

Recommendation System

By Bianca Orozco



About Medium

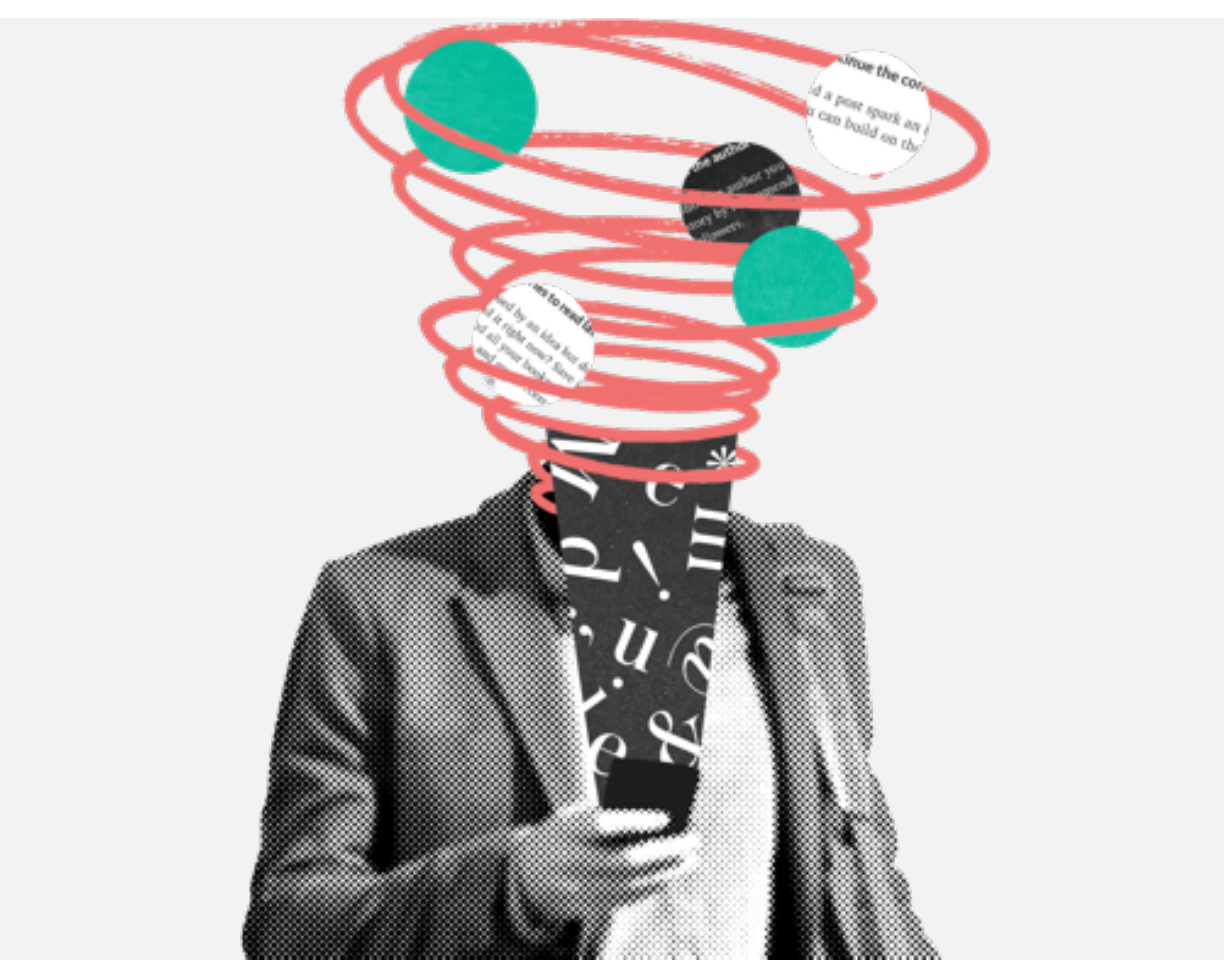


Facts:

- Online publishing platform (ad-free)
- Started in 2012 by Evan Williams
- 150 million monthly readers
- \$5 per month/\$50 yearly

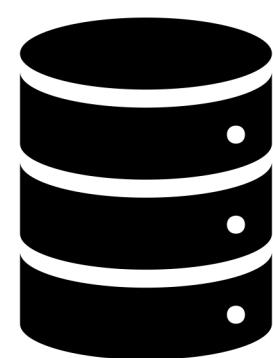
Popular Tags as of 2019:

1. Startup
2. Life
3. Politics
4. Life Lessons
5. Travel



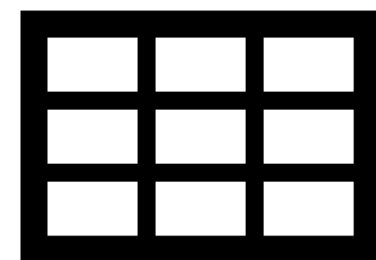


Methodons



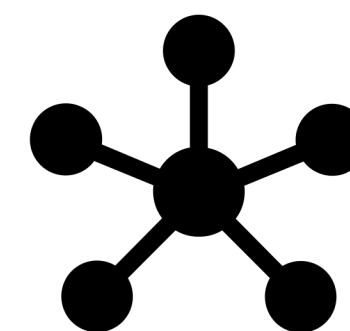
Data

- Kaggle
- 1.4 Million Titles
- 2017-2018
- 95 Tags



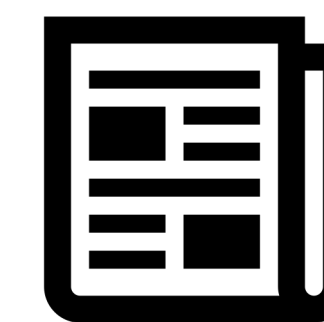
Cleaning/NLP

- Title + Subtitle
- TF-IDF
- Uni/Bigrams
- LSA



Clustering

- K-Means
- 4 Clusters



Recommendations

- Title Input
- Most popular related articles



Recommendation System

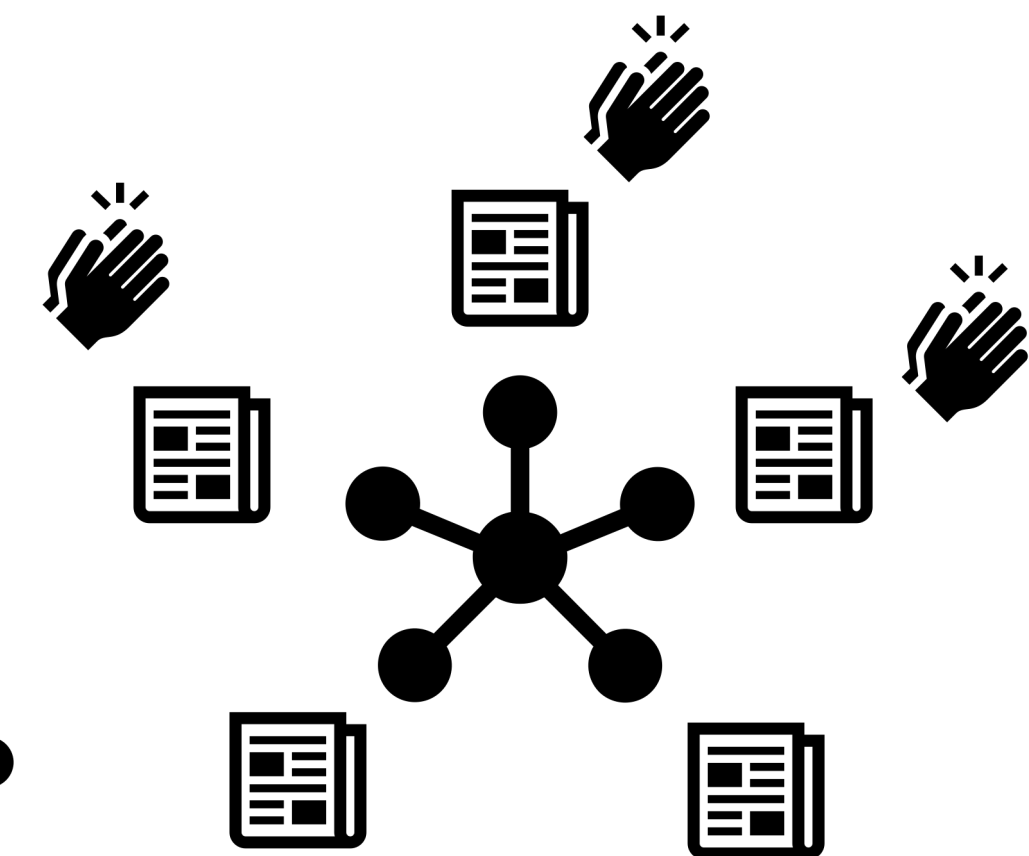


“Can Neural Networks Develop Attention?
Google Thinks They Can.”

TF-IDF

LSA

K-Means



Top 3 Related Articles:

1. How I Fully Quit Google (And You Can, Too)
2. When They Leave
3. Popping The Bubble: Cryptocurrency vs. Dot Com



Future Work



- Use Cosine Similarity to find the closest articles, then the most popular
- Use a computer that can handle more data
- Optimize parameters (GridSearchCV)
- Update data (2019)
- Produce better results than a search bar



Questions / Comments

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