A Beginner's Introduction to Pydata: How to Build a Minimal Recommendation System

Welcome!

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- Ipydra check

The recommendation problem

Recommenders have been around since at least 1992. Today we see different flavours of recommenders, deployed across different verticals:

- Amazon
- Netflix
- Facebook
- · Last.fm.

What exactly do they do?

Definitions from the literature

In a typical recommender system people provide recommendations as inputs, which the system then aggregates and directs to appropriate recipients. -- Resnick and Varian, 1997

Collaborative filtering simply means that people collaborate to help one another perform filtering by recording their reactions to documents they read. -- Goldberg et al, 1992

In its most common formulation, the recommendation problem is reduced to the problem of estimating ratings for the items that have not been seen by a user. Intuitively, this estimation is usually based on the ratings given by this user to other items and on some other information [...] Once we can estimate ratings for the yet unrated items, we can recommend to the user the item(s) with the highest estimated rating(s). -- Adomavicius and Tuzhilin, 2005

Driven by computer algorithms, recommenders help consumers by selecting products they will probably like and might buy based on their browsing, searches, purchases, and preferences. -- Konstan and Riedl, 2012

Notation

- U is the set of users in our domain. Its size is |U|.
- I is the set of items in our domain. Its size is |I|.
- I(u) is the set of items that user u has rated.
- -I(u) is the complement of I(u) i.e., the set of items not yet seen by user u.
- U(i) is the set of users that have rated item i.
- -U(i) is the complement of U(i).

Goal of a recommendation system

$$\forall u \in U, i^* = \operatorname{argmax}_{i \in -I(u)} [S(u, i)]$$

Problem statement

The recommendation problem in its most basic form is quite simple to define:

	+ m_1	+ m_2	+ m_3	 m_4	+ m_5
u_1	?	?	4	?	1
u_2	3	? ?	?	2	2
u_3	3 	? ?	? ?	? ?	?
u_4 u	? ?	1 1	2 2	1 1	1
 u_5 	? +	? +	? +	? ?	? +
u_6	2 2	 ? +	2	?	?
u_7	? 	 ? +	? 	?	?
u_8 	3 	1 1	5 5	?	?
u_9 u	? 	? 	? 	? ?	2

Given a partially filled matrix of ratings (|U|x|I|), estimate the missing values.

Content-based filtering

Generic expression (notice how this is kind of a 'row-based' approach):

$$r_{u,i} = \operatorname{aggr}_{i' \in I(u)} [r_{u,i'}]$$

Content-based: simple ratings-based recommendations

Purely based on ratings information.

$$r_{u,i} = \overline{r}_u = \frac{\sum_{i' \in I(u)} r_{u,i'}}{|I(u)|}$$

Collaborative filtering

Generic expression (notice how this is kind of a 'col-based' approach):

$$r_{u,i} = \operatorname{aggr}_{u' \in U(i)} [r_{u',i}]$$

Collaborative filtering: simple ratings-based recommendations

Also based solely on ratings information.

$$r_{u,i} = \overline{r}_i = \frac{\sum_{u' \in U(i)} r_{u',i}}{|U(i)|}$$

Hybrid solutions

The literature has lots of examples of systems that try to combine the strengths of the two main approaches. This can be done in a number of ways:

- Combine the predictions of a content-based system and a collaborative system.
- Incorporate content-based techniques into a collaborative approach.
- Incorporarte collaborative techniques into a content-based approach.
- · Unifying model.

Challenges

Availability of item metadata

Content-based techniques are limited by the amount of metadata that is available to describe an item. There are domains in which feature extraction methods are expensive or time consuming, e.g., processing multimedia data such as graphics, audio/video streams. In the context of grocery items for example, it's often the case that item information is only partial or completely missing. Examples include:

- Ingredients
- Nutrition facts
- Brand
- Description
- · County of origin

New user problem

A user has to have rated a sufficient number of items before a recommender system can have a good idea of what their preferences are. In a content-based system, the aggregation function needs ratings to aggregate.

New item problem

Collaborative filters rely on an item being rated by many users to compute aggregates of those ratings. Think of this as the exact counterpart of the new user problem for content-based systems.

Data sparsity

When looking at the more general versions of content-based and collaborative systems, the success of the recommender system depends on the availability of a critical mass of user/item iteractions. We get a first glance at the data sparsity problem by quantifying the ratio of existing ratings vs |U|x|I|. A highly sparse matrix of interactions makes it difficult to compute similarities between users and items. As an example, for a user whose tastes are unusual compared to the rest of the population, there will not be any other users who are particularly similar, leading to poor recommendations.

About this tutorial

We've put this together from our experience and a number of sources, please check the references at the bottom of this document.

What this tutorial is

The goal of this tutorial is to provide you with a hands-on overview of two of the main libraries from the scientific and data analysis communities. We're going to use:

- ipython -- ipython.org
- numpy -- numpy.org
- pandas -- pandas.pydata.org
- (bonus) pytables -- pytables.org

What this tutorial is not

- An exhaustive overview of the recommendation literature
- A set of recipes that will win you the next Netflix/Kaggle/? challenge.

Roadmap

What exactly are we going to do? Here's high-level overview:

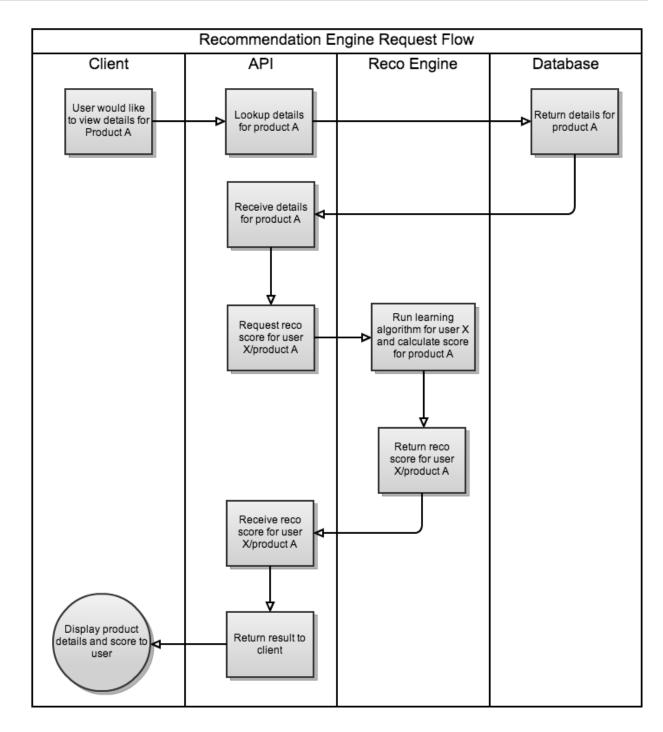
- learn about NumPy arrays
- learn about DataFrames
- iterate over a few implementations of a minimal reco engine
- challenge

