

# Section 4: Yelp Data Challenge - Restaurant Recommender

Yiting Luo | Data Science Applied Research - 4

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```
In [1]: import pandas as pd
import numpy as np
import matplotlib.pyplot as plt
% matplotlib inline
plt.style.use("ggplot")
```

```
/Users/luoyiting/anaconda/envs/gl-env/lib/python2.7/site-packages/matplotlib/font_manager.py:273: UserWarning: Matplotlib is building the font cache using fc-list. This may take a moment.
  warnings.warn('Matplotlib is building the font cache using fc-list. This may take a moment.')
```

```
In [2]: df = pd.read_csv('dataset/last_2_years_restaurant_reviews.csv')
```

```
In [3]: df.head()
```

Out[3]:

	business_id	name	categories	avg_stars	cool	date	funny	review_id
0	-9e10NYQuAa-CB_Rrw7Tw	Delmonico Steakhouse	['Cajun/Creole', 'Steakhouses', 'Restaurants']	4.0	0	2016-03-31	0	6SgvNWJI
1	-9e10NYQuAa-CB_Rrw7Tw	Delmonico Steakhouse	['Cajun/Creole', 'Steakhouses', 'Restaurants']	4.0	0	2015-06-29	0	iwx6s6yQ>
2	-9e10NYQuAa-CB_Rrw7Tw	Delmonico Steakhouse	['Cajun/Creole', 'Steakhouses', 'Restaurants']	4.0	0	2015-03-16	0	UVUMu_b
3	-9e10NYQuAa-CB_Rrw7Tw	Delmonico Steakhouse	['Cajun/Creole', 'Steakhouses', 'Restaurants']	4.0	0	2016-02-10	0	UxFpgng8
4	-9e10NYQuAa-CB_Rrw7Tw	Delmonico Steakhouse	['Cajun/Creole', 'Steakhouses', 'Restaurants']	4.0	0	2017-02-14	0	Xp3ppynE

## 1. Clean data and get rating data

Select relevant columns in the original dataframe

```
In [4]: # Get business_id, user_id, stars for recommender
df_stars = df[['business_id', 'user_id', 'stars']]
```

```
In [5]: df_stars['stars'].value_counts()
```

```
Out[5]: 5    239295
        4    110642
        1     65552
        3     57420
        2     42843
        Name: stars, dtype: int64
```

```
In [6]: df_stars['business_id'].nunique() # number of unique business_id
```

```
Out[6]: 4832
```

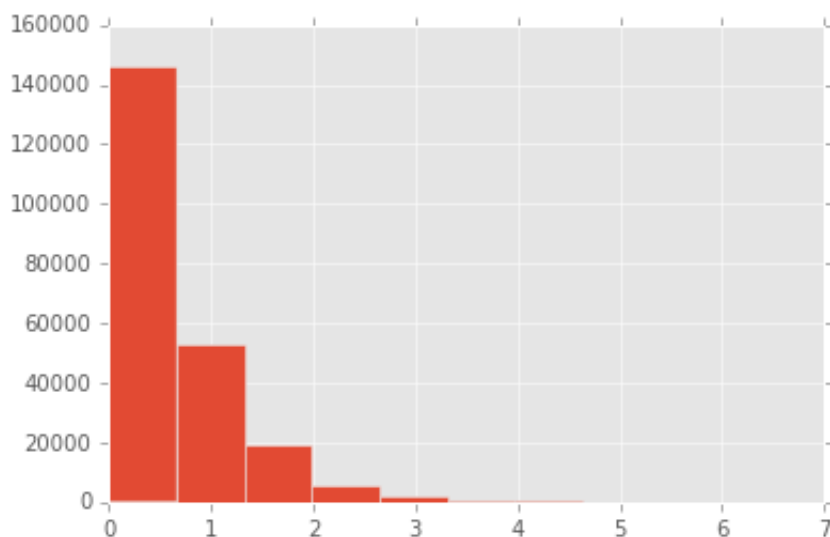
```
In [7]: df_stars['user_id'].nunique()
```

```
Out[7]: 227241
```

```
In [8]: df_user_counts = df_stars['user_id'].value_counts()
        df_user_counts.head()
```

```
Out[8]: bLbSNkLggFnqWNNzzq-Ijw    748
        JaqcCU3nxReTW2cBLHounA    330
        PKEzKWv_FktMm2mGPjwd0Q    276
        B1829_hxXSEpDPEDJtYeIw    244
        U4INQZOPSUaj8hMjLlZ3KA    232
        Name: user_id, dtype: int64
```

```
In [9]: # display log histogram
        df_user_counts.apply(np.log).hist()
        plt.show()
```



**There are many users that haven't given many reviews, exclude these users from the item-item similarity recommender**

```
In [10]: # how many users only comments once
df_user_counts[df_user_counts == 1].sum()
```

```
Out[10]: 145721
```

```
In [11]: # user comment over 5 times
df_users = df_user_counts[df_user_counts > 5]
```

```
In [12]: # count users comment over 5 times as active user
df_users.count()
```

```
Out[12]: 14675
```

```
In [13]: # sum of all comments
df_users.sum()
```

```
Out[13]: 187598
```

```
In [14]: # display active user id
df_users.index
```

```
Out[14]: Index([u'bLbSNkLggFnqWNNzzq-Ijw', u'JaqcCU3nxReTW2cBLHounA',
                u'PKEzKWv_FktMm2mGPjwd0Q', u'B1829_hxXSEpDPEDJtYeIw',
                u'U4INQZOPSUaj8hMjLlZ3KA', u'3nIuSCZk5f_2WWYMLN7h3w',
                u'qPVtjjp8sNQ32p9860SR9Q', u'OXSJcJktvZPf-YPDCXcWZg',
                u'JYcCYNws8U16ewG5kCYW4Q', u'fVILhIglx6RNOXQba5t4kQ',
                ...,
                u'dqdTYDRYyo1CPfkQzQmSRw', u'1FdoUP8a1Q54XPduwUouYA',
                u'z044R1luJTuvTzUGUA9d-A', u'FQsbJx12jvFYxzKy6RdPSw',
                u'XC6xHcptE6RB4f7gu692-A', u'0GTanD35lGadNgiDp_a8cQ',
                u'ezIORV7xsOnbfyGAeAQcag', u'WUE6G4OdTkIdrhqK0blrOg',
                u'u53sKuzUuiV1xH1QzKmb6w', u'ItSmZzoGfoJ_MoDKI4qkBQ'],
                dtype='object', length=14675)
```

