DAT 530 Advanced Statistical Methods
Project Review

Reviewer: Brandon Hosley

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Project Title:

Consumer Behavior Insights for Instacart

Author(s):

Sunny Lee, Josefa Sullivan, Michael Emmert and Jordan Runge

Source:

NYC Data Science Academy.

The Problem the Author(s) is Trying to Solve in the Project:

To examine online grocer customer's settled and exploratory purchasing habits. The Authors then use the patterns that they discover to build and test a product recommender.

Machine Learning (ML) Algorithm(s) used:

- XGBoost (eXtreme Gradient Boost)

- K-means followed by Hierarchical Clustering

- Associative Rule Mining

A Brief Description of One of the ML Algorithms used:

XGBoost (eXtreme Gradient Boost)

Metrics Used to Evaluate the ML Algorithms:

The Author's build and deploy a recommender, but fail to provide any metrics by which to test the efficacy of the recommendations. From the screen captures provided, it is doubtful that the recommendations actually made it to a test group. It may not have been feasible to track which items ultimately end up purchased after recommendation.