The MovieLens 1M data set contains 1 million ratings collected from 6000 users on 4000 movies.

Flow chart: the big picture

```
In [1]: from IPython.core.display import Image
Image(filename='./pycon_reco_flow.png')
```

Out[1]:



What is it?

It is a Python library that provides a multidimensional array object, various derived objects (such as masked arrays and matrices), and an assortment of routines for fast operations on arrays, including mathematical, logical, shape manipulation, sorting, selecting, I/O, discrete Fourier transforms, basic linear algebra, basic statistical operations, random simulation and much more.

```
In [2]: import numpy as np

# set some print options
np.set_printoptions(precision=4)
np.set_printoptions(threshold=5)
np.set_printoptions(suppress=True)

# init random gen
np.random.seed(2)
```

NumPy's basic data structure: the ndarray

Think of ndarrays as the building blocks for pydata. A multidimensional array object that acts as a container for data to be passed between algorithms. Also, libraries written in a lower-level language, such as C or Fortran, can operate on the data stored in a NumPy array without copying any data.

```
In [3]: import numpy as np
    # build an array using the array function
    arr = np.array([0, 9, 5, 4, 3])
    arr
Out[3]: array([0, 9, 5, 4, 3])
```

Array creation examples

There are several functions that are used to create new arrays:

- np.array
- np.asarray
- np.arange
- np.ones
- np.ones_like
- np.zeros
- np.zeros like
- np.empty
- np.random.randn and other funcs from the random module

```
In [4]: np.zeros(4)
Out[4]: array([ 0.,  0.,  0.,  0.])
In [5]: np.ones(4)
Out[5]: array([ 1.,  1.,  1.,  1.])
In [6]: np.empty(4)
Out[6]: array([-0., -0., -0.,  0.])
In [7]: np.arange(4)
Out[7]: array([0, 1, 2, 3])
```

dtype and shape

NumPy's arrays are containers of homogeneous data, which means all elements are of the same type. The 'dtype' propery is an object that specifies the data type of each element. The 'shape' property is a tuple that indicates the size of each dimension.

```
In [8]: arr = np.random.randn(5)
Out[8]: array([-0.4168, -0.0563, -2.1362, 1.6403, -1.7934])
        arr.dtype
In [9]:
Out[9]: dtype('float64')
In [10]: arr.shape
Out[10]: (5,)
In [11]: # you can be explicit about the data type that you want
         np.empty(4, dtype=np.int32)
Out[11]: array([
                           0, -2147483648,
                                             613849754, 1073743870], dtype=int32)
In [12]: np.array(['numpy','pandas','pytables'], dtype=np.string )
Out[12]: array(['numpy', 'pandas', 'pytables'],
                dtype=' | S8')
In [13]: float arr = np.array([4.4, 5.52425, -0.1234, 98.1], dtype=np.float64)
         # truncate the decimal part
         float arr.astype(np.int32)
Out[13]: array([ 4, 5, 0, 98], dtype=int32)
```

Indexing and slicing

Just what you would expect from Python

```
In [113]: arr = np.array([0, 9, 1, 4, 64])
    arr[3]
Out[113]: 4

In [114]: arr[1:3]
Out[114]: array([9, 1])

In [116]: array([0, 9])

In [115]: # set the last two elements to 555
    arr[-2:] = 55
    arr
Out[115]: array([0, 9, 1, 55, 55])
```

Indexing behaviour for multidimensional arrays

A good way to think about indexing in multidimensional arrays is that you are moving along the values of the shape property. So, a 4d array arr 4d, with a shape of (w,x,y,z) will result in indexed views such that:

```
    arr_4d[i].shape == (x,y,z)
    arr_4d[i,j].shape == (y,z)
    arr 4d[i,j,k].shape == (z,)
```

For the case of slices, what you are doing is selecting a range of elements along a particular axis:

```
In [17]: | arr_2d = np.array([[5,3,4],[0,1,2],[1,1,10],[0,0,0.1]])
         arr_2d
Out[17]: array([[ 5.,
                         3.,
                        1.,
                [ 0.,
                                2.],
                [ 1.,
                        1., 10.],
                        0.,
                  0.,
                              0.1]])
In [18]: # get the first row
        arr 2d[0]
Out[18]: array([ 5., 3., 4.])
In [19]: | # get the first column
        arr_2d[:,0]
Out[19]: array([ 5., 0., 1., 0.])
In [20]: # get the first two rows
        arr 2d[:2]
Out[20]: array([[ 5., 3., 4.],
                [ 0., 1., 2.]])
```

Careful, it's a view!

A slice does not return a copy, which means that any modifications will be reflected in the source array. This is a design feature of NumPy to avoid memory problems.

(Fancy) Boolean indexing

In [125]: arr_2d = np.random.randn(5)

arr_2d

Boolean indexing allows you to select data subsets of an array that satisfy a given condition.

```
In [23]: arr = np.array([10, 20])
    idx = np.array([True, False])
    arr[idx]
Out[23]: array([10])
```

```
Out[125]: array([-0.8446, 0.4232, 0.2855, 0.3681, -0.4495])
In [126]: arr_2d < 0</pre>
Out[126]: array([ True, False, False, False, True], dtype=bool)
In [127]: arr_2d[arr_2d < 0]</pre>
Out[127]: array([-0.8446, -0.4495])
In [129]: arr_2d[(arr_2d > -0.5) & (arr_2d < 0)]</pre>
Out[129]: array([-0.4495])
In [130]: arr 2d[arr 2d < 0] = 0
          arr 2d
                         , 0.4232, 0.2855, 0.3681, 0.
Out[130]: array([ 0.
                                                              ])
(Fancy) list-of-locations indexing
Fancy indexing is indexing with integer arrays.
In [29]: arr = np.arange(18).reshape(6,3)
          arr
Out[29]: array([[ 0,
                        1,
                            2],
                  [ 3,
                       4,
                            5],
                  [6,
                       7, 8],
                  [ 9, 10, 11],
                  [12, 13, 14],
                  [15, 16, 17]])
In [30]: # fancy selection of rows in a particular order
          arr[[0,4,4]]
Out[30]: array([[ 0, 1, 2],
                  [12, 13, 14],
                  [12, 13, 14]])
In [31]: # index into individual elements and flatten
          arr[[5,3,1],[2,1,0]]
Out[31]: array([17, 10, 3])
In [32]: # select a submatrix
          arr[np.ix_([5,3,1],[2,1])]
Out[32]: array([[17, 16],
                  [11, 10],
                  [5, 4]])
```

--> Go to question set

Vectorization

Vectorization is at the heart of NumPy and it enables us to express operations without writing any for loops. Operations between arrays with equal shapes are performed element-wise.

```
In [33]: arr = np.array([0, 9, 1.02, 4, 32])
arr - arr

Out[33]: array([ 0.,  0.,  0.,  0.])

In [34]: arr * arr

Out[34]: array([  0.  ,  81.  ,  1.0404,  16.  , 1024. ])
```

Broadcasting Rules

Vectorized operations between arrays of different sizes and between arrays and scalars are subject to the rules of broadcasting. The idea is quite simple in many cases:

```
In [35]: arr = np.array([0, 9, 1.02, 4, 64])
5 * arr

Out[35]: array([ 0. , 45. , 5.1, 20. , 320. ])

In [36]: 10 + arr

Out[36]: array([ 10. , 19. , 11.02, 14. , 74. ])

In [37]: arr ** .5

Out[37]: array([ 0. , 3. , 1.01, 2. , 8. ])
```

The case of arrays of different shapes is slightly more complicated. The gist of it is that the shape of the operands need to conform to a certain specification. Don't worry if this does not make sense right away.

```
In [132]: arr = np.random.randn(4,2)
          arr
Out[132]: array([[-0.4439, 1.1914],
                  [-1.6284, 0.1012],
                  [-1.2755, -1.1505],
                  [0.879, -1.7087]])
In [133]: mean row = np.mean(arr, axis=0)
          mean row
Out[133]: array([-0.6172, -0.3916])
In [134]: centered_rows = arr - mean_row
          centered rows
Out[134]: array([[ 0.1733, 1.583 ],
                 [-1.0112, 0.4929],
                 [-0.6583, -0.7588],
                  [ 1.4962, -1.3171]])
In [135]: np.mean(centered_rows, axis=0)
Out[135]: array([ 0., 0.])
In [136]: mean col = np.mean(arr, axis=1)
          mean col
Out[1361: arrav([ 0.3738. -0.7636. -1.213 . -0.41491)
```

```
In [42]: centered_cols = arr - mean_col
           ValueError
                                                       Traceback (most recent call last)
           <ipython-input-42-bd5236897883> in <module>()
           ---> 1 centered_cols = arr - mean_col
           ValueError: operands could not be broadcast together with shapes (4,2) (4)
In [137]: # make the 1-D array a column vector
          mean_col.reshape((4,1))
Out[137]: array([[ 0.3738],
                  [-0.7636],
                  [-1.213],
                  [-0.4149])
In [138]: centered_cols = arr - mean_col.reshape((4,1))
          centered_rows
Out[138]: array([[ 0.1733, 1.583 ],
                  [-1.0112, 0.4929],
                  [-0.6583, -0.7588],
                  [ 1.4962, -1.3171]])
In [139]: centered cols.mean(axis=1)
Out[139]: array([ 0., 0., -0., 0.])
A note about NANs:
Per the floating point standard IEEE 754, NaN is a floating point value that, by definition, is not equal to any other floating point
In [140]: np.nan != np.nan
Out[140]: True
In [142]: np.array([10,5,4,np.nan,1,np.nan]) == np.nan
Out[142]: array([False, False, False, False, False, False], dtype=bool)
```

pandas: Python Data Analysis Library

In [144]: np.isnan(np.array([10,5,4,np.nan,1,np.nan]))

Out[144]: array([False, False, False, True, False, True], dtype=bool)

What is it?

--> Go to question set

Python has long been great for data munging and preparation, but less so for data analysis and modeling. pandas helps fill this gap, enabling you to carry out your entire data analysis workflow in Python without having to switch to a more domain specific language like R.

The heart of pandas is the DataFrame object for data manipulation. It features:

- a powerful index object
- · data alignment
- · handling of missing data
- · aggregation with groupby
- data manipuation via reshape, pivot, slice, merge, join

```
In [43]: import pandas as pd
    pd.set_printoptions(precision=3, notebook_repr_html=True)

/usr/local/Cellar/python/2.7.3/Frameworks/Python.framework/Versions/2.7/lib/python2.7/site-packages/pandas/core/format.py:1286: FutureWarning: set printoptions is deprecated, use
```

set_option instead
FutureWarning)

Series: labelled arrays

The pandas Series is the simplest datastructure to start with. It is a subclass of ndarray that supports more meaninful indices.

Let's look at some creation examples for Series

```
In [44]: import pandas as pd
         values = np.array([2.0, 1.0, 5.0, 0.97, 3.0, 10.0, 0.0599, 8.0])
          ser = pd.Series(values)
         print ser
                2.00
          0
          1
                1.00
          2
                5.00
          3
                0.97
          4
                3.00
               10.00
          5
          6
               0.06
          7
                8.00
In [45]: values = np.array([2.0, 1.0, 5.0, 0.97, 3.0, 10.0, 0.0599, 8.0])
         labels = ['A', 'B', 'C', 'D', 'E', 'F', 'G', 'H']
         ser = pd.Series(data=values, index=labels)
         print ser
          Α
                2.00
          В
                1.00
          С
                5.00
          D
                0.97
          Ε
                3.00
          F
               10.00
          G
                0.06
                8.00
          Η
In [46]: movie rating = {
              'age': 1,
              'gender': 'F',
              'genres': 'Drama',
              'movie id': 1193,
              'occupation': 10,
              'rating': 5,
              'timestamp': 978300760,
              'title': "One Flew Over the Cuckoo's Nest (1975)",
              'user id': 1,
              'zip': '48067'
              }
```

```
ser = pd.Series(movie_rating)
         print ser
          age
                                                                1
          gender
                                                                F
          genres
                                                           Drama
          movie_id
                                                             1193
          occupation
                                                               10
                                                                5
          rating
                                                       978300760
          timestamp
          title
                         One Flew Over the Cuckoo's Nest (1975)
          user_id
                                                           48067
          zip
In [47]: ser.index
Out[47]: Index([age, gender, genres, ..., title, user_id, zip], dtype=object)
In [48]: ser.values
Out[48]: array([1, 'F', 'Drama', ..., "One Flew Over the Cuckoo's Nest (1975)", 1,
                  '48067'], dtype=object)
Series indexing
In [49]: ser[0]
Out[49]: 1
         ser['gender']
In [50]:
          'F'
Out[50]:
In [51]: ser.get_value('gender')
Out[51]:
          'F'
Operations between Series with different index objects
```

```
In [52]: ser_1 = pd.Series(data=[1,3,4], index=['A', 'B', 'C'])
    ser_2 = pd.Series(data=[5,5,5], index=['A', 'G', 'C'])
    print ser_1 + ser_2

A     6
B     NaN
C     9
G     NaN
```

DataFrame

The DataFrame is the 2-dimensional version of a Series.

Let's look at some creation examples for DataFrame

col 1 col 2

You can think of it as a spreadsheet whose columns are Series objects.

```
In [53]: # build from a dict of equal-length lists or ndarrays
    pd.DataFrame({'col_1': [0.12, 7, 45, 10], 'col_2': [0.9, 9, 34, 11]})
Out[53]:
```

-		
1	7.00	9.0
2	45.00	34.0
3	10.00	11.0

You can explicitly set the column names and index values as well.

Out[54]:

	col_1	col_2	col_3
0	0.12	0.9	NaN
1	7.00	9.0	NaN
2	45.00	34.0	NaN
3	10.00	11.0	NaN

Out[55]:

	col_1	col_2	col_3
obs1	0.12	0.9	NaN
obs2	7.00	9.0	NaN
obs3	45.00	34.0	NaN
obs4	10.00	11.0	NaN

You can also think of it as a dictionary of Series objects.

```
In [145]: movie_rating = {
    'gender': 'F',
    'genres': 'Drama',
    'movie_id': 1193,
    'rating': 5,
    'timestamp': 978300760,
    'user_id': 1,
    }
    ser_1 = pd.Series(movie_rating)
    ser_2 = pd.Series(movie_rating)
    df = pd.DataFrame({'r_1': ser_1, 'r_2': ser_2})
    df.columns.name = 'rating_events'
    df.index.name = 'rating_data'
    df
```

Out[145]:

rating_events	r_1	r_2
rating_data		
gender	F	F
genres	Drama	Drama
movie_id	1193	1193
untin a	E	E

rating	5	5
timestamp	978300760	978300760
user_id	1	1

```
In [146]: df = df.T df
```

Out[146]:

rating_data	gender	genres	movie_id	rating	timestamp	user_id
rating_events						
r_1	F	Drama	1193	5	978300760	1
r_2	F	Drama	1193	5	978300760	1

Adding/Deleting entries

```
In [60]: df = pd.DataFrame({'r_1': ser_1, 'r_2': ser_2})
    df.drop('genres', axis=0)
```

Out[60]:

	r_1	r_2
gender	F	F
movie_id	1193	1193
rating	5	5
timestamp	978300760	978300760
user_id	1	1

```
In [61]: df.drop('r_1', axis=1)
```

Out[61]:

	r_2
rating_data	
gender	F
genres	Drama
movie_id	1193
rating	5
timestamp	978300760
user_id	1

```
In [62]: # careful with the order here
df['r_3'] = ['F', 'Drama', 1193, 5, 978300760, 1]
df
```

Out[62]:

	r_1	r_2	r_3
rating_data			
gender	F	F	F
genres	Drama	Drama	Drama
movie_id	1193	1193	1193
rating	5	5	5
timestamp	978300760	978300760	978300760
user_id	1	1	1

--> Go to question set

DataFrame indexing

You can index into a column using it's label, or with dot notation

```
In [150]: df = pd.DataFrame(data={'col_1': [0.12, 7, 45, 10], 'col_2': [0.9, 9, 34, 11]},
                            columns=['col_1', 'col_2', 'col_3'],
                            index=['obs1', 'obs2', 'obs3', 'obs4'])
          df['col_1']
Out[150]: obs1
                    0.12
          obs2
                   7.00
           obs3
                   45.00
           obs4
                  10.00
          Name: col 1
In [151]: df.col 1
Out[151]: obs1
                    0.12
           obs2
                   7.00
                   45.00
           obs3
                  10.00
           obs4
          Name: col 1
```

You can also use multiple columns to select a subset of them:

```
In [152]: df[['col_2', 'col_1']]
```

Out[152]:

	col_2	col_1
obs1	0.9	0.12
obs2	9.0	7.00
obs3	34.0	45.00
obs4	11.0	10.00

The .ix method gives you the most flexibility to index into certain rows, or even rows and columns:

```
In [153]: df.ix['obs3']
Out[153]: col 1
                      45
           col 2
                      34
           col_3
                     NaN
           Name: obs3
In [154]: df.ix[0]
Out[154]: col 1
                     0.12
           col 2
                      0.9
           col 3
                      NaN
           Name: obs1
In [155]: df.ix[:2]
Out[155]:
                           col_2
                                 col_3
                     col_1
                obs1
                     0.12
                           0.9
                                 NaN
                     7.00
                           9.0
                obs2
                                 NaN
In [156]: df.ix[:2, 'col_2']
                    0.9
Out[156]: obs1
           obs2
                    9.0
           Name: col 2
In [157]: df.ix[:2, ['col_1', 'col_2']]
Out[157]:
                     col_1 col_2
                obs1
                     0.12
                            0.9
                obs2
                     7.00
                           9.0
```

--> Go to question set

Break!!

The MovieLens dataset: loading and first look

Loading of the MovieLens dataset here is based on the intro chapter of 'Python for Data Analysis".

The MovieLens data is spread across three files. Using the pd.read table method we load each file:

```
sep='::', header=None, names=mnames)

# show how one of them looks
ratings.head(5)
```

Out[71]:

	user_id	movie_id	rating	timestamp
0	1	1193	5	978300760
1	1	661	3	978302109
2	1	914	3	978301968
3	1	3408	4	978300275
4	1	2355	5	978824291

Using pd.merge we get it all into one big DataFrame.

```
In [72]:
        movielens = pd.merge(pd.merge(ratings, users), movies)
         movielens
Out[72]: <class 'pandas.core.frame.DataFrame'>
         Int64Index: 1000209 entries, 0 to 1000208
         Data columns:
         user id
                      1000209 non-null values
                     1000209 non-null values
         movie id
         rating
                      1000209 non-null values
         timestamp
                      1000209 non-null values
                      1000209 non-null values
         gender
                      1000209 non-null values
         age
         occupation 1000209 non-null values
         zip
                      1000209 non-null values
         title
                      1000209 non-null values
         genres
                     1000209 non-null values
         dtypes: int64(6), object(4)
```

Evaluation

Before we attempt to express the basic equations for content-based or collaborative filtering we need a basic mechanism to evaluate the performance of our engine.

Evaluation: split ratings into train and test sets

This subsection will generate training and testing sets for evaluation. You do not need to understand every single line of code, just the general gist:

- take a smaller sample from the full 1M dataset for speed reasons;
- make sure that we have at least 2 ratings per user in that subset;
- split the result into training and testing sets.

```
In [73]: # let's work with a smaller subset for speed reasons
movielens = movielens.ix[np.random.choice(movielens.index, size=10000, replace=False)]
print movielens.shape
print movielens.user_id.nunique()
print movielens.movie_id.nunique()

(10000, 10)
3664
2236
```

```
In [74]: user_ids_larger_1 = pd.value_counts(movielens.user_id, sort=False) > 1
    movielens = movielens[user_ids_larger_1[movielens.user_id]]
    print movielens.shape
    np.all(movielens.user_id.value_counts() > 1)

    (8506, 10)

Out[74]: True
```

We now generate train and test subsets using groupby and apply.

```
In [75]: def assign to set(df):
             sampled ids = np.random.choice(df.index,
                                             size=np.int64(np.ceil(df.index.size * 0.2)),
                                             replace=False)
             df.ix[sampled ids, 'for testing'] = True
             return df
         movielens['for_testing'] = False
         grouped = movielens.groupby('user_id', group_keys=False).apply(assign_to_set)
         movielens train = movielens[grouped.for testing == False]
         movielens_test = movielens[grouped.for_testing == True]
         print movielens_train.shape
         print movielens_test.shape
         print movielens_train.index & movielens_test.index
          (5838, 11)
          (2668, 11)
          Int64Index([], dtype=int64)
```

Store these two sets in text files:

```
In [76]: movielens_train.to_csv('data/movielens_train.csv')
movielens_test.to_csv('data/movielens_test.csv')
```

Evaluation: performance criterion

Performance evaluation of recommendation systems is an entire topic all in itself. Some of the options include:

```
• RMSE: \sqrt{\frac{\sum (\hat{y}-y)^2}{n}}
```

- Precision / Recall / F-scores
- ROC curves
- Cost curves

```
In [77]: def compute_rmse(y_pred, y_true):
    """ Compute Root Mean Squared Error. """
    return np.sqrt(np.mean(np.power(y_pred - y_true, 2)))
```

Evaluation: the 'evaluate' method

```
In [78]: def evaluate(estimate_f):
    """ RMSE-based predictive performance evaluation with pandas. """
    ids_to_estimate = zip(movielens_test.user_id, movielens_test.movie_id)
    estimated = np.array([estimate_f(u,i) for (u,i) in ids_to_estimate])
    real = movielens_test.rating.values
    return compute_rmse(estimated, real)
```

Minimal reco engine v1.0: simple mean ratings

Content-based filtering using mean ratings

With this table-like representation of the ratings data, a basic content-based filter becomes a one-liner function.

Collaborative-based filtering using mean ratings

```
In [80]: def estimate2(user_id, movie_id):
    """ Simple collaborative filter based on mean ratings. """
    ratings_by_others = movielens_train[movielens_train.movie_id == movie_id]
    if ratings_by_others.empty: return 3.0
        return ratings_by_others.rating.mean()

print 'RMSE for estimate2: %s' % evaluate(estimate2)
RMSE for estimate2: 1.1234279896
```

--> Go to guestion set

More formulas!

Here are some basic ways in which we can generalize the simple mean-based algorithms we discussed before.

Content-based: generalizations of the aggregation function

Possibly incorporating metadata about items, which makes the term 'content' make more sense now.

$$r_{u,i} = k \sum_{i' \in I(u)} sim(i, i') r_{u,i'}$$

$$r_{u,i} = \bar{r}_u + k \sum_{i' \in I(u)} sim(i, i') (r_{u,i'} - \bar{r}_u)$$

Here k is a normalizing factor,

$$k = \frac{1}{\sum_{i' \in I(u)} |sim(i, i')|}$$

and \bar{r}_u is the average rating of user u:

$$\bar{r}_u = \frac{\sum_{i \in I(u)} r_{u,i}}{|I(u)|}$$

Possibly incorporating metadata about users.

$$r_{u,i} = k \sum_{u' \in U(i)} sim(u, u') r_{u',i}$$

$$r_{u,i} = \overline{r}_u + k \sum_{u' \in U(i)} sim(u, u') \left(r_{u',i} - \overline{r}_u\right)$$

Here k is a normalizing factor,

$$k = \frac{1}{\sum_{u' \in U(i)} |sim(u, u')|}$$

and \overline{r}_u is the average rating of user u:

$$\bar{r}_u = \frac{\sum_{i \in I(u)} r_{u,i}}{|I(u)|}$$

Aggregation in pandas

Groupby

The idea of groupby is that of *split-apply-combine*:

- · split data in an object according to a given key;
- · apply a function to each subset;
- · combine results into a new object.

```
In [158]: print movielens_train.groupby('gender')['rating'].mean()
           gender
           F
                     3.59
                     3.53
           Name: rating
In [159]: print movielens_train.groupby(['gender', 'age'])['rating'].mean()
           gender
                   age
                   1
                           3.50
                   18
                           3.53
                   25
                           3.55
                   35
                           3.58
                   50
                           3.62
                   56
                           3.73
           М
                           3.31
                   1
                   18
                           3.51
                   25
                           3.49
                   35
                           3.57
                   45
                           3.57
                   50
                           3.73
                   56
                           3.61
           Name: rating
```

Pivoting

Let's start with a simple pivoting example that does not involve any aggregation. We can extract a ratings matrix as follows:

```
In [160]: # transform the ratings frame into a ratings matrix
```

dtypes: float64(1934)

In [161]: # with an integer axis index only label-based indexing is possible
 ratings_mtx_df.ix[ratings_mtx_df.index[-15:],ratings_mtx_df.columns[:15]]

Out[161]:

movie_id	1	2	4	5	6	7	10	11	12	13	15	16	17	18	19
user_id															
6006	NaN	2	NaN	NaN											
6007	NaN														
6010	NaN														
6011	NaN														
6014	NaN														
6016	NaN														
6018	NaN														
6019	NaN														
6021	NaN														
6022	NaN														
6025	NaN														
6030	NaN														
6031	NaN														
6036	NaN														
6037	NaN														

The more interesting case with pivot_table is as an interface to groupby:

```
In [162]: by_gender_title = movielens_train.groupby(['gender', 'title'])['rating'].mean()
          print by_gender_title
           gender title
           F
                   10 Things I Hate About You (1999)
                                                               3
                   101 Dalmatians (1961)
                                                               4
                   187 (1997)
                                                               1
                   2 Days in the Valley (1996)
                   20 Dates (1998)
                   200 Cigarettes (1999)
                                                               1
                   2001: A Space Odyssey (1968)
                   28 Days (2000)
                   8 Heads in a Duffel Bag (1997)
                   About Last Night... (1986)
                   Ace Ventura: Pet Detective (1994)
                                                               4
                   Ace Ventura: When Nature Calls (1995)
                                                               3
                   Addams Family, The (1991)
                                                               1
                   Adventures of Milo and Otis, The (1986)
                                                               4
                   Adventures of Robin Hood, The (1938)
                                                               4
                   Wrongfully Accused (1998)
                                                             4.00
          М
```

```
X-Files: Fight the Future, The (1998)
                                                 3.67
        X-Men (2000)
                                                 3.75
        Yards, The (1999)
                                                 3.00
                                                 3.00
        Year of Living Dangerously (1982)
        Yellow Submarine (1968)
                                                 3.00
        You Can't Take It With You (1938)
                                                 4.00
        You've Got Mail (1998)
                                                 2.75
        Young Doctors in Love (1982)
                                                 3.00
                                                 4.00
        Young Frankenstein (1974)
                                                 3.67
        Young Guns (1988)
        Young Guns II (1990)
                                                 1.00
        Young Poisoner's Handbook, The (1995)
                                                 2.50
        Zero Effect (1998)
                                                 3.00
        eXistenZ (1999)
                                                 4.00
Name: rating, Length: 2632
```

In [163]: by_gender_title = movielens_train.groupby(['gender', 'title'])['rating'].mean().unstack('gende
by gender title.head(10)

Out[163]:

gender	F	М
title		
'burbs, The (1989)	NaN	3.00
And Justice for All (1979)	NaN	3.00
10 Things I Hate About You (1999)	3	3.00
101 Dalmatians (1961)	4	3.33
12 Angry Men (1957)	NaN	5.00
13th Warrior, The (1999)	NaN	3.00
187 (1997)	1	NaN
2 Days in the Valley (1996)	4	4.00
20 Dates (1998)	3	NaN
20,000 Leagues Under the Sea (1954)	NaN	4.00

In [165]: by_gender_title = movielens_train.pivot_table(values='rating', rows='title', cols='gender')
by_gender_title.head(10)

Out[165]:

gender	F	М
title		
'burbs, The (1989)	NaN	3.00
And Justice for All (1979)	NaN	3.00
10 Things I Hate About You (1999)	3	3.00
101 Dalmatians (1961)	4	3.33
12 Angry Men (1957)	NaN	5.00
13th Warrior, The (1999)	NaN	3.00
187 (1997)	1	NaN
2 Days in the Valley (1996)	4	4.00
20 Dates (1998)	3	NaN
20,000 Leagues Under the Sea (1954)	NaN	4.00

Minimal reco engine v1.1: implicit sim functions

We're going to need a user index from the users portion of the dataset. This will allow us to retrieve information given a specific user_id in a more convenient way:

```
In [87]: user_info = users.set_index('user_id')
user_info.head(5)
```

Out[87]:

	gender	age	occupation	zip
user_id				
1	F	1	10	48067
2	М	56	16	70072
3	М	25	15	55117
4	М	45	7	02460
5	М	25	20	55455

With this in hand, we can now ask what the gender of a particular user_id is like so:

```
In [166]: user_id = 3
    user_info.ix[user_id, 'gender']
Out[166]: 'M'
```

Collaborative-based filtering using implicit sim functions

Using the pandas aggregation framework we will build a collaborative filter that estimates ratings using an implicit sim(u,u') function to compare different users.

```
In [89]: def estimate3(user_id, movie_id):
    """ Collaborative filtering using an implicit sim(u,u'). """
    ratings_by_others = movielens_train[movielens_train.movie_id == movie_id]
    if ratings_by_others.empty: return 3.0
    means_by_gender = ratings_by_others.pivot_table('rating', rows='movie_id', cols='gender')
    user_gender = user_info.ix[user_id, 'gender']
    if user_gender in means_by_gender.columns:
        return means_by_gender.ix[movie_id, user_gender]
    else:
        return means_by_gender.ix[movie_id].mean()

print 'RMSE for reco3: %s' % evaluate(estimate3)
RMSE for reco3: 1.17400824171
```

At this point it seems worthwhile to write a learn that pre-computes whatever datastructures we need at estimation time.

```
In [90]: class Reco3:
    """ Collaborative filtering using an implicit sim(u,u'). """

def learn(self):
    """ Prepare datastructures for estimation. """
    self.means_by_gender = movielens_train.pivot_table('rating', rows='movie_id', cols='ge

def estimate(self, user_id, movie_id):
    """ Mean ratings by other users of the same gender. """
    if movie_id not in self.means_by_gender.index: return 3.0
```

```
user_gender = user_info.ix[user_id, 'gender']
                  if ~np.isnan(self.means by gender.ix[movie id, user gender]):
                     return self.means_by_gender.ix[movie_id, user_gender]
                  else:
                     return self.means_by_gender.ix[movie_id].mean()
         reco = Reco3()
         reco.learn()
         print 'RMSE for reco3: %s' % evaluate(reco.estimate)
          RMSE for reco3: 1.17400824171
In [91]: class Reco4:
              """ Collaborative filtering using an implicit sim(u,u'). """
             def learn(self):
                  """ Prepare datastructures for estimation. """
                  self.means_by_age = movielens_train.pivot_table('rating', rows='movie_id', cols='age')
             def estimate(self, user_id, movie_id):
                  """ Mean ratings by other users of the same age. """
                  if movie id not in self.means by age.index: return 3.0
                  user_age = user_info.ix[user_id, 'age']
                  if ~np.isnan(self.means_by_age.ix[movie_id, user_age]):
                     return self.means_by_age.ix[movie_id, user_age]
                  else:
                     return self.means_by_age.ix[movie_id].mean()
         reco = Reco4()
         reco.learn()
         print 'RMSE for reco4: %s' % evaluate(reco.estimate)
          RMSE for reco4: 1.20520133441
```

Minimal reco engine v1.2: custom similarity functions

A few similarity functions

These were all written to operate on two pandas Series, each one representing the rating history of two different users. You can also apply them to any two feature vectors that describe users or items. In all cases, the higher the return value, the more similar two Series are. You might need to add checks for edge cases, such as divisions by zero, etc.

Euclidean 'similarity'

$$sim(x,y) = \frac{1}{1 + \sqrt{\sum (x - y)^2}}$$

```
In [92]: def euclidean(s1, s2):
    """Take two pd.Series objects and return their euclidean 'similarity'."""
    diff = s1 - s2
    return 1 / (1 + np.sqrt(np.sum(diff ** 2)))
```

· Cosine similarity

$$sim(x,y) = \frac{(x,y)}{\sqrt{(x,x)(y,y)}}$$

```
In [93]: def cosine(s1, s2):
```

```
"""Take two pd.Series objects and return their cosine similarity."""

return no sum(s1 * s2) / no sart(no sum(s1 ** 2) * no sum(s2 ** 2))
```

· Pearson correlation

```
sim(x,y) = \frac{(x-\bar{x}).(y-\bar{y})}{\sqrt{(x-\bar{x}).(x-\bar{x})*(y-\bar{y})(y-\bar{y})}}
In [94]: def pearson(s1, s2):
    """Take two pd.Series objects and return a pearson correlation."""
    s1_c = s1 - s1.mean()
    s2_c = s2 - s2.mean()
    return np.sum(s1_c * s2_c) / np.sqrt(np.sum(s1_c ** 2) * np.sum(s2_c ** 2))
```

· Jaccard similarity

Collaborative-based filtering using custom sim functions

```
In [96]: class Reco5:
             """ Collaborative filtering using a custom sim(u,u'). """
             def learn(self):
                 """ Prepare datastructures for estimation. """
                 self.all_user_profiles = movielens.pivot_table('rating', rows='movie_id', cols='user_i
             def estimate(self, user id, movie id):
                 """ Ratings weighted by correlation similarity. """
                 ratings_by_others = movielens_train[movielens_train.movie_id == movie_id]
                 if ratings by others.empty: return 3.0
                 ratings by others.set index('user id', inplace=True)
                 their_ids = ratings_by_others.index
                 their_ratings = ratings_by_others.rating
                 their_profiles = self.all_user_profiles[their_ids]
                 user profile = self.all user profiles[user id]
                 sims = their_profiles.apply(lambda profile: pearson(profile, user_profile), axis=0)
                 ratings sims = pd.DataFrame({'sim': sims, 'rating': their ratings})
                 ratings sims = ratings sims[ ratings sims.sim > 0]
                 if ratings sims.empty:
                     return their_ratings.mean()
                 else:
                     return np.average(ratings sims.rating, weights=ratings sims.sim)
         reco = Reco5()
         reco.learn()
         print 'RMSE for reco5: %s' % evaluate(reco.estimate)
```

```
packages/pandas/core/frame.py:2762: FutureWarning: set_index with inplace=True will return
None from pandas 0.11 onward
   " from pandas 0.11 onward", FutureWarning)
```

Mini-Challenge!

- Not a real challenge
- Focus on understanding the different versions of our minimal reco
- . Try to mix and match some of the ideas presented to come up with a minimal reco of your own
- Evaluate it!

[BONUS] PyTables

What is it?

PyTables is a package for managing hierarchical datasets and designed to efficiently and easily cope with extremely large amounts of data

HDF₅

From hdfgroup.org: HDF5 is a Hierarchical Data Format consisting of a data format specification and a supporting library implementation.

HDF5 files are organized in a hierarchical structure, with two primary structures: groups and datasets.

- HDF5 group: a grouping structure containing instances of zero or more groups or datasets, together with supporting metadata.
- HDF5 dataset: a multidimensional array of data elements, together with supporting metadata.

Sample file structure

```
/ (RootGroup) ''
/historic (Group) ''
/historic/purchases (Table(79334510,)) 'Purchases table'
  description := {
  "product_id": StringCol(itemsize=16, shape=(), dflt='', pos=0),
  "purchase date": Float32Col(shape=(), dflt=0.0, pos=1),
  "purchase_id": StringCol(itemsize=16, shape=(), dflt='', pos=2),
  "user_id": StringCol(itemsize=16, shape=(), dflt='', pos=3)}
 byteorder := 'little'
 chunkshape := (1260,)
  autoIndex := True
  colindexes := {
    "purchase_id": Index(9, full, shuffle, zlib(1)).is_CSI=False,
    "user_id": Index(9, full, shuffle, zlib(1)).is_CSI=False,
    "product id": Index(9, full, shuffle, zlib(1)).is CSI=False,
    "purchase date": Index(9, full, shuffle, zlib(1)).is_CSI=False}
/itemops (Group) ''
/userops (Group) ''
/userops/recent ui idxs (CArray(2, 120388)) ''
 atom := Float64Atom(shape=(), dflt=0.0)
 maindim := 0
  flavor := 'numpy'
 byteorder := 'little'
 chunkshape := (1, 8192)
/userops/ui idxs (CArray(2, 4170272)) ''
  atom := Float64Atom(shape=(), dflt=0.0)
 maindim := 0
```

```
flavor := 'numpy'
 byteorder := 'little'
 chunkshape := (1, 16384)
/userops/inc mtx (Group) ''
/userops/inc_mtx/data (Array(1918289,)) ''
  atom := Float64Atom(shape=(), dflt=0.0)
 maindim := 0
 flavor := 'numpy'
 byteorder := 'little'
 chunkshape := None
/userops/inc mtx/indices (Array(1918289,)) ''
 atom := Int32Atom(shape=(), dflt=0)
 maindim := 0
 flavor := 'numpy'
 byteorder := 'little'
 chunkshape := None
/userops/inc mtx/indptr (Array(446122,)) ''
 atom := Int32Atom(shape=(), dflt=0)
 maindim := 0
 flavor := 'numpy'
 byteorder := 'little'
 chunkshape := None
/userops/inc mtx/shape (Array(2,)) ''
 atom := Int64Atom(shape=(), dflt=0)
 maindim := 0
 flavor := 'python'
 byteorder := 'little'
 chunkshape := None
```

File creation

Group and dataset creation

```
byteorder := 'little'
             chunkshape := None
In [100]: h5file
Out[100]: File(filename=data/tutorial.h5, title='Test file', mode='w', rootUEP='/',
           filters=Filters(complevel=0, shuffle=False, fletcher32=False))
           / (RootGroup) 'Test file'
           /group 1 (Group) 'Group One'
           /group 1/random arr 1 (Array(30,)) 'Just a bunch of random numbers'
            atom := Float64Atom(shape=(), dflt=0.0)
            maindim := 0
            flavor := 'numpy'
            byteorder := 'little'
            chunkshape := None
           /group 2 (Group) 'Group Two'
In [101]: h5file.root.group 1.random arr 1
Out[101]: /group 1/random arr 1 (Array(30,)) 'Just a bunch of random numbers'
            atom := Float64Atom(shape=(), dflt=0.0)
            maindim := 0
            flavor := 'numpy'
            byteorder := 'little'
            chunkshape := None
In [102]: h5file.root.group_1.random_arr_1[:5]
Out[102]: array([-0.3357, 1.7229, 0.2558, -1.0513, 0.4501])
Group attributes
In [103]: from datetime import datetime
          h5file.setNodeAttr(group_1, 'last_modified', datetime.utcnow())
          group_1._v_attrs
Out[103]: /group 1. v attrs (AttributeSet), 4 attributes:
              [CLASS := 'GROUP',
              TITLE := 'Group One',
              VERSION := '1.0',
              last modified := datetime.datetime(2013, 3, 7, 22, 58, 39, 795635)]
In [104]: h5file.getNodeAttr(group_1,'last_modified')
Out[104]: datetime.datetime(2013, 3, 7, 22, 58, 39, 795635)
Handling things that don't fit in memory
In [105]: group_3 = h5file.createGroup(h5file.root, 'group 3', 'Group Three')
          ndim = 6000000
          h5file.createArray(group_3, 'random_group_3',
                             numpy.zeros((ndim,ndim)), "A very very large array")
```

Traceback (most recent call last)

MemoryError

<ipython-input-105-f89c8425e082> in <module>()

2 ndim = 6000000

```
3 h5file.createArray(group_3, 'random_group_3',
                                      numpy.zeros((ndim,ndim)), "A very very large array")
           ---> 4
          MemoryError:
In [111]: rows = 10
          cols = 10
          earr = h5file.createEArray(group_3, 'EArray', tb.Int8Atom(),
                                      (0, cols), "A very very large array, second try.")
          for i in range(rows):
              earr.append(numpy.zeros((1, cols)))
In [112]: earr
Out[112]: /group 3/EArray (EArray(10, 10)) 'A very very large array, second try.'
            atom := Int8Atom(shape=(), dflt=0)
            maindim := 0
             flavor := 'numpy'
             byteorder := 'irrelevant'
             chunkshape := (6553, 10)
```

References and further reading

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