```
In [15]: # reader dataframe
df_stars_cleaned = df_stars.set_index('user_id').ix[df_users.index].reset_index()

print(df_stars.head())
print(df_stars_cleaned.head())
```

	business_id	user_id	stars
0	--9e10NYQuAa-CB_Rrw7Tw	oFyOUOeGTRZhFPF9uTqrTQ	5
1	--9e10NYQuAa-CB_Rrw7Tw	2aeNFntqY2QDZLADNo8iQQ	4
2	--9e10NYQuAa-CB_Rrw7Tw	gmPP4YFrgYsYQqPYokMgFA	5
3	--9e10NYQuAa-CB_Rrw7Tw	aVOGlN9fZ-BXcbtj6dbf0g	5
4	--9e10NYQuAa-CB_Rrw7Tw	KC8H7qTZVPIEnanw9fG43g	5

	user_id	business_id	stars
0	bLbSNkLggFnqwNNzzq-Ijw	-BS4aZAQm9u41YnB9MUASA	4
1	bLbSNkLggFnqwNNzzq-Ijw	-C8sSrFqaCxp5lpyo-fQLQ	4
2	bLbSNkLggFnqwNNzzq-Ijw	-CQokjildrY7UZezXCdEBw	5
3	bLbSNkLggFnqwNNzzq-Ijw	-FcZY7a7qgxTUlTvwuyJnQ	3
4	bLbSNkLggFnqwNNzzq-Ijw	-IWsoxH7mLJTTPU5MmWY4w	4

### Create utility matrix from records

```
In [16]: df_utility = pd.pivot_table(data = df_stars_cleaned,
                                     values = 'stars', # fill with stars
                                     index = 'user_id', # rows
                                     columns = 'business_id', #columns
                                     fill_value = 0 # fill missings
                                     )
```

```
In [17]: df_utility.head()
```

```
Out[17]:
```

<b>business_id</b>	- -9e1ONYQuAa- CB_Rrw7Tw	-1m9o3vGRA8IBPNvNqKLmA	-1vfRrInNnM
<b>user_id</b>			
--LUapetRSkZpFZ2d- MXLQ	0	0	0
--RISfc- QmcHFGHyX6aVjA	0	0	0
--ZNfWKj1VyVEIRx6-g1fg	0	0	0
-00kdElhCt-ODaV4BS- EAg	0	0	0
-05XqtNjcBq19vh2CVJN8g	0	0	0

5 rows × 4558 columns

```
In [18]: # get the list of user id by checking out the index of the utility matrix
user_id_list = df_utility.index
user_id_list.shape
```

```
Out[18]: (14675,)
```

```
In [19]: # get the list of item id by checking out the columns of the utility matrix
item_id_list = df_utility.columns
item_id_list.shape
```

```
Out[19]: (4558,)
```

## 2. Item-Item similarity recommender

```
In [20]: import graphlab
```

```
In [23]: sf_stars = graphlab.SFrame(df_stars)
sf_stars
```

[INFO] graphlab.cython.cy\_server: GraphLab Create v2.1 started. Logging: /tmp/graphlab\_server\_1525723753.log

This non-commercial license of GraphLab Create for academic use is assigned to luoyiting68@hotmail.com and will expire on May 08, 2019.

Out[23]:

business_id	user_id	stars
--9e1ONYQuAa-CB_Rrw7Tw	oFyOUOeGTRZhFPF9uTqrTQ	5
--9e1ONYQuAa-CB_Rrw7Tw	2aeNFntqY2QDZLADNo8iQQ	4
--9e1ONYQuAa-CB_Rrw7Tw	gmPP4YFrgYsYQqPYokMgFA	5
--9e1ONYQuAa-CB_Rrw7Tw	aVOGIN9fZ-BXcbtj6dbf0g	5
--9e1ONYQuAa-CB_Rrw7Tw	KC8H7qTZVPIEnanw9fG43g	5
--9e1ONYQuAa-CB_Rrw7Tw	3RTesI_MAwct13LWm4rhLw	4
--9e1ONYQuAa-CB_Rrw7Tw	EAOt1UQhJD0GG3I_jv7rWA	5
--9e1ONYQuAa-CB_Rrw7Tw	C6kw0Rny7jZAGjTj0MWA3Q	5
--9e1ONYQuAa-CB_Rrw7Tw	tTifjrXIRrUme-4c0UW9Bw	5
--9e1ONYQuAa-CB_Rrw7Tw	OtKA03ALQQ1CBhtaJod_Jw	2

[515752 rows x 3 columns]

Note: Only the head of the SFrame is printed.

You can use `print_rows(num_rows=m, num_columns=n)` to print more rows and columns.

```
In [24]: # item item recommender
item_item_rec = graphlab.recommender.item_similarity_recommender.create(sf_stars,

user_id = 'user_id',

item_id = 'business_id',

target = 'stars')
```

```
Recsys training: model = item_similarity
```

```
Preparing data set.
```

```
    Data has 515752 observations with 227241 users and 4832 items.
```

```
    Data prepared in: 0.931662s
```

```
Training model from provided data.
```

```
Gathering per-item and per-user statistics.
```

```
+-----+-----+
| Elapsed Time (Item Statistics) | % Complete |
+-----+-----+
| 7.459ms                        | 3.5        |
| 86.608ms                      | 100        |
+-----+-----+
```

```
Setting up lookup tables.
```

```
Processing data in one pass using dense lookup tables.
```

```
+-----+-----+-----+
-----+
| Elapsed Time (Constructing Lookups) | Total % Complete | Items Pro
cessed |
+-----+-----+-----+
-----+
| 174.748ms                          | 0                | 0
|
| 638.675ms                          | 100               | 4832
|
+-----+-----+-----+
-----+
```

```
Finalizing lookup tables.
```

```
Generating candidate set for working with new users.
```

```
Finished training in 1.72294s
```

```
In [25]: item_item_rec_result = item_item_rec.recommend(k = 3, verbose = False)
```



```
In [26]: item_item_rec_result
```

```
Out[26]:
```

<b>user_id</b>	<b>business_id</b>	<b>score</b>
oFyOUOeGTRZhFPF9uTqrTQ	BhueLLvA0k9G1Lr0WeZX9w	0.0054555649453
oFyOUOeGTRZhFPF9uTqrTQ	4mb32UmQULqg7IMck28vog	0.00528274064368
oFyOUOeGTRZhFPF9uTqrTQ	6fz0hnNIVpLF5v2NqJfA9w	0.0052772303845
2aeNFntqY2QDZLADNo8iQQ	rcaPajgKOJC2vo_l3xa42A	0.0165879130363
2aeNFntqY2QDZLADNo8iQQ	faPVqws-x-5k2CQKDNtHxw	0.016526311636
2aeNFntqY2QDZLADNo8iQQ	KXITXbKuE60WSUDs7NZVLQ	0.0158300697803
gmPP4YFrgYsYQqPYokMgFA	rcaPajgKOJC2vo_l3xa42A	0.0144976079464
gmPP4YFrgYsYQqPYokMgFA	faPVqws-x-5k2CQKDNtHxw	0.0140542984009
gmPP4YFrgYsYQqPYokMgFA	XZbuPXdyA0ZtTu3AzqtQhg	0.0136348605156
aVOGIN9fZ-BXcbtj6dbf0g	Fi-2ruy5x600SX4avnrFuA	0.0113100707531

[681723 rows x 4 columns]

Note: Only the head of the SFrame is printed.

You can use `print_rows(num_rows=m, num_columns=n)` to print more rows and columns.

### 3. Content-based recommender

```
In [28]: # group by business_id, then average numerical features
```

```
df_average = df.groupby(['business_id']).mean()  
df_average.head()
```

```
Out[28]:
```

	<b>avg_stars</b>	<b>cool</b>	<b>funny</b>	<b>stars</b>	<b>useful</b>
<b>business_id</b>					
--9e1ONYQuAa-CB_Rrw7Tw	4.0	0.706263	0.578834	4.159827	1.010799
-1m9o3vGRA8IBPNvNqKLmA	4.5	1.000000	0.631579	4.736842	1.315789
-1vfRrInNnNJ5boOVghMPA	3.0	0.428571	0.642857	3.000000	0.428571
-3zffZUHoY8bQjGfPSoBKQ	4.0	0.534483	0.454023	3.867816	1.091954
-8R_-EkGpUhBk55K9Dd4mg	3.5	0.761905	0.650794	3.841270	0.968254

```
In [29]: # group by business_id, extract categories data

categories_series = df.groupby(['business_id']).categories.apply(np.unique)
categories_series.head()
```

```
Out[29]: business_id
--9e10NYQuAa-CB_Rrw7Tw      [['Cajun/Creole', 'Steakhouses', 'Restaur
ants']]
-1m9o3vGRA8IBPNvNqKLmA      [['African', 'Restaurants', 'Nightlife', '
Bars...
-1vfRrlnNnNJ5boOVghMPA      [['Sushi Bars', 'Korean', 'Restaur
ants']]
-3zffZUHoY8bQjGfPSoBKQ      [['Seafood', 'Bars', 'Nightlife', 'America
n (N...
-8R_-EkGpUhBk55K9Dd4mg      [['Thai', 'Restaur
ants']]
Name: categories, dtype: object
```

```
In [30]: # convert categories data to string remove '[]'

categories_series = categories_series.str.join(' ').apply(lambda x: x[1
:-1])
```

```

In [31]: # business_id, categories table
# a sparse matrix
from sklearn.feature_extraction.text import CountVectorizer

vectorizer = CountVectorizer()

# get a ndarray with no index or column names
categories_mat = vectorizer.fit_transform(categories_series).toarray()
categories = vectorizer.get_feature_names()

#transform it to pandas df with column and index names
df_categories = pd.DataFrame(categories_mat,
                             columns=categories,
                             index=categories_series.index)
df_categories.head()

```

```

Out[31]:

```

	acai	active	activities	acupuncture	adoption	adult	afg
business_id							
--9e1ONYQuAa-CB_Rrw7Tw	0	0	0	0	0	0	0
-1m9o3vGRA8IBPNvNqKLmA	0	0	0	0	0	0	0
-1vfRrlnNnNJ5boOVghMPA	0	0	0	0	0	0	0
-3zffZUHoY8bQjGfPSoBKQ	0	0	0	0	0	0	0
-8R_-EkGpUhBk55K9Dd4mg	0	0	0	0	0	0	0

5 rows × 469 columns

```
In [32]: # use svd to reduce dimension
# only retain 150 components
from sklearn.decomposition import TruncatedSVD
svd = TruncatedSVD(n_components=150,
                    random_state=42)

svd.fit(categories_mat)
categories_svd = svd.transform(categories_mat)
df_categories_svd = pd.DataFrame(categories_svd,
                                index=categories_series.index)

print(svd.explained_variance_ratio_.sum()) # total variance explained
df_categories_svd.head()
```

0.978568848534

```
Out[32]:
```

	0	1	2	3	4	5
business_id						
--9e10NYQuAa-CB_Rrw7Tw	0.729615	0.048135	-0.449471	-0.432830	0.022885	0.022885
-1m9o3vGRA8IBPNvNqKLmA	1.831809	2.004849	0.609203	0.020579	-0.122700	-0.122700
-1vfRrlnNnNJ5boOVghMPA	1.019308	0.614910	0.163117	-0.705667	-0.085955	0.122700
-3zffZUHoY8bQjGfPSoBKQ	1.496075	1.358226	0.002296	0.196015	-0.049401	-0.122700
-8R_-EkGpUhBk55K9Dd4mg	0.706684	0.010360	-0.445351	-0.452623	0.015391	0.022885

5 rows x 150 columns

```
In [33]: # display feature matrix dimension

print 'df_average : ', df_average.shape # to be joined
print 'df_categories : ', df_categories.shape
print 'df_categories_svd : ', df_categories_svd.shape # to be joined

df_average : (4832, 5)
df_categories : (4832, 469)
df_categories_svd : (4832, 150)
```

```
In [34]: # join two to generate feature data for each business_id
df_business = df_average.join(df_categories_svd)
```

```
In [35]: df_business.shape, df_business.head()
```

```
Out[35]: ((4832, 155),
```

	avg_stars	cool	funny	stars
useful \				
business_id				
--9e10NYQuAa-CB_Rrw7Tw	4.0	0.706263	0.578834	4.159827
010799				
-1m9o3vGRA8IBPNvNqKLmA	4.5	1.000000	0.631579	4.736842

1.

315789					
-1vfRrlnNnNJ5boOVghMPA	3.0	0.428571	0.642857	3.000000	0.
428571					
-3zffZUHoY8bQjGfPSoBKQ	4.0	0.534483	0.454023	3.867816	1.
091954					
-8R_-EkGpUhBk55K9Dd4mg	3.5	0.761905	0.650794	3.841270	0.
968254					

	0	1	2	3	
4 \					
business_id					
--9e1ONYQuAa-CB_Rrw7Tw	0.729615	0.048135	-0.449471	-0.432830	0.0
22885					
-1m9o3vGRA8IBPNvNqKLmA	1.831809	2.004849	0.609203	0.020579	-0.1
22700					
-1vfRrlnNnNJ5boOVghMPA	1.019308	0.614910	0.163117	-0.705667	-0.0
85955					
-3zffZUHoY8bQjGfPSoBKQ	1.496075	1.358226	0.002296	0.196015	-0.0
49401					
-8R_-EkGpUhBk55K9Dd4mg	0.706684	0.010360	-0.445351	-0.452623	0.0
15391					

	...	140	141	142	
143 \					
business_id	...				
--9e1ONYQuAa-CB_Rrw7Tw	...	0.006637	0.007949	0.007346	0.0
12538					
-1m9o3vGRA8IBPNvNqKLmA	...	-0.051330	0.033400	0.034054	-0.0
55641					
-1vfRrlnNnNJ5boOVghMPA	...	0.003058	-0.009049	-0.006594	-0.0
07373					
-3zffZUHoY8bQjGfPSoBKQ	...	-0.002457	-0.007027	-0.011435	-0.0
15463					
-8R_-EkGpUhBk55K9Dd4mg	...	0.000442	-0.002289	-0.002723	0.0
01286					

	144	145	146	147	
148 \					
business_id					
--9e1ONYQuAa-CB_Rrw7Tw	0.004413	-0.010007	0.002728	0.001197	-0.0
01293					
-1m9o3vGRA8IBPNvNqKLmA	-0.058839	0.075682	0.019001	-0.025338	0.0
64974					
-1vfRrlnNnNJ5boOVghMPA	-0.006259	0.006767	0.002197	-0.000847	0.0
00545					
-3zffZUHoY8bQjGfPSoBKQ	-0.011692	-0.005671	-0.002791	-0.005562	-0.0
01172					
-8R_-EkGpUhBk55K9Dd4mg	-0.003358	0.006847	0.000040	0.003044	-0.0
02073					

	149
business_id	
--9e1ONYQuAa-CB_Rrw7Tw	0.005149

```
-1m9o3vGRA8IBPNvNqKLmA 0.054436
-1vfRrlnNnNJ5boOVghMPA -0.004172
-3zffZUHoY8bQjGfPSoBKQ 0.008745
-8R_-EkGpUhBk55K9Dd4mg -0.000813
```

```
[5 rows x 155 columns])
```

```
In [36]: # prepare data
```

```
item_data = graphlab.SFrame(df_business.reset_index())
```

```
In [37]: # build content based recommender
```

```
content_rec = graphlab.recommender.item_content_recommender.create(item_data, "business_id")
```

WARNING: The ItemContentRecommender model is still in beta.

WARNING: This feature transformer is still in beta, and some interpretation rules may change in the future.

```
('Applying transform:\n', Class : AutoVectorizer
```

Model Fields

-----

```
Features : ['avg_stars', 'cool', 'funny', 'stars', 'useful',
'0', '1', '2', '3', '4', '5', '6', '7', '8', '9', '10', '11', '12',
'13', '14', '15', '16', '17', '18', '19', '20', '21', '22', '23',
'24', '25', '26', '27', '28', '29', '30', '31', '32', '33', '34', '35',
'36', '37', '38', '39', '40', '41', '42', '43', '44', '45', '46',
'47', '48', '49', '50', '51', '52', '53', '54', '55', '56', '57',
'58', '59', '60', '61', '62', '63', '64', '65', '66', '67', '68', '69',
'70', '71', '72', '73', '74', '75', '76', '77', '78', '79', '80',
'81', '82', '83', '84', '85', '86', '87', '88', '89', '90', '91',
'92', '93', '94', '95', '96', '97', '98', '99', '100', '101', '102',
'103', '104', '105', '106', '107', '108', '109', '110', '111', '112',
'113', '114', '115', '116', '117', '118', '119', '120', '121', '122',
'123', '124', '125', '126', '127', '128', '129', '130', '131', '132',
'133', '134', '135', '136', '137', '138', '139', '140', '141',
'142', '143', '144', '145', '146', '147', '148', '149']
```

```
Excluded Features : ['business_id']
```

Column	Type	Interpretation	Transforms	Output Type
-----	-----	-----	-----	-----
avg_stars	float	numerical	None	float
cool	float	numerical	None	float
funny	float	numerical	None	float
stars	float	numerical	None	float
useful	float	numerical	None	float
0	float	numerical	None	float
1	float	numerical	None	float
2	float	numerical	None	float
3	float	numerical	None	float
4	float	numerical	None	float
5	float	numerical	None	float

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149	float	numerical	None	float

)

Recsys training: model = item\_content\_recommender

Defaulting to brute force instead of ball tree because there are multiple distance components.

Starting brute force nearest neighbors model training.

Starting pairwise querying.

+-----+-----+-----+-----+

| Query points | # Pairs | % Complete. | Elapsed Time |

+-----+-----+-----+-----+				
1	4832	0.0206954	227.573ms	
39	188448	0.807119	1.25s	
80	386560	1.65563	2.25s	
126	608832	2.60762	3.23s	
164	792448	3.39404	4.28s	
193	932576	3.99421	5.23s	
240	1159680	4.96689	6.27s	
294	1420608	6.08444	7.24s	
348	1681536	7.20199	8.24s	
405	1956960	8.38162	9.27s	
458	2213056	9.47848	10.24s	
527	2546464	10.9065	11.25s	
594	2870208	12.293	12.24s	
663	3203616	13.721	13.27s	
716	3459712	14.8179	14.24s	
748	3614336	15.4801	15.27s	
790	3817280	16.3493	16.24s	
835	4034720	17.2806	17.23s	
890	4300480	18.4189	18.24s	
954	4609728	19.7434	19.26s	
1024	4947968	21.1921	20.23s	
1059	5117088	21.9164	21.23s	
1095	5291040	22.6614	22.26s	
1126	5440832	23.303	23.26s	
1157	5590624	23.9445	24.27s	
1193	5764576	24.6896	25.24s	
1233	5957856	25.5174	26.24s	
1291	6238112	26.7177	27.23s	

1361	6576352	28.1664	28.25s	
1416	6842112	29.3046	29.33s	
1451	7011232	30.029	30.30s	
1492	7209344	30.8775	31.27s	
1537	7426784	31.8088	32.25s	
1576	7615232	32.6159	33.27s	
1615	7803680	33.423	34.23s	
1677	8103264	34.7061	35.25s	
1741	8412512	36.0306	36.23s	
1807	8731424	37.3965	37.24s	
1858	8977856	38.452	38.26s	
1905	9204960	39.4247	39.24s	
1962	9480384	40.6043	40.26s	
2008	9702656	41.5563	41.23s	
2077	1e+07	42.9843	42.27s	
2136	1e+07	44.2053	43.25s	
2196	1.1e+07	45.447	44.25s	
2261	1.1e+07	46.7922	45.23s	
2324	1.1e+07	48.096	46.23s	
2396	1.2e+07	49.5861	47.26s	
2466	1.2e+07	51.0348	48.23s	
2542	1.2e+07	52.6076	49.24s	
2612	1.3e+07	54.0563	50.25s	
2682	1.3e+07	55.505	51.23s	
2746	1.3e+07	56.8295	52.25s	
2812	1.4e+07	58.1954	53.26s	
2878	1.4e+07	59.5613	54.29s	
2942	1.4e+07	60.8858	55.23s	
3015	1.5e+07	62.3965	56.27s	

3089	1.5e+07	63.928	57.28s	
3154	1.5e+07	65.2732	58.23s	
3206	1.5e+07	66.3493	59.25s	
3271	1.6e+07	67.6945	1m 0s	
3343	1.6e+07	69.1846	1m 1s	
3418	1.7e+07	70.7368	1m 2s	
3494	1.7e+07	72.3096	1m 3s	
3536	1.7e+07	73.1788	1m 4s	
3597	1.7e+07	74.4412	1m 5s	
3644	1.8e+07	75.4139	1m 6s	
3701	1.8e+07	76.5935	1m 7s	
3763	1.8e+07	77.8767	1m 8s	
3841	1.9e+07	79.4909	1m 9s	
3916	1.9e+07	81.043	1m 10s	
3990	1.9e+07	82.5745	1m 11s	
4063	2e+07	84.0853	1m 12s	
4135	2e+07	85.5753	1m 13s	
4206	2e+07	87.0447	1m 14s	
4271	2.1e+07	88.3899	1m 15s	
4333	2.1e+07	89.673	1m 16s	
4389	2.1e+07	90.832	1m 17s	
4429	2.1e+07	91.6598	1m 18s	
4487	2.2e+07	92.8601	1m 19s	
4542	2.2e+07	93.9983	1m 20s	
4601	2.2e+07	95.2194	1m 21s	
4663	2.3e+07	96.5025	1m 22s	
4716	2.3e+07	97.5993	1m 23s	
4771	2.3e+07	98.7376	1m 24s	
4831	2.3e+07	99.9793	1m 25s	

```
| Done          |          | 100          | 1m 25s      |
+-----+-----+-----+-----+
```

Preparing data set.

Data has 0 observations with 0 users and 4832 items.

Data prepared in: 0.763917s

Loading user-provided nearest items.

Generating candidate set for working with new users.

Finished training in 0.039033s

```
In [38]: # make recommendation for a single item
# essentially make recommendation based on businiess_id(155 features)
similarities
sample_item = [df_stars.iloc[0].business_id]
content_rec.recommend_from_interactions(sample_item)
```

Out[38]:

business_id	score	rank
TT658qQinO6MBHP9q7rJ8w	0.939524710178	1
uWECX6-Uq9n8v5ipk9R29A	0.937774240971	2
AT1bODcrWTKTRNZKRxO-cA	0.894924402237	3
zcScEL0WEdFkROcnz5379g	0.893789052963	4
p3YqOYELqXtLyHz9T49p_w	0.891371250153	5
5TY6bUT3bbl9aHltiXXqw	0.888443648815	6
L2W0QLXIIR5MEmhQwZk-iA	0.887454330921	7
UNI1agsPX2k3eJSJVB91nw	0.859774649143	8
VPO8pBUwYz1u6GoG0d2U-Q	0.859451830387	9
KXITXbKuE60WSUDs7NZVLQ	0.836147964001	10

[10 rows x 3 columns]

In [39]: *# similar items per item*

```
similar_items_df = content_rec.get_similar_items().to_dataframe()
similar_items_df.head(20) # each business_id with 10 most similar ones
```

Out[39]:

	<b>business_id</b>	<b>similar</b>	<b>score</b>	<b>rank</b>
<b>0</b>	--9e1ONYQuAa-CB_Rrw7Tw	TT658qQinO6MBHP9q7rJ8w	0.939525	1
<b>1</b>	--9e1ONYQuAa-CB_Rrw7Tw	uWECX6-Uq9n8v5ipk9R29A	0.937774	2
<b>2</b>	--9e1ONYQuAa-CB_Rrw7Tw	AT1bODCrWTKTRNZKRxO-cA	0.894924	3
<b>3</b>	--9e1ONYQuAa-CB_Rrw7Tw	zcScEL0WEdFkROcnz5379g	0.893789	4
<b>4</b>	--9e1ONYQuAa-CB_Rrw7Tw	p3YqOYELqXtLyHz9T49p_w	0.891371	5
<b>5</b>	--9e1ONYQuAa-CB_Rrw7Tw	5TY6bUT3bbl9aHltiIXqw	0.888444	6
<b>6</b>	--9e1ONYQuAa-CB_Rrw7Tw	L2W0QLXIIIR5MEmhQwZk-iA	0.887454	7
<b>7</b>	--9e1ONYQuAa-CB_Rrw7Tw	UNI1agsPX2k3eJSJVB91nw	0.859775	8
<b>8</b>	--9e1ONYQuAa-CB_Rrw7Tw	VPO8pBUwYz1u6GoG0d2U-Q	0.859452	9
<b>9</b>	--9e1ONYQuAa-CB_Rrw7Tw	KXITXbKuE60WSUDs7NZVLQ	0.836148	10
<b>10</b>	-1m9o3vGRA8IBPNvNqKLmA	FhleCF6QrsLaRvAeu0oEPQ	0.688294	1
<b>11</b>	-1m9o3vGRA8IBPNvNqKLmA	6MpOzb5ImLdDXHsn4Hwl-Q	0.680585	2
<b>12</b>	-1m9o3vGRA8IBPNvNqKLmA	bpRo8L8dkhgbJhdlKa9mwA	0.678564	3
<b>13</b>	-1m9o3vGRA8IBPNvNqKLmA	Q5olb1x6FGk2oLAlc9p5Lg	0.663660	4
<b>14</b>	-1m9o3vGRA8IBPNvNqKLmA	HhVmDybpU7L50Kb5A0jXTg	0.661209	5
<b>15</b>	-1m9o3vGRA8IBPNvNqKLmA	dTsyfvRfN-zFdsglDuQIIQ	0.646282	6
<b>16</b>	-1m9o3vGRA8IBPNvNqKLmA	dubu2kN3Y9EB4uYGFWa0MQ	0.639656	7
<b>17</b>	-1m9o3vGRA8IBPNvNqKLmA	JRh14J_be0jl7Wbt412vDA	0.636291	8
<b>18</b>	-1m9o3vGRA8IBPNvNqKLmA	wkKlpSx3OcoGJiv7p8VZzw	0.631747	9
<b>19</b>	-1m9o3vGRA8IBPNvNqKLmA	PsdWWQE_9GrfmCNfz2yW4g	0.630566	10

```
In [40]: # make recommendation for a sample user
df_favored = df_stars[df_stars.stars > 4] # select favored restuarants
bid_favored = df_favored[df_favored.user_id == df_favored.user_id.iloc
[0]] # retain only one user's ratings

# first select favored restaurants' similar items
# each store rated by this user has 10 most similar stores
# hence there will be 50 candidates
# second sort those restaurants, then got top 10
similar_items_df[similar_items_df['business_id'].isin(bid_favored.busi
ness_id)].sort('score',ascending=False).similar[:10]

/Users/luoyiting/anaconda/envs/gl-env/lib/python2.7/site-packages/ip
ykernel/__main__.py:9: FutureWarning: sort(columns=....) is deprecat
ed, use sort_values(by=.....)
```

```
Out[40]: 31140      GkRF8rSvh9cOQuuPeDh9bg
24650      kiweDovyXezj-ZMpB1tlXg
31141      Bm8nRUsZ-dK6g2eJLxMTOW
38170      wAQr_GVUNFSvqFfr3cC9kA
42780      KQoeETpQlnBEQ6fVOtFgWQ
25810      80Lkm305ZOkQdMEIvOy_lw
31142      TCWMgOiV0PxQkWE1SyBIWQ
14010      GU0zNpgisY-pV3U2Sfdp6A
31143      MXC9pwIxivWUc9yulF8OxA
31144      KVsv8wRGnLX8QWoNZKNMQA
Name: similar, dtype: object
```

## 5. Popularity based recommender

```
In [41]: # data
sf_stars
```

Out[41]:

business_id	user_id	stars
--9e1ONYQuAa-CB_Rrw7Tw	oFyOUOeGTRZhFPF9uTqrTQ	5
--9e1ONYQuAa-CB_Rrw7Tw	2aeNFntqY2QDZLADNo8iQQ	4
--9e1ONYQuAa-CB_Rrw7Tw	gmPP4YFrgYsYQqPYokMgFA	5
--9e1ONYQuAa-CB_Rrw7Tw	aVOGIN9fZ-BXcbtj6dbf0g	5
--9e1ONYQuAa-CB_Rrw7Tw	KC8H7qTZVPIEnanw9fG43g	5
--9e1ONYQuAa-CB_Rrw7Tw	3RTesI_MAwct13LWm4rhLw	4
--9e1ONYQuAa-CB_Rrw7Tw	EAOt1UQhJD0GG3I_jv7rWA	5
--9e1ONYQuAa-CB_Rrw7Tw	C6kw0Rny7jZAGjTj0MWA3Q	5
--9e1ONYQuAa-CB_Rrw7Tw	tTifjrXIRrUme-4c0UW9Bw	5
--9e1ONYQuAa-CB_Rrw7Tw	OtKA03ALQQ1CBhtaJod_Jw	2

[515752 rows x 3 columns]

Note: Only the head of the SFrame is printed.

You can use `print_rows(num_rows=m, num_columns=n)` to print more rows and columns.

```
In [42]: # build recommendation system
pop_rec = graphlab.popularity_recommender.create(sf_stars,
                                                user_id = 'user_id',
                                                item_id = 'business_i
d',
                                                target = 'stars')
```

Recsys training: model = popularity

Preparing data set.

Data has 515752 observations with 227241 users and 4832 items.

Data prepared in: 1.02208s

515752 observations to process; with 4832 unique items.

```
In [43]: # get recommendation
pop_result = pop_rec.recommend()
```

recommendations finished on 1000/227241 queries. users per second: 3  
5095.1

recommendations finished on 2000/227241 queries. users per second: 3  
6412.6



recommendations finished on 3000/227241 queries. users per second: 3  
4396.6

recommendations finished on 4000/227241 queries. users per second: 3  
2934

recommendations finished on 5000/227241 queries. users per second: 3  
3285.2

recommendations finished on 6000/227241 queries. users per second: 3  
4294.7

recommendations finished on 7000/227241 queries. users per second: 3  
4530

recommendations finished on 8000/227241 queries. users per second: 3  
4314.4

recommendations finished on 9000/227241 queries. users per second: 3  
4810.3

recommendations finished on 10000/227241 queries. users per second:  
34992

recommendations finished on 11000/227241 queries. users per second:  
35182.7

recommendations finished on 12000/227241 queries. users per second:  
34813

recommendations finished on 13000/227241 queries. users per second:  
34710

recommendations finished on 14000/227241 queries. users per second:  
34770.5

recommendations finished on 15000/227241 queries. users per second:  
34778.4

recommendations finished on 16000/227241 queries. users per second:  
34750.3

recommendations finished on 17000/227241 queries. users per second:  
34947.1

recommendations finished on 18000/227241 queries. users per second:  
34511.7

recommendations finished on 19000/227241 queries. users per second:  
34052.4

recommendations finished on 20000/227241 queries. users per second:  
33684.1

recommendations finished on 21000/227241 queries. users per second:  
33748

recommendations finished on 22000/227241 queries. users per second:  
33601.1

recommendations finished on 23000/227241 queries. users per second:  
33780.2

recommendations finished on 24000/227241 queries. users per second:  
34036

recommendations finished on 25000/227241 queries. users per second:  
34125.1

recommendations finished on 26000/227241 queries. users per second:  
34299.2

recommendations finished on 27000/227241 queries. users per second:  
34162

recommendations finished on 28000/227241 queries. users per second:  
34124.5

recommendations finished on 29000/227241 queries. users per second:  
34140.1

recommendations finished on 30000/227241 queries. users per second:  
34313.4

recommendations finished on 31000/227241 queries. users per second:  
34270.5

recommendations finished on 32000/227241 queries. users per second:  
34072.5

recommendations finished on 33000/227241 queries. users per second:  
33635.4

recommendations finished on 34000/227241 queries. users per second:  
33489.8

recommendations finished on 35000/227241 queries. users per second:  
33233.1

recommendations finished on 36000/227241 queries. users per second:  
32988.7

recommendations finished on 37000/227241 queries. users per second:  
32561.4

recommendations finished on 38000/227241 queries. users per second:  
32440.6

recommendations finished on 39000/227241 queries. users per second:  
32377.5

recommendations finished on 40000/227241 queries. users per second:  
32431

recommendations finished on 41000/227241 queries. users per second:  
32535.9

recommendations finished on 42000/227241 queries. users per second:  
32651.5

recommendations finished on 43000/227241 queries. users per second:  
32686.7

recommendations finished on 44000/227241 queries. users per second:  
32822.1

recommendations finished on 45000/227241 queries. users per second:  
32890.5

recommendations finished on 46000/227241 queries. users per second:  
33033.4

recommendations finished on 47000/227241 queries. users per second:  
33016.9

recommendations finished on 48000/227241 queries. users per second:  
33057.4

recommendations finished on 49000/227241 queries. users per second:  
33085.5

recommendations finished on 50000/227241 queries. users per second:  
33149.2

recommendations finished on 51000/227241 queries. users per second:  
33052.3

recommendations finished on 52000/227241 queries. users per second:  
32441.8

recommendations finished on 53000/227241 queries. users per second:  
32411.4

recommendations finished on 54000/227241 queries. users per second:  
32236.9

recommendations finished on 55000/227241 queries. users per second:  
32183.2

recommendations finished on 56000/227241 queries. users per second:  
32032.7

recommendations finished on 57000/227241 queries. users per second:  
31920.3

recommendations finished on 58000/227241 queries. users per second:  
31933.9

recommendations finished on 59000/227241 queries. users per second:  
32036

recommendations finished on 60000/227241 queries. users per second:  
32082.1

recommendations finished on 61000/227241 queries. users per second:  
32107.8

recommendations finished on 62000/227241 queries. users per second:  
32202

recommendations finished on 63000/227241 queries. users per second:  
32271.3

recommendations finished on 64000/227241 queries. users per second:  
32381

recommendations finished on 65000/227241 queries. users per second:  
32452.9

recommendations finished on 66000/227241 queries. users per second:  
32547

recommendations finished on 67000/227241 queries. users per second:  
32594.5

recommendations finished on 68000/227241 queries. users per second:  
32611.1

recommendations finished on 69000/227241 queries. users per second:  
32718.2

recommendations finished on 70000/227241 queries. users per second:  
32793.6

recommendations finished on 71000/227241 queries. users per second:  
32878.6

recommendations finished on 72000/227241 queries. users per second:  
32930.3

recommendations finished on 73000/227241 queries. users per second:  
33024.7

recommendations finished on 74000/227241 queries. users per second:  
32912.9

recommendations finished on 75000/227241 queries. users per second:  
33013.2

recommendations finished on 76000/227241 queries. users per second:  
33023.9

recommendations finished on 77000/227241 queries. users per second:  
33126.4

recommendations finished on 78000/227241 queries. users per second:  
33184.8

recommendations finished on 79000/227241 queries. users per second:  
33272.6

recommendations finished on 80000/227241 queries. users per second:  
33330.4

recommendations finished on 81000/227241 queries. users per second:  
33320.2

recommendations finished on 82000/227241 queries. users per second:  
33364.1

recommendations finished on 83000/227241 queries. users per second:  
33392.7

recommendations finished on 84000/227241 queries. users per second:  
33415

recommendations finished on 85000/227241 queries. users per second:  
33405.3

recommendations finished on 86000/227241 queries. users per second:  
33427

recommendations finished on 87000/227241 queries. users per second:  
33404.6

recommendations finished on 88000/227241 queries. users per second:  
33319.3

recommendations finished on 89000/227241 queries. users per second:  
33363.7

recommendations finished on 90000/227241 queries. users per second:  
33373

recommendations finished on 91000/227241 queries. users per second:  
33379.3

recommendations finished on 92000/227241 queries. users per second:  
33330.3

recommendations finished on 93000/227241 queries. users per second:  
33328.3

recommendations finished on 94000/227241 queries. users per second:  
33314.1

recommendations finished on 95000/227241 queries. users per second:  
33353.6

recommendations finished on 96000/227241 queries. users per second:  
33420.6

recommendations finished on 97000/227241 queries. users per second:  
33463.4

recommendations finished on 98000/227241 queries. users per second:  
33536.5

recommendations finished on 99000/227241 queries. users per second:  
33544.4

recommendations finished on 100000/227241 queries. users per second:  
33587.5

recommendations finished on 101000/227241 queries. users per second:  
33565.9

recommendations finished on 102000/227241 queries. users per second:  
33611.2

recommendations finished on 103000/227241 queries. users per second:  
33469.5

recommendations finished on 104000/227241 queries. users per second:  
33376.1

recommendations finished on 105000/227241 queries. users per second:  
33262.4

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33283.8

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33314.8

recommendations finished on 108000/227241 queries. users per second:  
33271.6

recommendations finished on 109000/227241 queries. users per second:  
33310.9

recommendations finished on 110000/227241 queries. users per second:  
33253.4

recommendations finished on 111000/227241 queries. users per second:  
33175.9

recommendations finished on 112000/227241 queries. users per second:  
32883.1

recommendations finished on 113000/227241 queries. users per second:  
32757

recommendations finished on 114000/227241 queries. users per second:  
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recommendations finished on 115000/227241 queries. users per second:  
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32389

recommendations finished on 117000/227241 queries. users per second:  
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recommendations finished on 119000/227241 queries. users per second:  
32422.1

recommendations finished on 120000/227241 queries. users per second:  
32401.5

recommendations finished on 121000/227241 queries. users per second:  
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recommendations finished on 122000/227241 queries. users per second:  
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recommendations finished on 123000/227241 queries. users per second:  
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recommendations finished on 124000/227241 queries. users per second:  
32410.9

recommendations finished on 125000/227241 queries. users per second:  
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32412.7

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32438.8

recommendations finished on 129000/227241 queries. users per second:  
32466.5

recommendations finished on 130000/227241 queries. users per second:  
32480.8

recommendations finished on 131000/227241 queries. users per second:  
32490.9

recommendations finished on 132000/227241 queries. users per second:  
32510.1

recommendations finished on 133000/227241 queries. users per second:  
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recommendations finished on 137000/227241 queries. users per second:  
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recommendations finished on 138000/227241 queries. users per second:  
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recommendations finished on 139000/227241 queries. users per second:  
32152.1

recommendations finished on 140000/227241 queries. users per second:  
32110.3

recommendations finished on 141000/227241 queries. users per second:  
32046.5

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32009.5

recommendations finished on 143000/227241 queries. users per second:  
32035

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32045.1

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recommendations finished on 152000/227241 queries. users per second:  
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recommendations finished on 169000/227241 queries. users per second:  
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31580.8

recommendations finished on 175000/227241 queries. users per second:  
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recommendations finished on 177000/227241 queries. users per second:  
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recommendations finished on 183000/227241 queries. users per second:  
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recommendations finished on 202000/227241 queries. users per second:  
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recommendations finished on 203000/227241 queries. users per second:  
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recommendations finished on 219000/227241 queries. users per second:  
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recommendations finished on 220000/227241 queries. users per second:  
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recommendations finished on 222000/227241 queries. users per second:  
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31540.2

recommendations finished on 224000/227241 queries. users per second:  
31477.8

recommendations finished on 225000/227241 queries. users per second:  
31324.4

recommendations finished on 226000/227241 queries. users per second:  
31242.9

recommendations finished on 227000/227241 queries. users per second:  
31125.4

```
In [45]: pop_result.print_rows(num_rows=30, num_columns=3) # everyone is recomm  
ended with the most popular business_id
```

user_id	business_id	score	...
oFyOUOeGTRZhFPF9uTqrTQ	irVqdCcmeO_Qhz8YcwaxOA	5.0	...
oFyOUOeGTRZhFPF9uTqrTQ	ikR7b7j-Dw8VOEztNT4oLw	5.0	...
oFyOUOeGTRZhFPF9uTqrTQ	V9eIbZwaOJ7YeMy5bPVM6w	5.0	...
oFyOUOeGTRZhFPF9uTqrTQ	V6u7__4jbEDOGWR8K6qUSw	5.0	...
oFyOUOeGTRZhFPF9uTqrTQ	U4ZvCExEi8Chtzu9IVrkCg	5.0	...
oFyOUOeGTRZhFPF9uTqrTQ	iQOjQH30LFsj6a03wJG7nQ	5.0	...
oFyOUOeGTRZhFPF9uTqrTQ	i5vy3X8WBjQ-F7P8HqC7KA	5.0	...
oFyOUOeGTRZhFPF9uTqrTQ	hkbZCioL7TkHLZuTXf-5fQ	5.0	...
oFyOUOeGTRZhFPF9uTqrTQ	096iGHOQ-UImxUExuyqlZA	5.0	...
oFyOUOeGTRZhFPF9uTqrTQ	-UtYWvCnUppcSaC_ulpTYQ	5.0	...
2aeNFntqY2QDZLADNo8iQQ	irVqdCcmeO_Qhz8YcwaxOA	5.0	...
2aeNFntqY2QDZLADNo8iQQ	ikR7b7j-Dw8VOEztNT4oLw	5.0	...
2aeNFntqY2QDZLADNo8iQQ	V9eIbZwaOJ7YeMy5bPVM6w	5.0	...
2aeNFntqY2QDZLADNo8iQQ	V6u7__4jbEDOGWR8K6qUSw	5.0	...
2aeNFntqY2QDZLADNo8iQQ	U4ZvCExEi8Chtzu9IVrkCg	5.0	...
2aeNFntqY2QDZLADNo8iQQ	iQOjQH30LFsj6a03wJG7nQ	5.0	...
2aeNFntqY2QDZLADNo8iQQ	i5vy3X8WBjQ-F7P8HqC7KA	5.0	...
2aeNFntqY2QDZLADNo8iQQ	hkbZCioL7TkHLZuTXf-5fQ	5.0	...
2aeNFntqY2QDZLADNo8iQQ	096iGHOQ-UImxUExuyqlZA	5.0	...
2aeNFntqY2QDZLADNo8iQQ	-UtYWvCnUppcSaC_ulpTYQ	5.0	...
gmPP4YFrgYsYQqPYokMgFA	irVqdCcmeO_Qhz8YcwaxOA	5.0	...
gmPP4YFrgYsYQqPYokMgFA	ikR7b7j-Dw8VOEztNT4oLw	5.0	...
gmPP4YFrgYsYQqPYokMgFA	V9eIbZwaOJ7YeMy5bPVM6w	5.0	...
gmPP4YFrgYsYQqPYokMgFA	V6u7__4jbEDOGWR8K6qUSw	5.0	...
gmPP4YFrgYsYQqPYokMgFA	U4ZvCExEi8Chtzu9IVrkCg	5.0	...
gmPP4YFrgYsYQqPYokMgFA	iQOjQH30LFsj6a03wJG7nQ	5.0	...
gmPP4YFrgYsYQqPYokMgFA	i5vy3X8WBjQ-F7P8HqC7KA	5.0	...
gmPP4YFrgYsYQqPYokMgFA	hkbZCioL7TkHLZuTXf-5fQ	5.0	...
gmPP4YFrgYsYQqPYokMgFA	096iGHOQ-UImxUExuyqlZA	5.0	...
gmPP4YFrgYsYQqPYokMgFA	-UtYWvCnUppcSaC_ulpTYQ	5.0	...

[2272410 rows x 4 columns]

In [ ]:

In [ ]: