Capstone Project Technical Notebook - Knitting Pattern Recommender

1. Business Understanding

Ravelry.com is a database-driven website where users can browse and download knitting and crochet patterns, track their progress on a given project, and review the patterns.

It currently has a "your pattern highlights" recommender system. Compared to the front-and-centre recommendations that Netflix or Amazon make to their users, it's tucked away at the bottom of the patterns search page, displaying only thumbnail images of the recommended patterns

The recommendations generated appear to be based on clicks and/or favourites, rather than a more comprehensive examination of what projects users actually work on and rate positively, having experienced making

The aim of this project is to provide more tailored recommendations for knitting patterns to users of Ravelry.com, based on patterns they have worked on and rated already.

2. Data Understanding

The data has all been obtained through the Ravelry.com API. Since the website does not have an app, it makes all of its content available through APIs, and at present there are 41 apps which make use of some or all of the websites functionality

The modelling features for a collaborative filtering recommender system are users, items and ratings, the model finds similarities between users based on their ratings of items, and uses these similarities to predict ratings for items for users who have not already rated them.

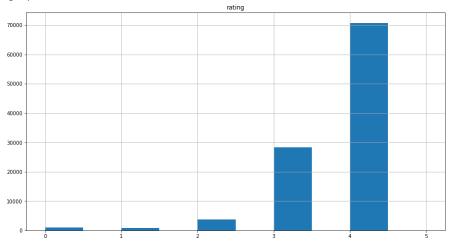
```
In [1]: # import Libraries
           import surprise
from surprise.prediction_algorithms import *
            import pandas as pd
            import numpy as np
import datetime as dt
            import requests
            import json
import math
import random
In [2]: # block pandas warnings
           import warnings
warnings.filterwarnings('ignore')
In [3]: # open credentials
           with open('.secrets/creds.json') as f:
    creds = json.load(f)
In [4]: # import data and drop null ratings
           input_df = pd.read_csv('Data/saved_100000_calls.csv')
```

```
print('Initially:', 100000, 'users sampled.')
print(len(pd.unique(input_df['user'])), 'of those had tracked', len(input_df), 'projects based on knitting patterns.')
 input df non NA = input df.dropna(subset = ['rating'])
 print(len(pd.unique(input_df_non_NA['user'])),
          'unique users have given',
len(input_df_non_NA),
          'non-NA ratings to',
len(pd.unique(input_df_non_NA['pattern_id'])),
'unique knitting patterns (items).')
```

Initially: 100000 users sampled. 8531 of those had tracked 156206 projects based on knitting patterns. 4140 unique users have given 104710 non-NA ratings to 44459 unique knitting patterns (items).

```
In [15]: input_df.dropna(subset = ['rating']).hist('rating', figsize = (15,8))
                print('The histogram of ratings shows that users are far',
    'more likely to favourably rate a pattern they have
    len(input_df_non_NA[input_df_non_NA['rating']>=3]),
                                                                                                      have already chosen to work on, with',
                         len(input_df_non_NA),
'ratings a 3, or higher. (maximum rating = 4)')
```

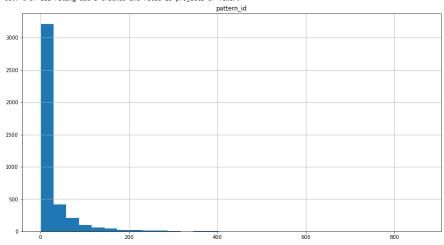
The histogram of ratings shows that users are far more likely to favourably rate a pattern they have already chosen to work on, with 99183 of the 104710 ratings a 3, or higher. (maximum rati



```
In [16]: input_df_non_NA.groupby('user').count().hist('pattern_id',figsize = (15,8), bins = 30)
            x = len(input_df_non_NA.groupby('user').count()[input_df_non_NA.groupby('user').count()['pattern_id'] <= 100])
y = len(pd.unique(input_df_non_NA['user']))</pre>
```

```
print(x, 'of the', y, 'rating users (', round(100*x/y,2),'%), tracked and rated 100 projects or fewer.')
z = len(input_df_non_NA.groupby('user').count()[input_df_non_NA.groupby('user').count()['pattern_id'] <= 10])
print(round(100*z/y,2), '% of all rating users tracked and rated 10 projects or fewer.')
3893 of the 4140 rating users ( 94.03 %), tracked and rated 100 projects or fewer.</pre>
```

3893 of the 4140 rating users (94.03 %), tracked and rated 100 projects or fewer. 60.7 % of all rating users tracked and rated 10 projects or fewer.



Note: Should I randomly sample input_df for each run? To get more variation in recommendations and speed up run time?

In [17]: df_drop_nans = input_df[['user', 'pattern_id', 'rating']].dropna(subset = ['rating'])

3. Data Preparation

The model was tested on the data with missing ratings removed, and then with missing ratings replaced with pattern averages. Replacing missing values with pattern averages negatively impacted the RMSE for SVD, so proceeded with the missing values dropped.

Also, one series of the dataframe contained lists which converted to strings after reading from the CSV. These were converted back to lists by slicing and splitting.

Lastly, the sk surprise package requires a specific version of the data to run its models, generated by passing the dataframe containing only user, item and rating (in that order) to the load_from_df and then train_test_split (for evaluation) or build_full_trainset (for final model) methods.

```
In [18]: df_drop_nans
                                   user pattern_id rating
                    3 blumenkammer
                                             572428
                                                           4.0
                    4 blumenkammer
                                             879718
                                                           4.0
                                             911422
                    5 blumenkammer
                                                           4.0
                                             766989
                                                           4.0
                    6 blumenkammer
                                             743863
                    7 blumenkammer
                                                           4.0
             156194
                                              37411
                              MaryEtta
                                                          0.0
             156195
                              MaryEtta
                                              169182
                                                           4.0
                                             204902
             156196
                              MaryEtta
                                                           4.0
             156197
                              MaryEtta
                                             476289
                                                           3.0
             156198
                              MaryEtta
                                             219239
                                                          3.0
            104710 rows × 3 columns
In [20]: len(list(df_drop_nans['pattern_id'].unique()))
Out[20]: 44459
In [37]: # replace Nan ratings with pattern average. note - this negatively impacts RMSE, so the dataframe with dropped Nans is used # for modelling
              df_replace_nans = input_df[['user', 'pattern_id', 'rating', 'average_rating']]
rating_replace_nans = df_replace_nans['rating'].fillna(df_replace_nans['average_rating'])
df_replace_nans['rating'] = rating_replace_nans
df_replace_nans.drop(columns = 'average_rating', inplace = True)
In [38]: # a list of users in the original data
              users_list = list(df_drop_nans['user'].unique())
In [39]:
             # a dataframe with a list of applicable categories (usually only one) for each pattern
              # to-do: vectorize this for Loop.
              df_pattern_ids_and_categories = input_df[['pattern_id', 'categories']]
df_pattern_ids_and_categories = df_pattern_ids_and_categories.drop_duplicates(subset=['pattern_id'])
df_pattern_ids_and_categories['cat_list'] = ''
for pattern in list(df_pattern_ids_and_categories.index):
    df_pattern_ids_and_categories['cat_list'][pattern] = [category[1:-1] for category in df_pattern_ids_and_categories('categories')][pattern][1:-1].split(', ')]
In [40]: # transform data for surprise
               from surprise import Reader, Dataset
              reader = Reader()
               data_drop = Dataset.load_from_df(df_drop_nans, reader)
              data_replace = Dataset.load_from_df(df_replace_nans, reader)
               # train test split for model evaluation
               from surprise.model selection import train test split
```

```
drop_trainset, drop_testset = train_test_split(data_drop, test_size=0.25)
replace_trainset, replace_testset = train_test_split(data_replace, test_size=0.25)
```

4. Modelling

Many of the KNN, Matrix Factorization, Slope One, and Co-Clustering modelling methods within the sk surprise package were used, and evaluated based on their RMSE on predicted ratings, using a 25% train test split.

```
SVD - dropped NAs
```

```
In [41]: from surprise import SVD, accuracy

SVD_1_drop = SVD(n_factors = 40, n_epochs = 45, 1r_all = 0.002, reg_all = 0.2)

SVD_1_drop.fit(drop_trainset)

accuracy.rmse(SVD_1_drop.test(drop_testset))

RMSE: 0.6197

Out[41]: 0.6196842774387858
```

SVD - replaced NAs

Out[42]: 0.8755475438211975

```
In [42]: SVD_1_replace = SVD(n_factors = 40, n_epochs = 45, lr_all = 0.002, reg_all = 0.2)
SVD_1_replace.fit(replace_trainset)
accuracy.rmse(SVD_1_replace.test(replace_testset))
RMSF: 0.8755
```

