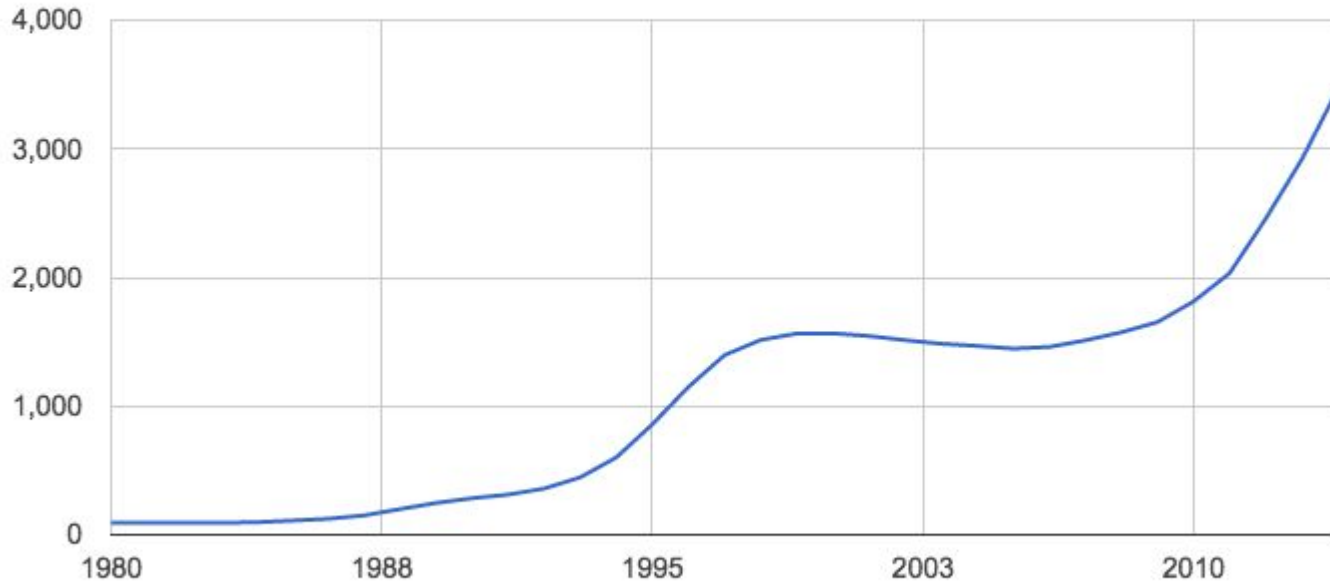# Savvy Suds

beer recommendations, courtesy of
15,000 craft beer nerds

there are tons of delicious beers to try
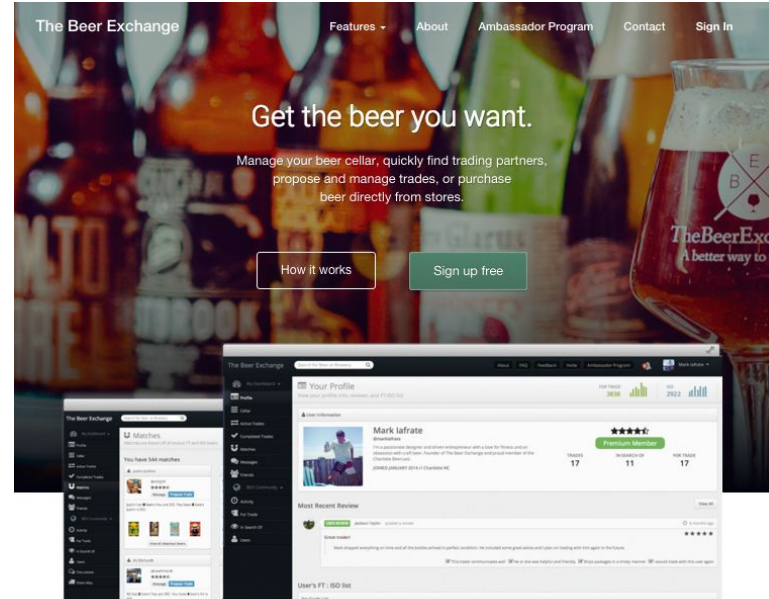
Breweries in the U.S.

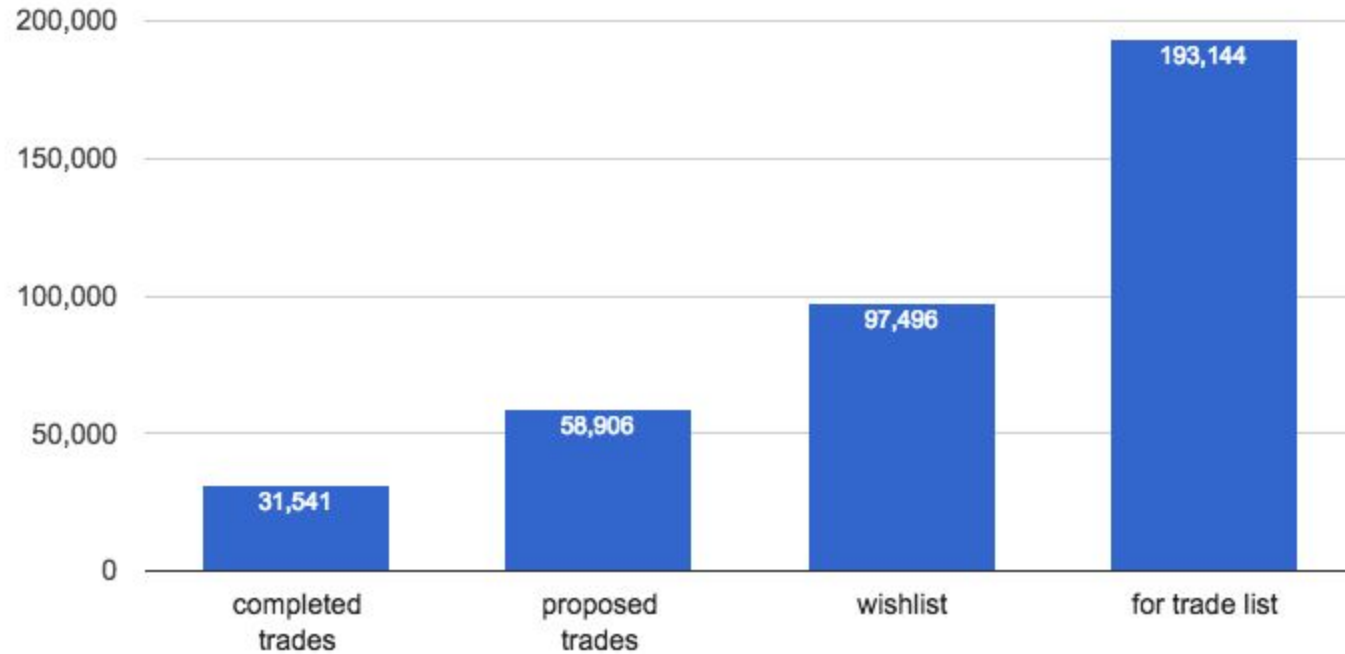# but distribution is limited

so my friend made a beer trading app

he has beer wishlists

from the hipsterest of beer nerds

but no recommender

so I built a recommender!

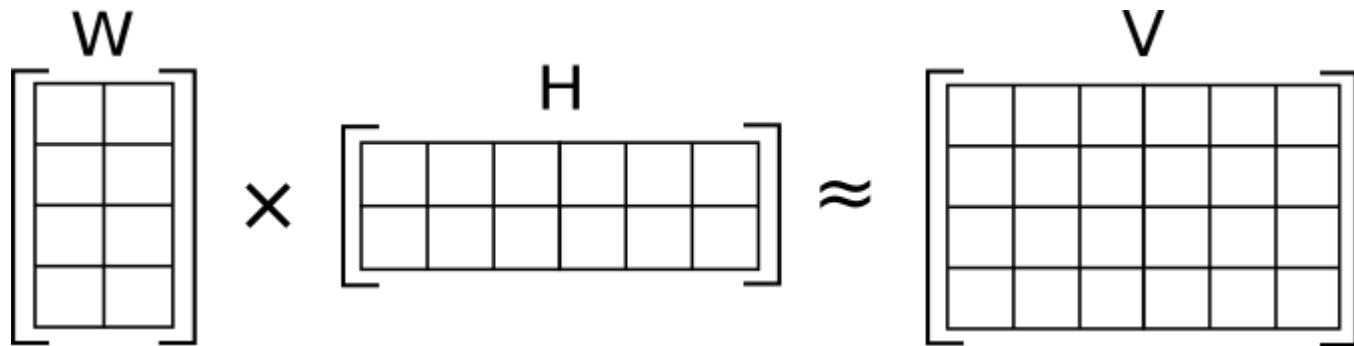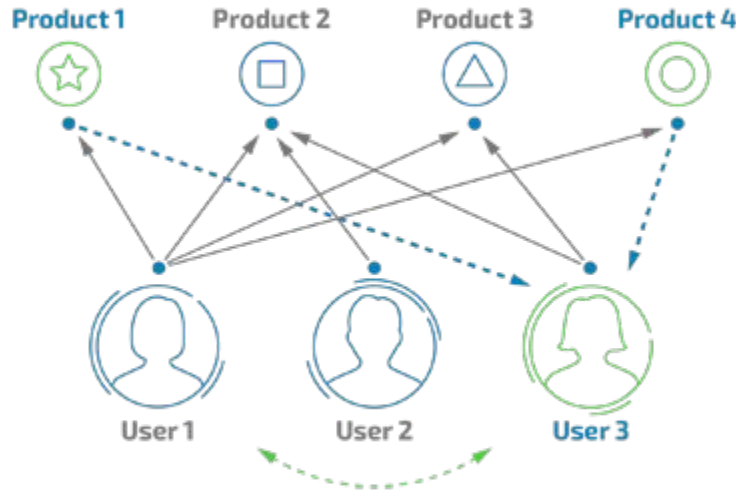| Pipe in data		Preprocess		Train model		Let it rip!
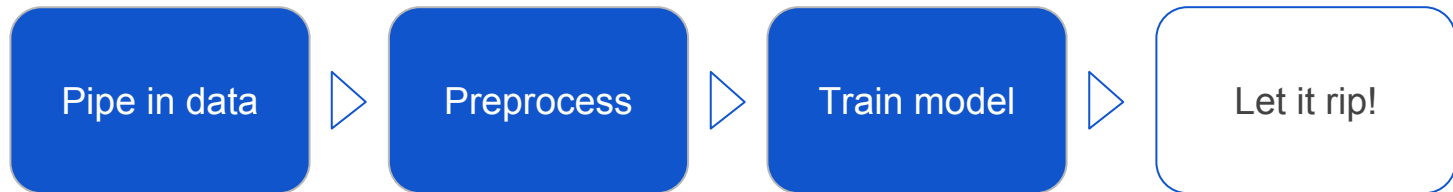
I tried fitting a bunch of models

- Non-negative matrix factorization
- Ratings implied by user interactions
- Included item side data

$$W \times H \approx V$$

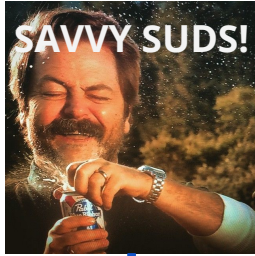# turns out, one of the simplest performed best

- Trade data only
- Item-based collaborative filtering
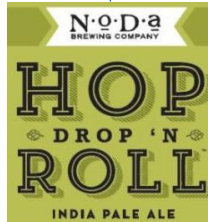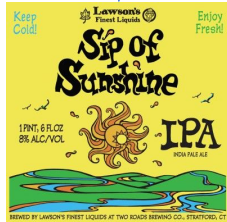- Jaccard similarity to penalize popularity

recommenders are super hard to test

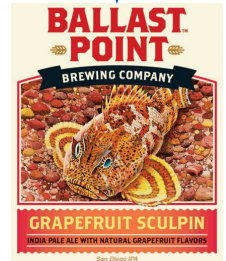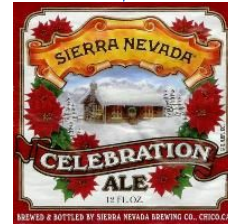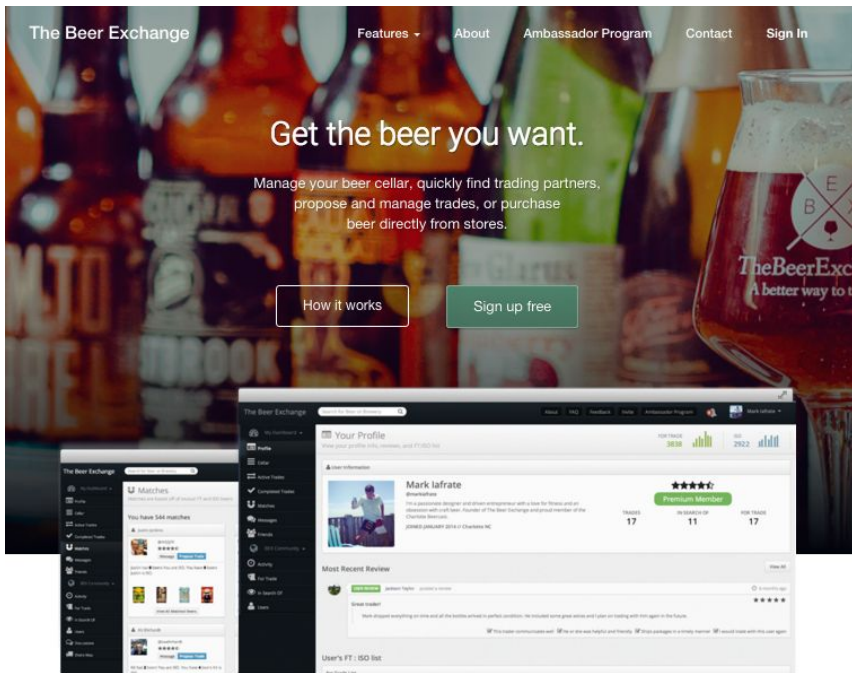# but these recs look pretty darn good

plus, I'll have real users for a/b testing

if you're getting thirsty…

you can find the app on the internet
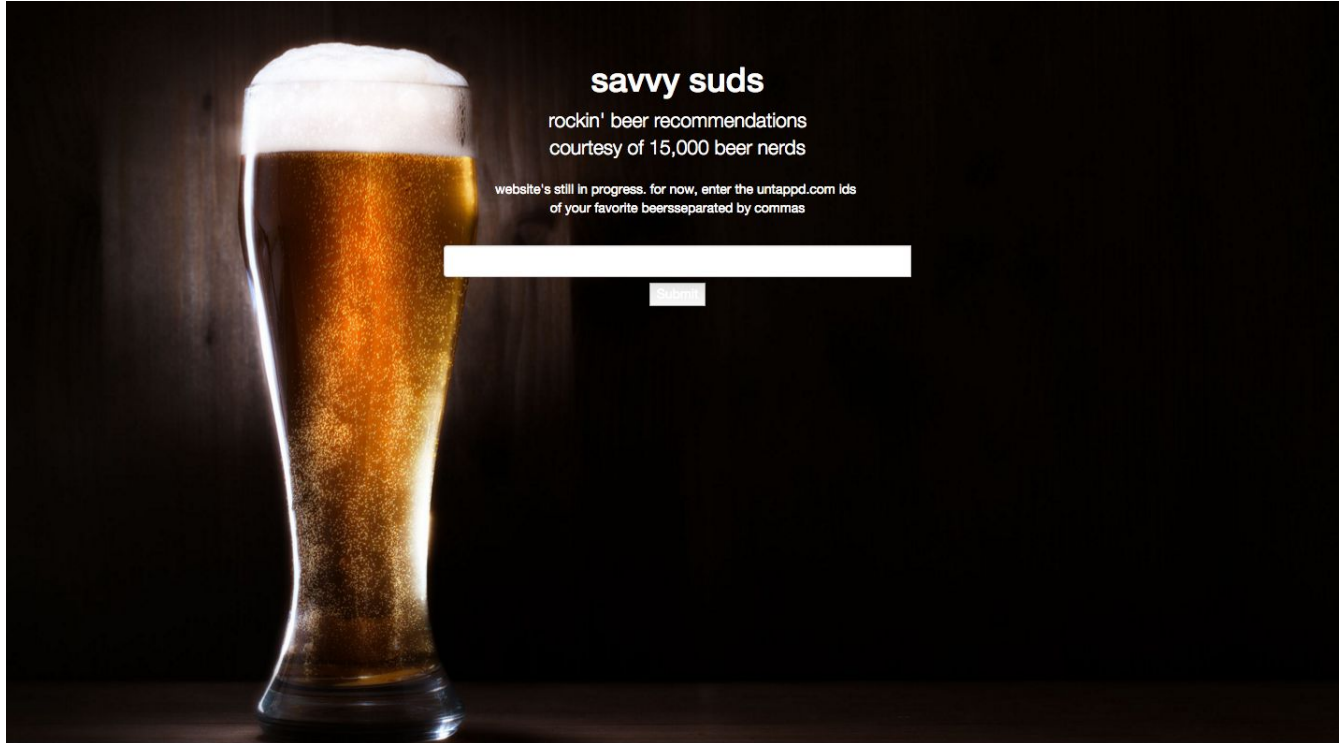
Questions?

Luke Armistead
project: github.com/lukearmistead/savvysuds
github: github.com/lukearmistead
linkedin: linkedin.com/in/lukearmistead