.06)^2 + (500\alpha)^2 + (6\beta)^2}\right) * \left(\sqrt{(2.68)^2 + (320\alpha)^2 + (4\beta)^2}\right)} = \frac{8.2008 + \left(160000\alpha^2\right) + 24\beta^2}{\left(\sqrt{9.3636 + 250000\alpha^2 + 36\beta^2}\right) * (\sqrt{7.1824 + 102400\alpha^2 + 16\beta^2})}$$

Cosine angle between B and C:

$$cos\theta 2 = \frac{7.8256 + (204800\alpha^{2}) + 24\beta^{2}}{\left(\sqrt{7.1824 + 102400\alpha^{2} + 16\beta^{2}}\right) * (\sqrt{8.5264 + 409600\alpha^{2} + 36\beta^{2}})}$$

Cosine angle between A and C

$$cos\theta3 = \frac{8.9352 + (320000\alpha^2) + (36\beta^2)}{(\sqrt{9.3636 + 250000\alpha^2 + 36\beta^2})(\sqrt{8.5264 + 409600\alpha^2 + 36\beta^2})}$$

b) For
$$\alpha = 1$$
 and $\beta = 1$

Cosine angle between A and B:

$$cos\theta 1 = \frac{8.2008 + 160000 + 24}{(\sqrt{9.3636 + 250000 + 36})^*(\sqrt{7.1824 + 102400 + 16})} = 1$$

So, the angle between A and B, $\theta 1 = 0$

Cosine angle between B and C:

$$\cos\theta 2 = \frac{7.8256 + 204800 + 24}{\left(\sqrt{7.1824 + 102400 + 16}\right)^* \left(\sqrt{8.5264 + 409600 + 36}\right)} = 1$$

So, the angle between B and C, $\theta 2 = 0$

Cosine angle between A and C:

$$\cos\theta 3 = \frac{8.9352 + 320000 + 36}{(\sqrt{9.3636 + 250000 + 36})^*(\sqrt{8.5264 + 409600 + 36})} = 1$$

So, the angle between A and C, $\theta 3 = 0$

C) For $\alpha = 0.01$ and $\beta = 0.5$, putting this value in the formula derived in (a) we get:

Cosine angle between A and B:

$$cos\theta1 = 0.99$$

So, the angle between A and B, $\theta 1 = 8.1096$

Cosine angle between B and C

$$cos\theta 2 = 0.96$$

So, the angle between B and C, $\theta 2 = 16.2602$

Cosine angle between A and C

$$cos\theta 3 = 0.99$$

So, the angle between A and C, θ 3 = 8.1096

d) when α and β inversely proportional to the average of their respective components.

$$\alpha = \frac{3}{500+320+640} = \frac{3}{1460}$$

$$\beta = \frac{3}{6+4+6} = \frac{3}{16}$$

Cosine angle between A and B:

$$cos\theta 1 = \frac{8.2008 + \left(160000\left(\frac{3}{1460}\right)^{2}\right) + 24\left(\frac{3}{16}\right)^{2}}{\left(\sqrt{9.3636 + 250000\left(\frac{3}{1460}\right)^{2} + 36\left(\frac{3}{16}\right)^{2}}\right) + \sqrt{7.1824 + 102400\left(\frac{3}{1460}\right)^{2} + 16\left(\frac{3}{16}\right)^{2}}} = 0.99$$

So, the angle between A and B, $\theta 1 = 8.1096$

Similarly,

Cosine angle between B and C

$$cos\theta 2 = 0.99$$

So, the angle between B and C, $\theta 2 = 8.1$

Cosine angle between A and C

Exercise 9.2.3

a)

Average rating (
$$\mu$$
) = $\frac{(4+2+5)}{3} = \frac{11}{3}$

Normalised rating for user A =
$$4 - \frac{11}{3} = \frac{1}{3}$$

Normalised rating for user B =
$$2 - \frac{11}{3} = \frac{-5}{3}$$

Normalised rating for user C =
$$5 - \frac{11}{3} = \frac{4}{3}$$

b)

Value for main memory size =
$$\left(6 * \frac{1}{3}\right) + \left(4 * \frac{-5}{3}\right) + \left(6 * \frac{4}{3}\right) = 3.3333$$

Value of the Processor speed =
$$\left(3.06 * \frac{1}{3}\right) + \left(2.68 * \frac{-5}{3}\right) + \left(2.92 * \frac{4}{3}\right) = 0.4467$$

Value of disk size =
$$\left(500 * \frac{1}{3}\right) + \left(320 * \frac{-5}{3}\right) + \left(640 * \frac{4}{3}\right) = 486.667$$

Exercise 9.3.1

a) Jaccard distance can be understood as follows:

$$Jaccard\ Distance = \frac{\textit{Total Number of features for which both users have rated}}{\textit{Net Total features rated by both the users (count each features just once)}}$$

thus,

Jaccard distance (A, B) =
$$\frac{4}{8} = \frac{1}{2}$$

Jaccard distance (B, C) =
$$\frac{4}{8} = \frac{1}{2}$$

Jaccard distance (A, C) =
$$\frac{4}{8} = \frac{1}{2}$$

b) Cosine distance can be understood as follows:

Cosine Distance (X, Y) = 1 - Cosine Similarity(X, Y)

i.e. Cosine Distance (X, Y) = 1-

 \sum (Only product of feature ratings from X and Y where both users have rated for same feature)

 $|X|^*|Y|$

thus,

Cosine Distance (A, B) =
$$1 - \frac{(5*3) + (5*3) + (1*1) + (3*1)}{\left(\sqrt{4^2 + 5^2 + 5^2 + 1^2 + 3^2 + 2^2}\right) * \sqrt{3^2 + 4^2 + 3^2 + 1^2 + 2^2 + 1^2}} = 1 - 0.601 = 0.399$$

Cosine Distance (B, C) =
$$1 - \frac{(4*1) + (3*3) + (2*4) + (1*5)}{\left(\sqrt{2^2 + 1^2 + 3^2 + 4^2 + 5^2 + 3^2}\right) * \sqrt{3^2 + 4^2 + 3^2 + 1^2 + 2^2 + 1^2}} = 1 - 0.514 = 0.486$$

Cosine Distance (A, C) = 1 -
$$\frac{(4*2)+(5*3)+(3*5)+(2*3)}{\left(\sqrt{4^2+5^2+5^2+3^2+2^2+1^2}\right)*\sqrt{2^2+1^2+3^2+4^2+5^2+3^2}} = 1 - 0.615 = 0.385$$

c) The updated utility matrix will looks like this:

	a	b	С	d	e	f	g	h
Α	1	1	0	1	0	0	1	0
В	0	1	1	1	0	0	0	0
С	0	0	0	1	0	1	1	1

 $Jaccard\ Distance\ (X,Y) = 1 - Jaccard\ Similarity(X,Y)$

Where,

Jaccard Similarity(X, Y) = $\frac{a}{a+b+c}$

a = the number of attributes that equal 1 for both objects X and Y

b = the number of attributes that equal 0 for objects X but equal 1 for object Y

c = the number of attributes that equal 1 for objects X but equal 0 for object Y

d = the number of attributes that equal 0 for both objects X and Y

thus,

Jaccard distance (A, B) =
$$1 - \frac{2}{5} = 0.6$$

Jaccard distance (B, C) =
$$1 - \frac{1}{6} = 0.833$$

Jaccard distance (A, C) =
$$1 - \frac{2}{6} = 0.667$$

d) Cosine Distance (X, Y) = 1-

 \sum (Only product of feature ratings from X and Y where both users have rated for same feature)

thus,

Cosine Distance (A, B) = 1 -
$$\frac{(1*1)+(1*1)}{(\sqrt{1^2+2^2+2^2+1^2+2^2})*\sqrt{1^2+1^2+1^2+2^2+1^2}} = 1 - 0.5773 = 0.4227$$

Cosine Distance (B, C) =
$$1 - \frac{(1*1) + (1*1) + (2*2) + (1*2)}{\left(\sqrt{1^2 + 1^2 + 1^2 + 1^2 + 2^2 + 1^2}\right) * \sqrt{2^2 + 1^2 + 1^2 + 2^2 + 2^2 + 1^2}} = 1 - 0.2886 = 0.7114$$

Cosine Distance (A, C) = 1 -
$$\frac{(1*2)+(2*1)+(1*2)+(2*1)}{(\sqrt{1^2+2^2+2^2+1^2+1^2+2^2})^*\sqrt{2^2+1^2+1^2+2^2+2^2+1^2}} = 1 - 0.5 = 0.5$$

e) The updated normalized matrix will looks like this:

	a	b	c	d	e	f	g	h
A	2/3	5/3	0	5/3	-7/3	0	-1/3	-4/3
В	0	2/3	5/3	2/3	-4/3	-1/3	-4/3	0
C	-1	0	-2	0	0	1	2	0

f)

cosine Distance(A, B) = 1 -
$$\frac{\left(\frac{5}{3} * \frac{2}{3}\right) + \left(\frac{5}{3} * \frac{2}{3}\right) + \left(-\frac{7}{3} * -\frac{4}{3}\right) + \left(-\frac{1}{3} * -\frac{4}{3}\right)}{\sqrt{\left(\frac{2}{3}\right)^2 + \left(\frac{5}{3}\right)^2 + \left(\frac{5}{3}\right)^2 + \left(-\frac{4}{3}\right)^2 + \left(-\frac{4}{3}\right)^2}} + \left(-\frac{4}{3}\right)^2 + \left(-\frac{4}{3}\right)^2 + \left(-\frac{4}{3}\right)^2 + \left(-\frac{5}{3}\right)^2 + \left(\frac{5}{3}\right)^2 + \left(-\frac{7}{3}\right)^2 + \left(-\frac{1}{3}\right)^2 + \left(-\frac{4}{3}\right)^2}$$
= 1 - 0.584 = 0.416

cosine Distance(B, C)= 1 -
$$\frac{\left(\frac{5}{3}*\frac{-2}{1}\right) + \left(\frac{2}{3}*0\right) + \left(-\frac{1}{3}*1\right) + \left(-\frac{4}{3}*2\right)}{\sqrt{\left(\frac{2}{3}\right)^2 + \left(\frac{5}{3}\right)^2 + \left(\frac{2}{3}\right)^2 + \left(-\frac{4}{3}\right)^2 + \left(-\frac{4}{3}\right)^2 + \left(-\frac{4}{3}\right)^2}} \sqrt{(-1)^2 + (-2)^2 + (0)^2 + (1)^2 + (2)^2 + (0)^2}}$$
= 1 - (- 0.739)= 1.739

cosine Distance(A, B) = 1 -
$$\frac{\left(\frac{2}{3}*-1\right)+\left(\frac{5}{3}*0\right)+\left(-\frac{1}{3}*2\right)+\left(0^*-\frac{4}{3}\right)}{\sqrt{\left(-1\right)^2+\left(-2\right)^2+\left(0\right)^2+\left(1\right)^2+\left(2\right)^2+\left(0\right)^2}\sqrt{\left(\frac{2}{3}\right)^2+\left(\frac{5}{3}\right)^2+\left(\frac{5}{3}\right)^2+\left(-\frac{7}{3}\right)^2+\left(-\frac{1}{3}\right)^2+\left(-\frac{4}{3}\right)^2}}$$
= 1 - (- 0.115)=1.115

Exercise 9.4.1

a) u_{32} :

The third user's contribution is as follows: $(x-1)^2 + (x-2)^2 + x^2 + (x-3)^2$

By differentiating and equating to 0, then solving for x, we can find the minimum value for x:

$$2 * ((x - 1) + (x - 2) + x + (x - 3)) = 0$$

so we get x=1.5

So after first step,

$$\begin{bmatrix} 1 & 1 \\ 1 & 1 \\ 1 & 1.5 \\ 1 & 1 \end{bmatrix} \times \begin{bmatrix} 1 & 1 & 1 & 1 & 1 \\ 1 & 1 & 1 & 1 & 1 \end{bmatrix} = \begin{bmatrix} 2 & 2 & 2 & 2 & 2 \\ 2 & 2 & 2 & 2 & 2 \\ 2.5 & 2.5 & 2.5 & 2.5 & 2.5 \\ 2 & 2 & 2 & 2 & 2 \end{bmatrix}$$

b) V_{41}

$$\begin{bmatrix} 1 & 1 \\ 1 & 1 \\ 1 & 1 \\ 1 & 1 \\ 1 & 1 \end{bmatrix} \times \begin{bmatrix} 1 & 1 & 1 & y & 1 \\ 1 & 1 & 1 & 1 & 1 \end{bmatrix} = \begin{bmatrix} 2 & 2 & 2 & y+1 & 2 \\ 2 & 2 & 2 & y+1 & 2 \\ 2 & 2 & 2 & y+1 & 2 \\ 2 & 2 & 2 & y+1 & 2 \\ 2 & 2 & 2 & y+1 & 2 \end{bmatrix}$$

The fourth column's contribution is as follows:

$$(y-3)^2 + (y-3)^2 + y^2 + (y-2)^2 + (y-3)^2$$

By differentiating and equating to 0, then solving for x, we can find the minimum value for y:

$$2 * ((y - 3) + (y - 3) + y + (y - 2) + (y - 3)) = 0$$

so we get y=2.2

After first step,

$$\begin{bmatrix} 1 & 1 \\ 1 & 1 \\ 1 & 1 \\ 1 & 1 \\ 1 & 1 \end{bmatrix} \times \begin{bmatrix} 1 & 1 & 1 & 2.2 & 1 \\ 1 & 1 & 1 & 1 & 1 \end{bmatrix} = \begin{bmatrix} 2 & 2 & 2 & 3.2 & 2 \\ 2 & 2 & 2 & 3.2 & 2 \\ 2 & 2 & 2 & 3.2 & 2 \\ 2 & 2 & 2 & 3.2 & 2 \\ 2 & 2 & 2 & 3.2 & 2 \end{bmatrix}$$

Practicum Problems

```
import pandas as pd
import numpy as np
import matplotlib.pyplot as plt
from sklearn import metrics
import math
```

Problem 1

```
Load data into dataframe
```

Visualize and understand data

```
In [4]: user_data.head()
```

Out[4]:		user id	age	gender	occupation	zip code
	0	1	24	М	technician	85711
	1	2	53	F	other	94043
	2	3	23	М	writer	32067
	3	4	24	М	technician	43537
	4	5	33	F	other	15213

```
In [5]: item_data.head()
```

Out[5]:	m	novie id	movie title	release date	video release date	IMDb URL	unknown	Action	Adventure	Animation	Childrens	Fantasy	Film- Noir	Horror
	0	1	Toy Story (1995)	01-Jan- 1995	NaN	http://us.imdb.com/M/title-exact?Toy%20Story%2	0	0	0	1	1 .	0	0	0
	1	2	GoldenEye (1995)	01-Jan- 1995	NaN	http://us.imdb.com/M/title-exact?GoldenEye%20(0	1	1	0	0 .	0	0	0
	2	3	Four Rooms (1995)	01-Jan- 1995	NaN	http://us.imdb.com/M/title- exact? Four%20Rooms%	0	0	0	0	0 .	0	0	0
	3	4	Get Shorty (1995)	01-Jan- 1995	NaN	http://us.imdb.com/M/title-exact?Get%20Shorty%	0	1	0	0	0 .	0	0	0
	4	5	Copycat (1995)	01-Jan- 1995	NaN	http://us.imdb.com/M/title- exact? Copycat%20(1995)	0	0	0	0	0 .	0	0	0

5 rows × 24 columns

```
In [6]: ratings_data.head()
```

Out[6]:		user id	movie id	rating	timestamp
	0	196	242	3	881250949
	1	186	302	3	891717742
	2	22	377	1	878887116
	3	244	51	2	880606923
	4	166	346	1	886397596

Make a utility matrix and center the data

```
In [7]: utility_matrix = ratings_data.pivot(index='user id',columns='movie id',values='rating')
    user_means = utility_matrix.mean(axis=1)
    utility_centered = utility_matrix - user_means
    utility_centered = utility_centered.where((pd.notnull(utility_centered)),0)
    utility_centered
```

Out[7]: 1 2 3 4 5 6 7 8 9 10 ... 1673 1674 1675 1676 1677

```
id
             1 1.389706 -0.709677 1.203704 -1.333333 0.125714 1.364929 0.034739 -2.79661
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          943 rows × 1682 columns
          Save user 15 and 200
           user_200 = user_data.iloc[199]
user_15 = user_data.iloc[14]
 In [9]:
           print(user_200)
           print('\n',user_15)
           user id
                                   200
                                    40
           age
           gender
                                     Μ
           occupation
                           programmer
                                 93402
           zip code
           Name: 199, dtype: object
           user id
                                   15
           age
                                  49
                                  F
           gender
           occupation
                           educator
                              97301
           zip code
          Name: 14, dtype: object
          Save item 95
           item 95 = item data[94:95]
In [10]:
           print(item_95)
                              movie title release date video release date
               movie id
                      95 Aladdin (1992) 01-Jan-1992
                                                               IMDb URL unknown
                                                                                     Action \
               http://us.imdb.com/M/title-exact?Aladdin%20(1992)
                                                                                  0
               Adventure Animation Childrens ... Fantasy
                                                                     Film-Noir Horror Musical \
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               Mystery Romance
                                    Sci-Fi Thriller War Western
           94
           [1 rows x 24 columns]
          Select Features for our Item 95
           feat_select = item_95.iloc[:, 5:24]
In [11]:
            feat_select.head()
Out[11]:
                                                                                                            Film-
                                                                                                                  Horror Musical Mystery Roma
              unknown Action Adventure Animation Childrens Comedy Crime Documentary Drama Fantasy
                                                                                                            Noir
                                       0
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          Save item profile
In [12]:
           item profile = item data.iloc[:,5:24]
            item_profile.head()
Out[12]:
                                                                                                           Film-
             unknown Action Adventure Animation Childrens Comedy Crime
                                                                             Documentary
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Generate User Profile by taking dot product of Item Profile and Utility Matrix In [13]: user_profile = np.dot(utility_centered,item_profile) user_profile 200 = user_profile[199] user_profile_15 = user_profile[14] print("\nUser Profile:\n", user_profile) print("\nUser Profile (200):\n", user_profile_200)
print("\nUser Profile (15):\n", user_profile_15) User Profile: [[0.06486486 -19.04561424 -23.97711089 ... 0.30691865 5.61156716 -0.39044204] 0.16987665 2.03863023 ... -0.51419764 -0.45999396 [0. 0. 0. -9.90027817 1.20553194 ... -24.45159726 -1.38051487 0.] [0. 2.68707838 3.3375375 ... 1.02512049 3.50804598 0.] 9.95250865 12.35307555 ... 4.44379932 10.76957541 0. 2.60729178] [0. 2.49861816 -7.48438072 ... 7.74176264 1.45769492 -9.91893414]] User Profile (200): 53.68782567 35.4495237 7.6489686 14.16588957 8.80920192 [0. 0.20447963 -1.78787879 34.25995913 3.6691485 2.07481203 8.48019395 $8.71830943 \quad 2.46827733 \quad 25.27766511 \quad 36.71256459 \quad 22.5206827 \quad 13.54465351$ 1.98478731] User Profile (15): [0. -18.26962989 -5.63815687 -5.52457983 -14.10394259 -25.84333442 -6.31283599 0. -24.23614665 -1.76218535 $-0.43397683 \quad -6.48214286 \quad -2.84021164 \quad -6.19720898 \quad -1.75310808$ -10.45977148 -31.15379592 -0.33176457 0. Cosine Similarity In [14]: cosine_sim = metrics.pairwise.cosine_similarity(user_profile,feat_select)
 print("User 15") print("Cosine Similarity:", cosine sim[14]) print("Cosine Distance:", 1-cosine sim[14]) print("\nUser 200") print("Cosine Similarity:", cosine_sim[199]) print("Cosine Distance:", 1-cosine sim[199]) Cosine Similarity: [-0.43632073] Cosine Distance: [1.43632073] User 200 Cosine Similarity: [0.21328933] Cosine Distance: [0.78671067] In conclusion, the system is more likely to recommend Movie 95 to User 200 as their distance to the recommendation axis is smaller than User 15. Problem 2 Utility Matrix generated and centered in first part will be used further. Save the Users from Centered Utility Matrix user_1 = utility_centered.iloc[:1,] In [15]: user_other = utility_centered.iloc[1:,] Find Top 10 Cosine Similar Users to the User 1: cosine sim = metrics.pairwise.cosine similarity(user 1,user other) In [16]: index = np.argpartition(cosine_sim, -10, axis=1)[:, -10:] print(index) [[42 274 641 590 755 265 604 455 914 736]] Calculate Expected Rating In [17]: c, ratings = 0, [0,0,0,0,0,0,0,0,0,0]for i in range(10): ratings[i] = user_other[508][index[0][i]] **if** ratings[i] $!= \overline{0}.0$: c += 1

0

0

0

0

```
total = math.fsum(ratings)
mean = total / c
print("In Conclusion, the expected rating for the item for user 1 is: ",mean)
```

In Conclusion, the expected rating for the item for user 1 is: 0.1724137931034484