GridSearch on SVD - dropped NAs

```
In [43]: # from GridSearch

GS_SVD = SVD(n_factors = 5, n_epochs = 40, lr_all = 0.002, reg_all = 0.2)

GS_SVD.ftit(drop_trainset)

predictions = GS_SVD.test(drop_testset)
    accuracy.rmse(predictions)

RMSE: 0.6194
```

Out[43]: 0.6194194010544147

Single Variable Decomposition - SVD++

```
In [44]: SVDppmodel = SVDpp(n_factors = 15, n_epochs = 30, lr_all = 0.003, reg_all = 0.2)
SVDppmodel.fit(drop_trainset)
predictions = SVDppmodel.test(drop_testset)
accuracy.rmse(predictions)
RMSF: 0.6195
```

Out[44]: 0.6195019248684028

GridSearch on SVD++ - dropped NAs

Other Surprise Models

```
In [45]: from surprise.prediction_algorithms import knns from surprise.similarities import cosine, msd, pearson
```

To-do: Try these 7 on the data_replace?

KNN Basic - cosine similarity

```
In [46]: sim_cos = {'name':'cosine', 'user_based':True}
    basic = knns.KNNBasic(min_k = 8, sim_options=sim_cos)
    basic.fit(drop_trainset)
    predictions = basic.test(drop_testset)
    print(accuracy.rmse(predictions))

Computing the cosine similarity matrix...
Done computing similarity matrix.
RMSE: 0.6738285720096729
```

KNN Basic - Pearson similarity

```
In [47]: sim_pearson = {'name':'pearson', 'user_based':True}
basic = knns.KNNBasic(min_k = 8, sim_options=sim_pearson)
basic.fit(drop_trainset)
predictions = basic.test(drop_testset)
print(accuracy.rmse(predictions))
```

Computing the pearson similarity matrix...

```
Done computing similarity matrix.
RMSE: 0.6737
0.6737225061045954
```

```
KNN with Means - Pearson similarity
In [48]: sim pearson = {'name':'pearson', 'user based':True}
               basic = knns.KNNWithMeans(min_k = 8, sim_options=sim_pearson)
basic.fit(drop_trainset)
predictions = basic.test(drop_testset)
                print(accuracy.rmse(predictions))
              Computing the pearson similarity matrix...
Done computing similarity matrix.
RMSE: 0.6445
0.6444969457504647
             KNN Baseline - Pearson similarity
In [49]:
             sim_pearson = {'name':'pearson', 'user_based':True}
               knn_baseline = knns.KNNBaseline(sim_options=sim_pearson)
knn_baseline.fit(drop_trainset)
predictions = knn_baseline.test(drop_testset)
               print(accuracy.rmse(predictions))
              Estimating biases using als...
Computing the pearson similarity matrix...
Done computing similarity matrix.
RMSE: 0.6523
0.6523390669332535
             Slope One
In [50]: Slope_One = SlopeOne()
               Slope_One.fit(drop_trainset)
               predictions = Slope_One.test(drop_testset)
accuracy.rmse(predictions)
               RMSE: 0.7243
Out[50]: 0.7242588785217182
             Co-Clusterina
```

```
In [51]: cocluster = CoClustering()
cocluster.fit(drop_trainset)
predictions = cocluster.test(drop_testset)
accuracy.rmse(predictions)

RMSE: 0.7097
Out[51]: 0.7096841286360683
```

5. Evaluation

The models were tested on the ratings only for projects marked "finished", and then on ratings for projects of all statuses: "finished", "in-progress", "hibernating", and "frogged" ¹. The SVD model achieves the lowest RMSE in either case. While the RMSE is lower where only ratings for completed projects are input, this can lead to imbalanced data, as users are more likely to rate higeher projects which they have finished.

¹ "Frogged" refers to a project which was started and then un-knit, or ripped out. The word refers to the sound a frog makes: "ribbit, ribbit", or "Rip it, rip it".

```
In [52]: # To do: maybe a voting classifier here?

In [53]: # best model: grid searched parameters on SVD

best_model = SVD(n_factors = 15, n_epochs = 30, 1r_all = 0.003, reg_all = 0.2)

In [54]: # fit on entire dataset from surprise.dataset import DatasetAutoFolds

trainset = DatasetAutoFolds.build_full_trainset(data_drop)

best_model.fit(trainset)

Out[54]: <a href="mailto:surprise.prediction_algorithms.matrix_factorization.SVD">surprise.prediction_algorithms.matrix_factorization.SVD</a> at 0x25a594b2430>
```

6. Generate Predictions

The model is not yet deployed to a user interface. The functions below generate ratings predictions for items that users have not yet interacted with, either by tracking a project, adding a pattern to their queue, or favouriting a pattern.

Utilising only predicted ratings resulted in almost all users being recommended the same patterns: those that were highly rated in all cases. This did not achieve the type of tailored recommendations anticipated.

The categories of the user's projects: i.e. sweater, soft-toy, ankle-socks are obtained using the API and only those items matching their most frequently knit categories are returned from the function.

```
In [67]: | def get_user_projects_not_finished(user):
                # a list of ongoing, frogged, or hibernated projects for a given user - only if user is already in modelling data
                df = pd.DataFrame(users_projects_not_completed.json()['projects'])
users_projects_not_completed = list(set(df[df['status_name'] != 'Finished']['pattern_id'].dropna()))
                return users_projects_not_completed
In [68]: def get_user_queue(user):
                 # a list of projects in a user's queue
                users_queue = list(set(pd.DataFrame(users_queue.json()['queued_projects'])['pattern_id'].dropna()))
                return users queue
In [69]: # a list of a patterns favourited by a given user
            def get user favorites(user):
                users_favourites = requests.get('https://api.ravelry.com/people/' + user + '/favorites/list.json?page_size=100',
    auth=(creds['id'], creds['key']))
                df = pd.DataFrame(users_favourites.json()['favorites'])
users_favourites = list(pd.DataFrame(list(df[df['type'] == 'pattern']['favorited']))['id'])
                return users_favourites
In [89]: # returns patterns predicted to earn a rating of 3 or more for a given user
            def top_rated(user):
                # if the user is already in the data, no need to refit model
                if user in users list:
                     # make a list of patterns in modelling data, remove any the user has previously interacted with, generate # predicted ratings for those patterns, output any greater than 3 to df
                     patterns_list = list(input_df['pattern_id'].unique())
                     predictions = []
                     users_patterns = list(input_df[input_df['user'] == user]['pattern_id'])
                     users_favourites = get_user_favorites(user)
users_queue = get_user_queue(user)
users_projects_not_completed = get_user_projects_not_finished(user)
                     previously interacted = users patterns + users favourites + users gueue + users projects not completed
                     remaining\_patterns = [x \ \textbf{for} \ x \ \textbf{in} \ patterns\_list \ \textbf{if} \ x \ \textbf{not} \ \textbf{in} \ previously\_interacted}]
                     for pattern in remaining_patterns:
    x = best_model.predict(user, pattern)
                         predictions.append(x)
                    predictions_df = predictions_df[predictions_df['estimated'] > 3]
predictions_df = predictions_df.sort_values('estimated', ascending = False)
                     return predictions df
                elif user not in users list:
                     # get user data to match modelling data, transform to match, and refit model with that user included.
                         new_user_ratings = get_user_projects(user)
new_user_input_df = input_df.append(new_user_ratings).reset_index().drop(columns = 'index')
                         df_drop_nans_new_user = new_user_input_df[['user', 'pattern_id', 'rating']].dropna(subset = ['rating'])
                          reader = Reader()
                          data_drop_new_user = Dataset.load_from_df(df_drop_nans_new_user, reader)
trainset_new_user = DatasetAutoFolds.build_full_trainset(data_drop_new_user)
                         best model.fit(trainset new user)
                          # make a list of patterns in modelling data, remove any the user has previously interacted with, generate # predicted ratings for those patterns, output any greater than 3 to df
                          patterns_list = list(new_user_input_df['pattern_id'].unique())
predictions = []
                         users_patterns = list(new_user_input_df[new_user_input_df['user'] == user]['pattern_id'])
users_favourites = get_user_favorites(user)
users_queue = get_user_queue(user)
users_projects_not_completed = list(set(new_user_ratings[new_user_ratings['status'] != 'Finished']['pattern_id'].dropna())))
                         previously\_interacted = users\_patterns + users\_favourites + users\_queue + users\_projects\_not\_completed
                         remaining_patterns = [pattern for pattern in patterns_list if pattern not in previously_interacted]
                          for pattern in remaining_patterns
                                 = best_model.predict(user, pattern)
                              predictions.append(x)
                         predictions_df = predictions_df[predictions_df['estimated'] > 3]
predictions_df = predictions_df.sort_values('estimated', ascending = False)
                          return predictions_df
                     except:
                          patterns_list = list(input_df['pattern_id'].unique())
```

```
random sample patterns = random.sample(patterns list, 8)
                                 for x in random_sample_patterns:
                                      rating = input('How do you rate pattern ' + str(x) + '?')
df_non_user.append({'user': 'new_user', 'pattern_id': x, 'rating': rating})
                                df_non_user = pd.DataFrame(df_non_user)
df_drop_nans.append(df_non_user).reset_index().drop(columns = 'index')
                                reader = Reader()
data_drop_non_user = Dataset.load_from_df(df_drop_nans, reader)
trainset_non_user = DatasetAutoFolds.build_full_trainset(data_drop_non_user)
                                 best_model.fit(trainset_non_user)
# generate predicted ratings for those patterns, output any greater than 3 to df
                                previously_interacted = random_sample_patterns
remaining_patterns = [pattern for pattern in patterns_list if pattern not in previously_interacted]
                                predictions = []
                                 for pattern in remaining_patterns:
                                          = best model.predict('new user', pattern)
                                       predictions.append(x)
                                predictions_df = predictions_df[predictions_df['estimated'] > 3]
predictions_df = predictions_df.sort_values('estimated', ascending = False)
In [90]: # return a list of the users most frequently knitted types of patterns (i.e. scarves, toys, cardigans...)
               def user fave categories(user):
                           user projects = get user projects(user)
                           user_projects['cat'] = ''
for project in range(0,len(user_projects)):
                                project in range(0, len(user_projects)):
    user_projects['categories'][project].sort()
for category in range(0, len(user_projects['categories'][project]])):
    user_projects['cat'][project] = user_projects['categories'][project][category]
                          df_count_categories = user_projects.groupby('cat').count().sort_values('user', ascending = False)
df_count_categories = df_count_categories.reset_index()[['cat', 'user']]
if len(df_count_categories) <= 5:
    favorite_categories = list(df_count_categories['cat'])
elif len(df_count_categories) <=20:
    favorite_categories = list(df_count_categories.head(5)['cat'])
elif len(df_count_categories) > 20:
    favorite_categories = list(df_count_categories.head(math.ceil(len(df_count_categories)/5))['cat'])
                           favorite_categories = []
                     return favorite_categories
In [102... def get_recommendations(user):
                     if len(user_fave_categories(user)) != 0:
                           fave_categories = user_fave_categories(user)
                           # merge df of user recommendations with input df containing item categories
                          recs = top_rated(user)
recs['pattern_id'] = recs['item']
result = pd.merge(df_pattern_ids_and_categories, recs, how="inner", on=["pattern_id"])
                           # drop any recommendations not corresponding to users top categories
                           result['favourites_list'] = ''
                           result['favourites_list'][rec]).intersection(set(fave_categories)))) != 0:
    result['favourites_list'][rec] = 1
                                else:
                                       result['favourites_list'][rec] = 0
                           result = result[result['favourites_list'] != 0]
                           result = result.sort_values('estimated', ascending = False).head(15)
                           recommendations = []
                           # get pattern name and generate url
                           for pattern in list(result['item']):
                                pattern_url ='https://api.ravelry.com/patterns.json?ids=' + str(pattern)
pattern_response = requests.get(pattern_url, auth=(creds['id'], creds['key']))
recommendations.append('ravelry.com/patterns/library/' + str(pattern_response.json()['patterns'][str(pattern)]['permalink']))
                           return recommendations
                     elif len(user fave categories(user)) == 0:
                           recs = top_rated(user)
recs['pattern_id'] = recs['item']
result = pd.merge(df_pattern_ids_and_categories, recs, how="inner", on=["pattern_id"])
                           # drop any recommendations not corresponding to users top categories
                           result = result.sort_values('estimated', ascending = False).head(15)
                           recommendations = []
                           # get pattern name and generate url
                           for pattern in list(result['item']):
                                 pattern_url ='https://api.ravelry.com/patterns.json?ids=' + str(pattern)
pattern_response = requests.get(pattern_url, auth=(creds['id'], creds['key']))
recommendations.append('ravelry.com/patterns/library/' + str(pattern_response.json()['patterns'][str(pattern)]['permalink']))
```

- 4. Layer more content based filtration: attributes (v-neck, seamless, toddler-sized) in addition to categories.
- 5. Keep tweaking models to improve RMSE.

In []: