

WhatSupp?

A BodyBuilding.com Supplement Recommender



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Business Question

How does this recommender compete with what is currently available on BodyBuilding.com?

FREE CUSTOMIZED SUPPLEMENT PLAN

<p>GETTING STARTED</p> <p>Give us a bit of info, and our experts will give you a personal supplement plan built specifically for your fitness goals!</p>	<p>1 SEX</p>	<p>Your SEX</p> <div data-bbox="908 856 1091 1270"></div> <p>MALE</p> <div data-bbox="1236 885 1381 1270"></div> <p>FEMALE</p>	<p>2 GOAL</p>	<p>3 AGE</p>	
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Solution

Goals:

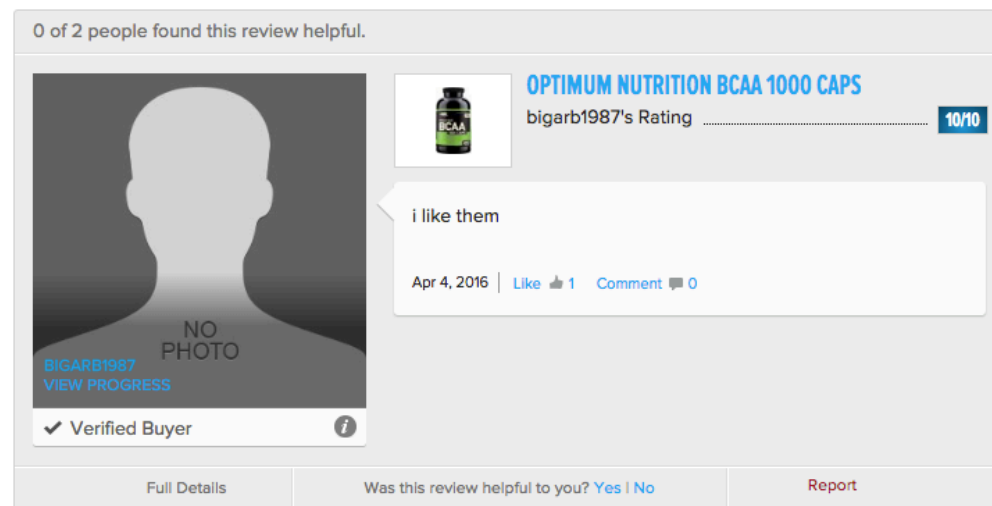
- ❖ Give users exposure to new brands
- ❖ Discover topics within products
- ❖ Train a model to better RMSE
- ❖ Give new users recommendations



The Data

Pros:

- ❖ 60,000+ verified reviews
- ❖ 300+ brands
- ❖ 2000+ products



Cons:

- ❖ Missing/Incorrect data
- ❖ Useless/Misleading information



Latent Topics

creatine mix unflavor strength monohydrate gain water shake price use notice muscle mono CREATINE
PREWORKOUT workout pre pump energy focus scoop feel preworkout try caffeine great use c4
product notice use day week work differ test feel any strength booster gain EFFECTIVENESS
SNACK bar protein taste chocolate quest eat like snack good texture cookie flavor chewy
vitamin multi multivitamin pill day great price need swallow easy energy feel pack VITAMIN
SLEEP sleep night wake zma asleep help dream feel fall rest bed hour melatonin
BCAA workout recovery amino glutamine product great post use help sore dure mix RECOVER
MIXABILITY/TASTE taste flavor like mix good water try drink bad just scoop really pretty
fish oil burp omega fishy DHA EPA pill CLA great softgel high supplement FISH OIL
VALUE product good great very price work excel quality recommend use cheap best high
fat energy burner cla help weight loss appetite work product day burn diet FAT BURNER
PROTEIN protein chocolate mix milk whey powder vanilla taste shake flavor great best use
gainer mass gain weight muscle calorie scoop carb pound lean serving use shake GAINER

Results

Item	Item Side	User Feat	CV 5 RMSE
Brand	-	-	2.302
Product	-	-	2.113
Product	Brand	-	2.230
Product	-	Weight (WT)	2.284
Product	-	Height (HT)	2.390
Product	-	Body fat (BF)	2.373
Product	-	WT, BF	2.855
Product	-	HT, BF	2.681
Product	-	WT, HT	2.132
Product	-	HT, WT, BF	2.056

Web App

Bodybuilding.com Supplement Recommender

[Home](#)[Recommendation](#)[Work Flow](#)

What Supp'?

[Click here for your personalized recommendations](#)

Web App

Fill out for your personalized recommendation:

Name:

Height: ☒ Centimeters ☐ Inches

Weight: ☒ Kilograms ☐ Pounds

Bodyfat %:

Feel free to rate some products for a stronger recommendation!

Arnold Schwarzenegger Series Muscle Bar	↓	10	↑
MusclePharm Combat Powder	↓	2	↑
MusclePharm Combat 100% Whey	↓	2	↑

Web App

Hi Arnold. Based on your profile, we recommend...

Source Naturals ArcticPure Ultra Potency Omega-3 Fish Oil

NOW Acetyl-L-Carnitine

Garden Of Life Primal Defense

Labrada EFA Lean Gold

Core Nutritionals Core ISO

Probar Core Protein Bar

Core Nutritionals Pump

Beverly International Muscle Provider

GoFit Double Thick Waist Trimmer

Beverly International Mass Amino Acids

Further Exploration

- ❖ Recommendations over time
- ❖ Change algorithm based on amount of input and intent
- ❖ Extend options on app



Questions?



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