

# **Machine Learning for Large-Scale Data Analysis and Decision Making (MATH80629A)**

## **Fall 2021**

### **Week #12- Summary**

# Announcement

- **Project Presentation:**
- Final exam: **in-person**, at 9-12 on **December 16, 2021**

# Today

- Trustworthy Machine Learning
- Recommender Systems: case study
- Q&A

# Trustworthy ML

# ML is everywhere!



amazon



Google  
YouTube

facebook

NETFLIX



# Nowadays AI/ML algorithms determine

- Who gets a job



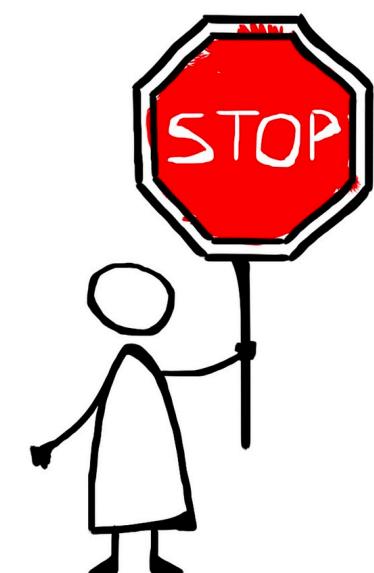
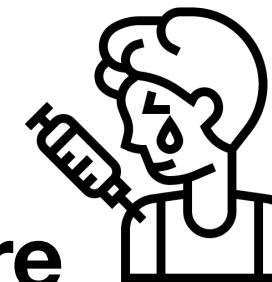
- Who goes to jail



- Who receives loan from bank



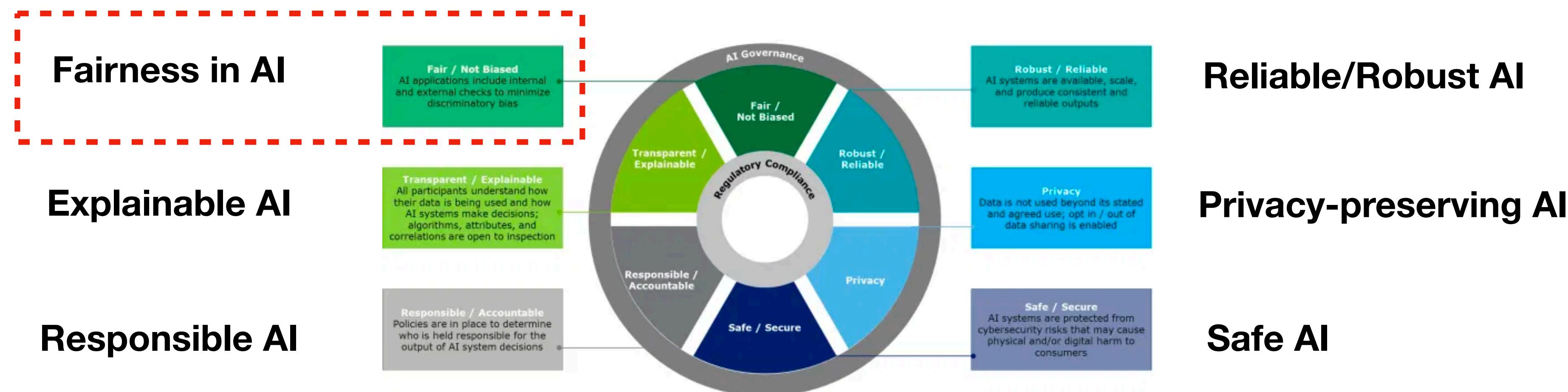
- Who gets diagnose and receive health care



Are these automated decision making systems trustworthy?

# Trustworthy AI/ML

- Trustworthy AI is crucial to the widespread adoption of AI.
- Trustworthy AI is a framework to help address elements that ensure the ethical use of AI and sustain the trust of customers.



Source: Deloitte Consulting LLP



## Machine D.

Amazon ditched AI recruiting tool that favored men for technical jobs

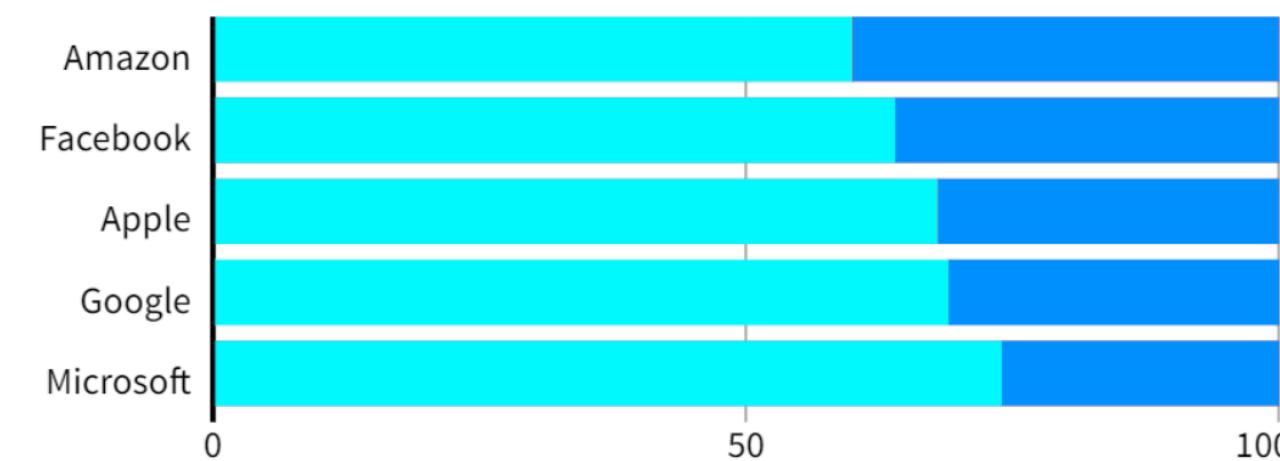
Specialists had been building computer programs since 2014 to review résumés in an effort to automate the search process



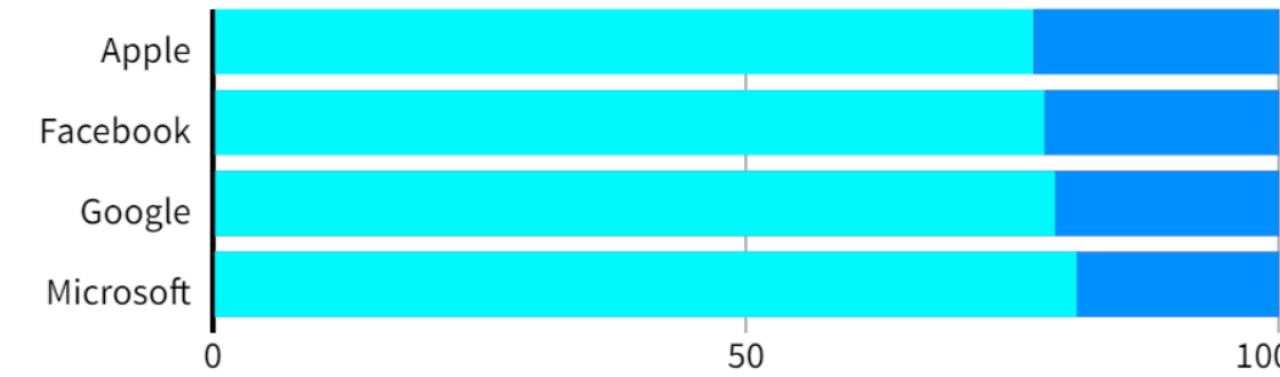
# Amazon Recruitment Tool

GLOBAL HEADCOUNT

■ Male ■ Female



EMPLOYEES IN TECHNICAL ROLES



Amazon ditched AI recruiting tool that favored men for technical jobs

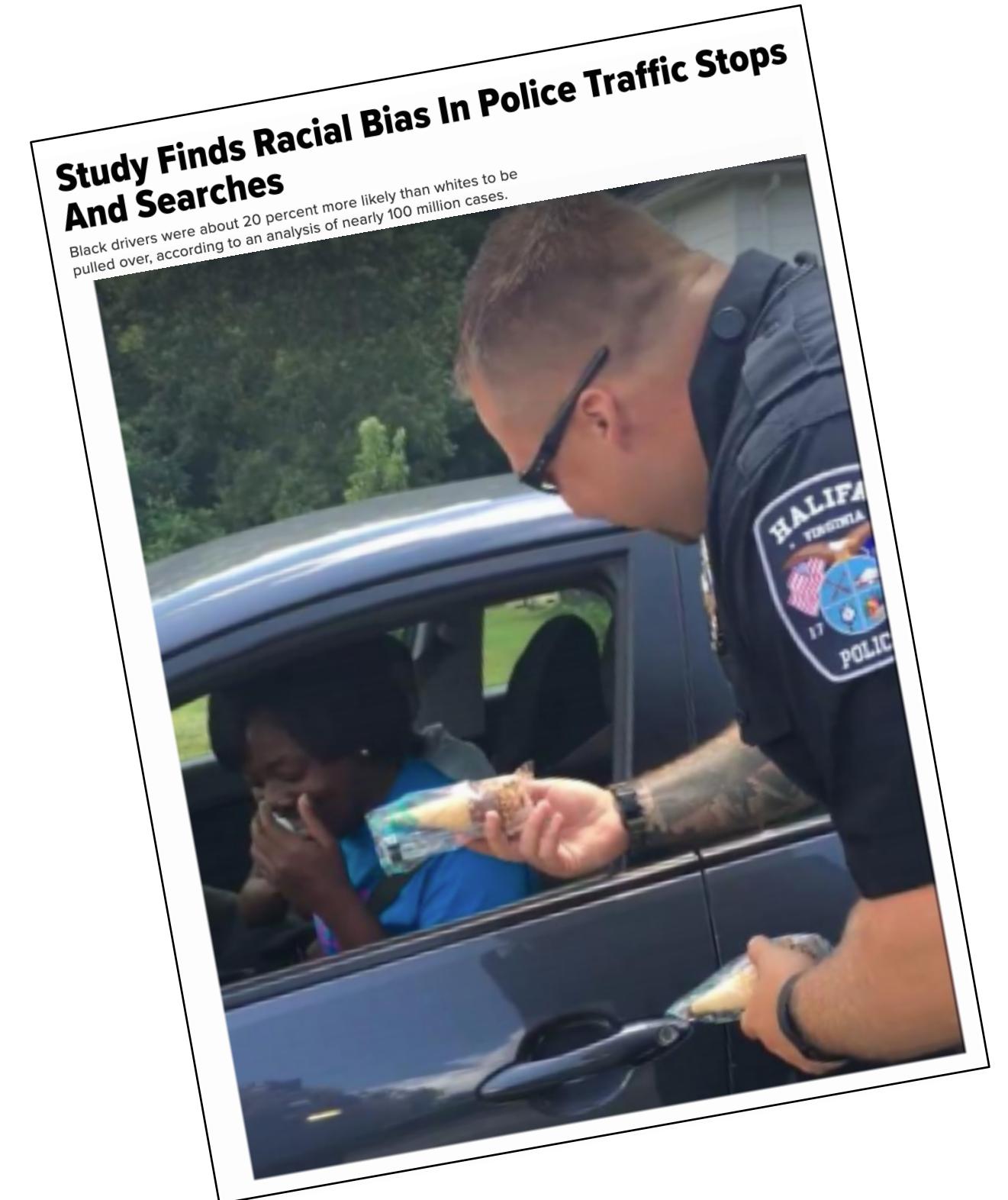
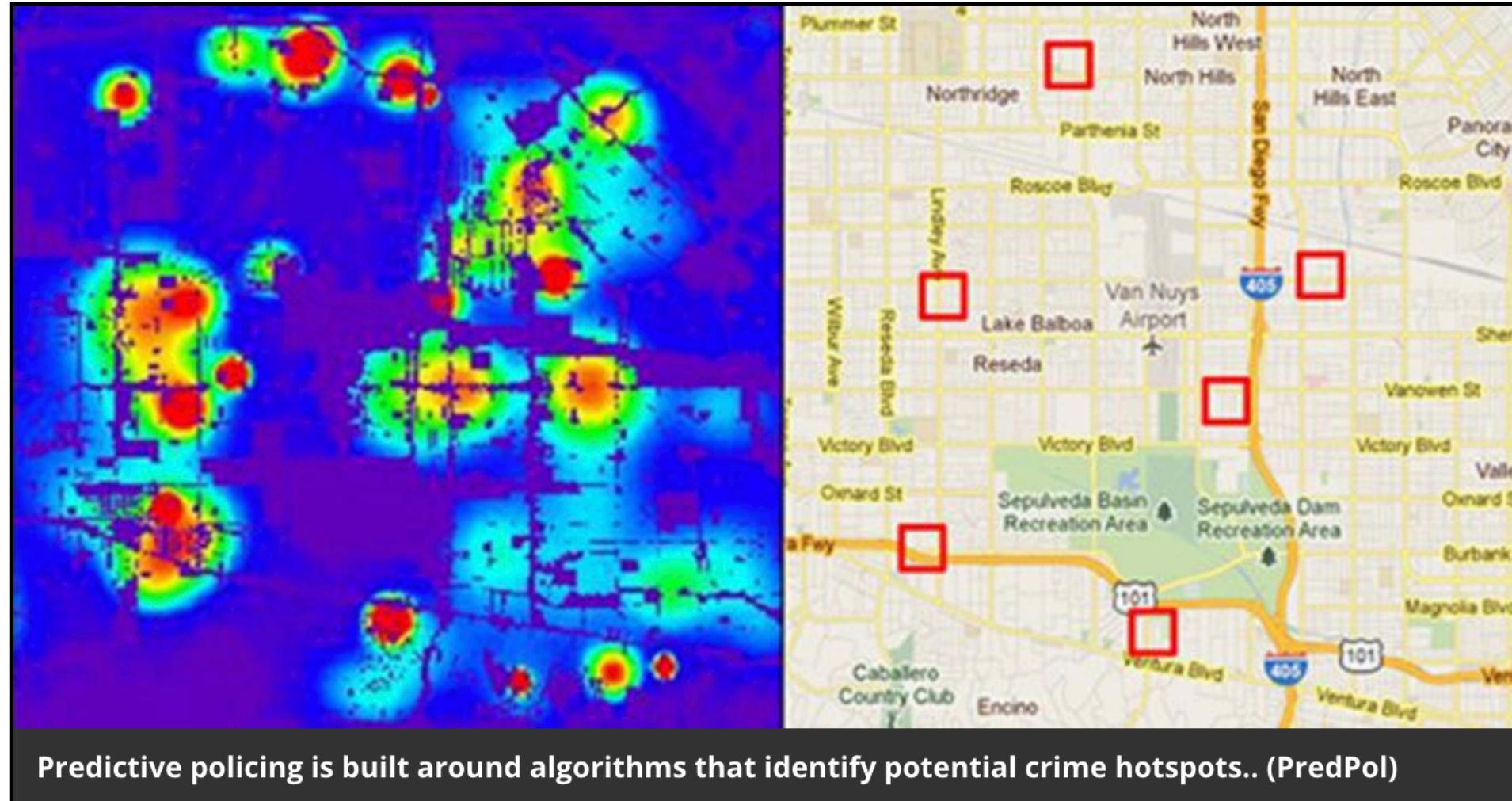
Specialists had been building computer programs since 2014 to review résumés in an effort to automate the search process



**Amazon Reportedly Killed an AI Recruitment System Because It Couldn't Stop the Tool from Discriminating Against Women**

# Policing and law enforcement

- Investigative tools are AI-based models.

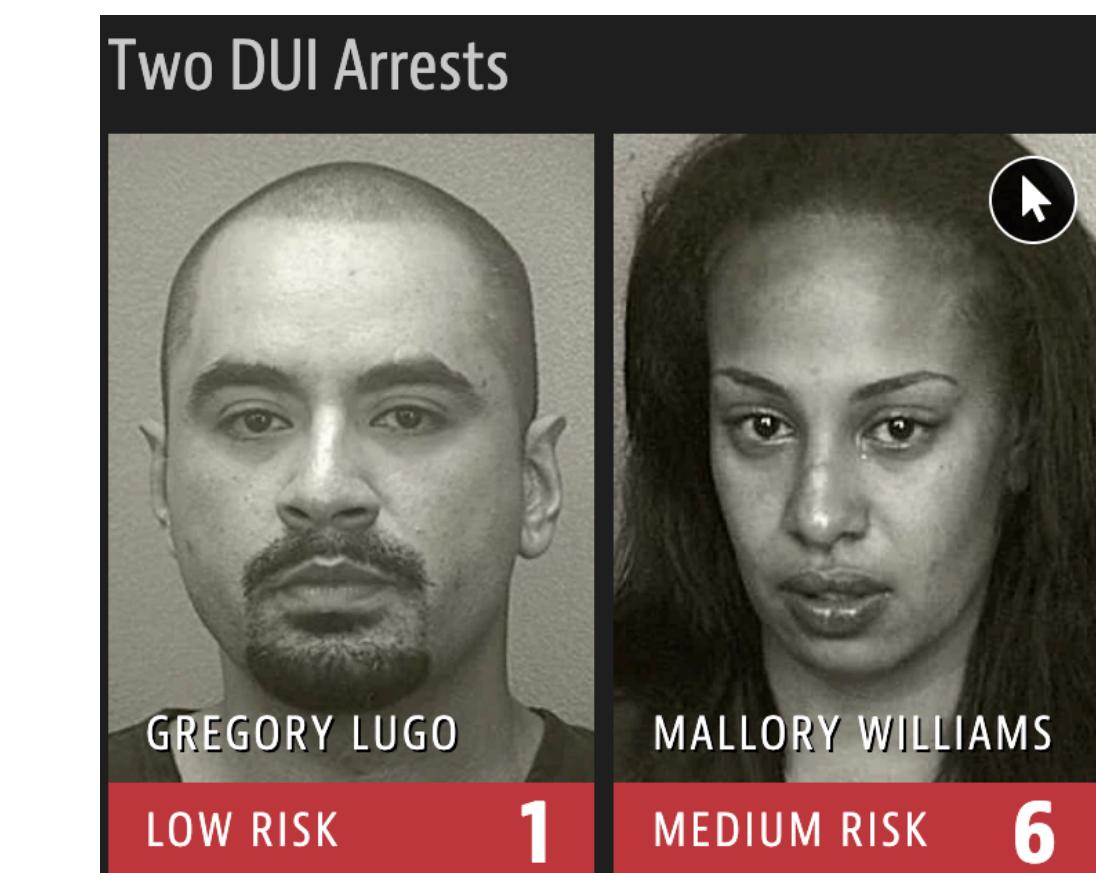
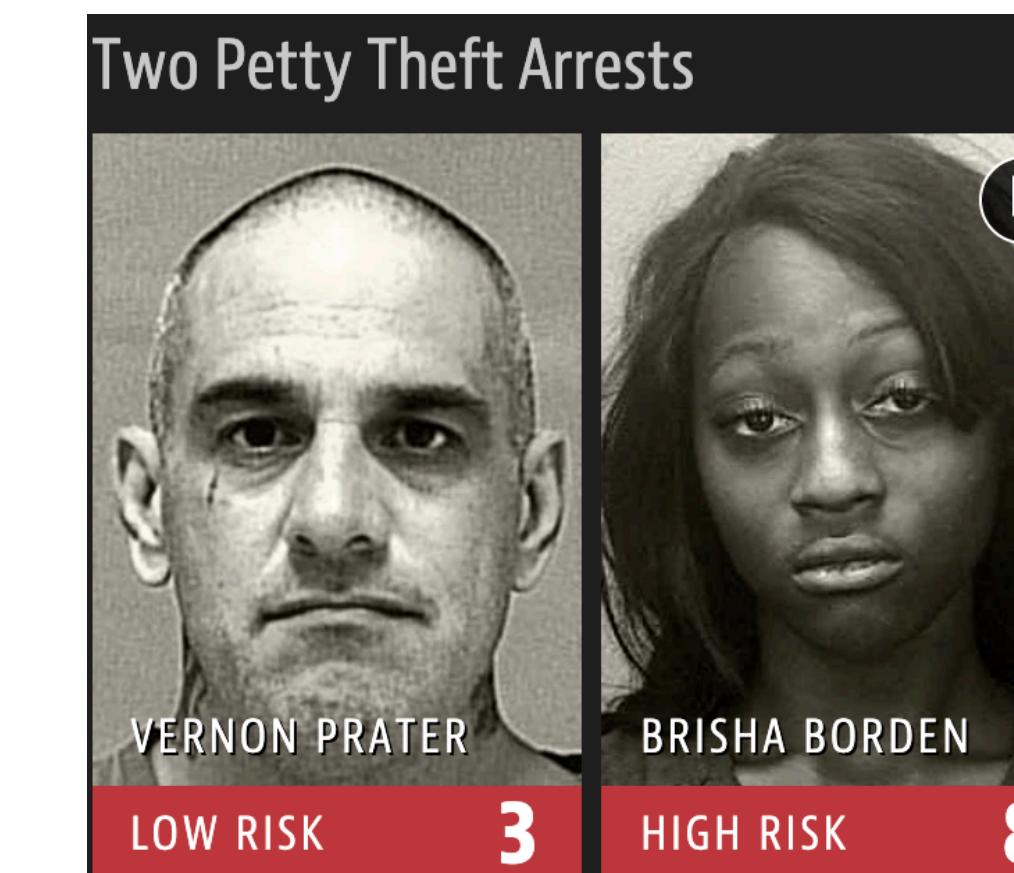


A. Romei and S. Ruggieri (2014). A multidisciplinary survey on discrimination analysis. The Knowledge Engineering Review 29, pp 582-638

# COMPAS



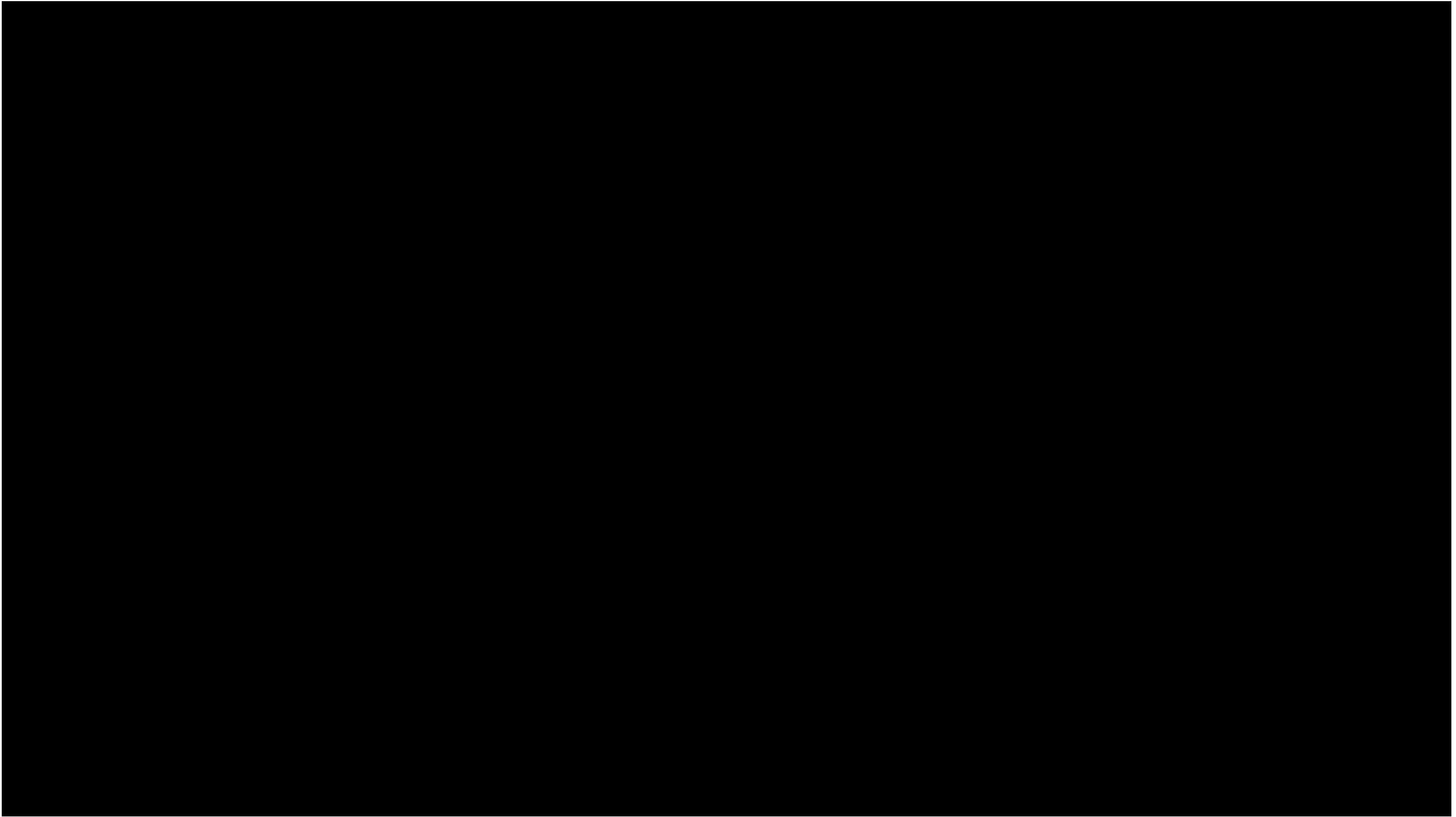
- The COMPAS software used across US to predict future criminals is **biased against blacks**.
- **Risk assessment scores** are increasingly common in courtrooms
- They are used to inform **decisions** about who can be set free at every stage of the criminal justice system



# Gender-shades

- Let's hear about it from Joy Buolamwini!

<http://gendershades.org/>



# Law Against Discrimination

## Legally recognized ‘protected classes’

**Race** (Civil Rights Act of 1964)  
**Color** (Civil Rights Act of 1964)  
**Sex** (Equal Pay Act of 1963; Civil Rights Act of 1964)  
**Religion** (Civil Rights Act of 1964)  
**National origin** (Civil Rights Act of 1964)  
**Citizenship** (Immigration Reform and Control Act)  
**Age** (Age Discrimination in Employment Act of 1967)  
**Pregnancy** (Pregnancy Discrimination Act)  
**Familial status** (Civil Rights Act of 1968)  
**Disability status** (Rehabilitation Act of 1973; Americans with Disabilities Act of 1990)  
**Veteran status** (Vietnam Era Veterans' Readjustment Assistance Act of 1974; Uniformed Services Employment and Reemployment Rights Act); **Genetic information** (Genetic Information Nondiscrimination Act)

## sensitive attributes

## Regulated domains

**Credit** (Equal Credit Opportunity Act)  
**Education** (Civil Rights Act of 1964; Education Amendments of 1972)  
**Employment** (Civil Rights Act of 1964)  
**Housing** (Fair Housing Act)  
**Public Accommodation** (Civil Rights Act of 1964)  
Extends to marketing and advertising; not limited to final decision  
This list sets aside complex web of laws that regulates the government

**Why we should care about fairness?**

**To address Law Against Discrimination!**

# Fairness in ML

2014



2015



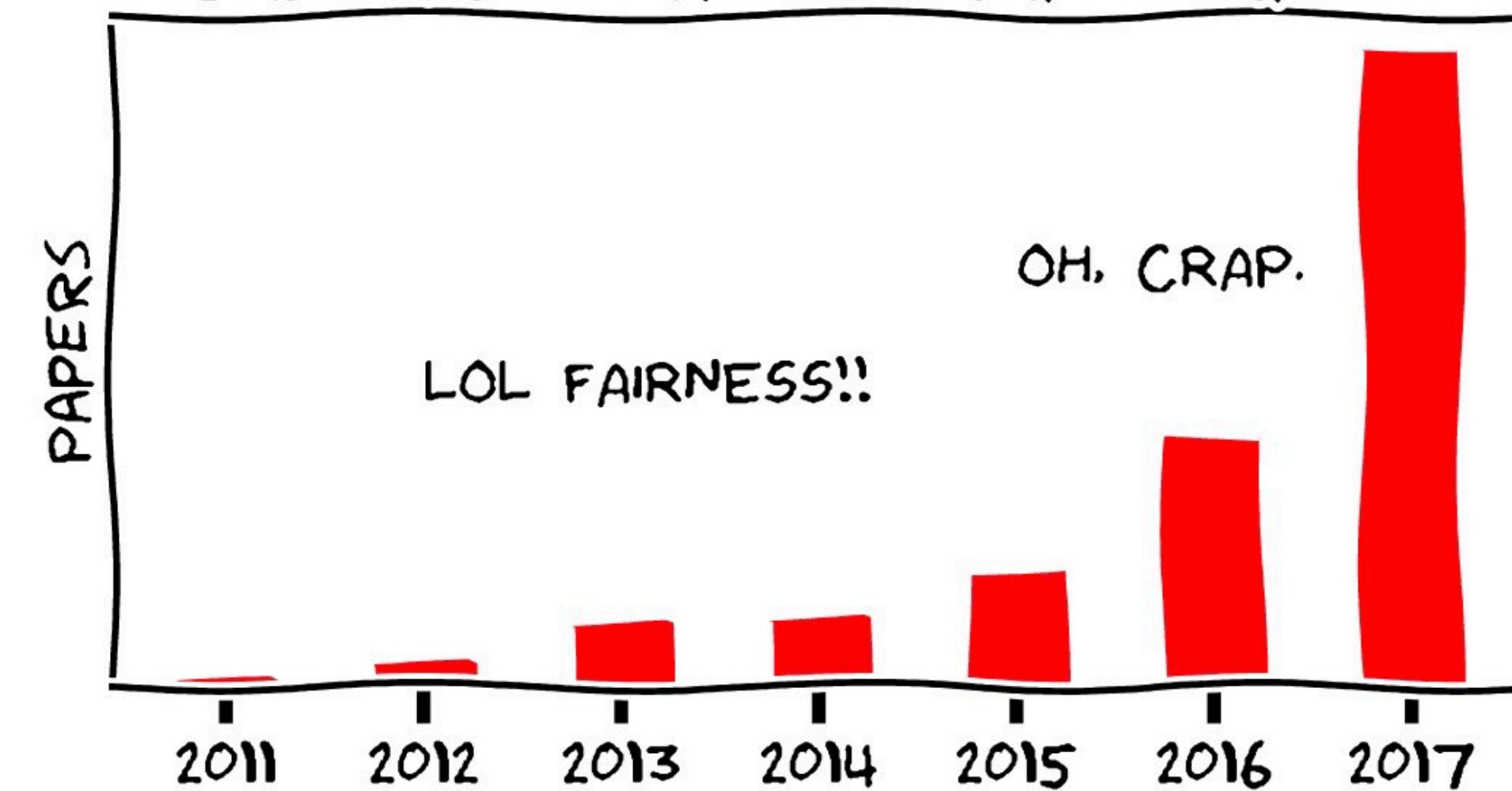
2016



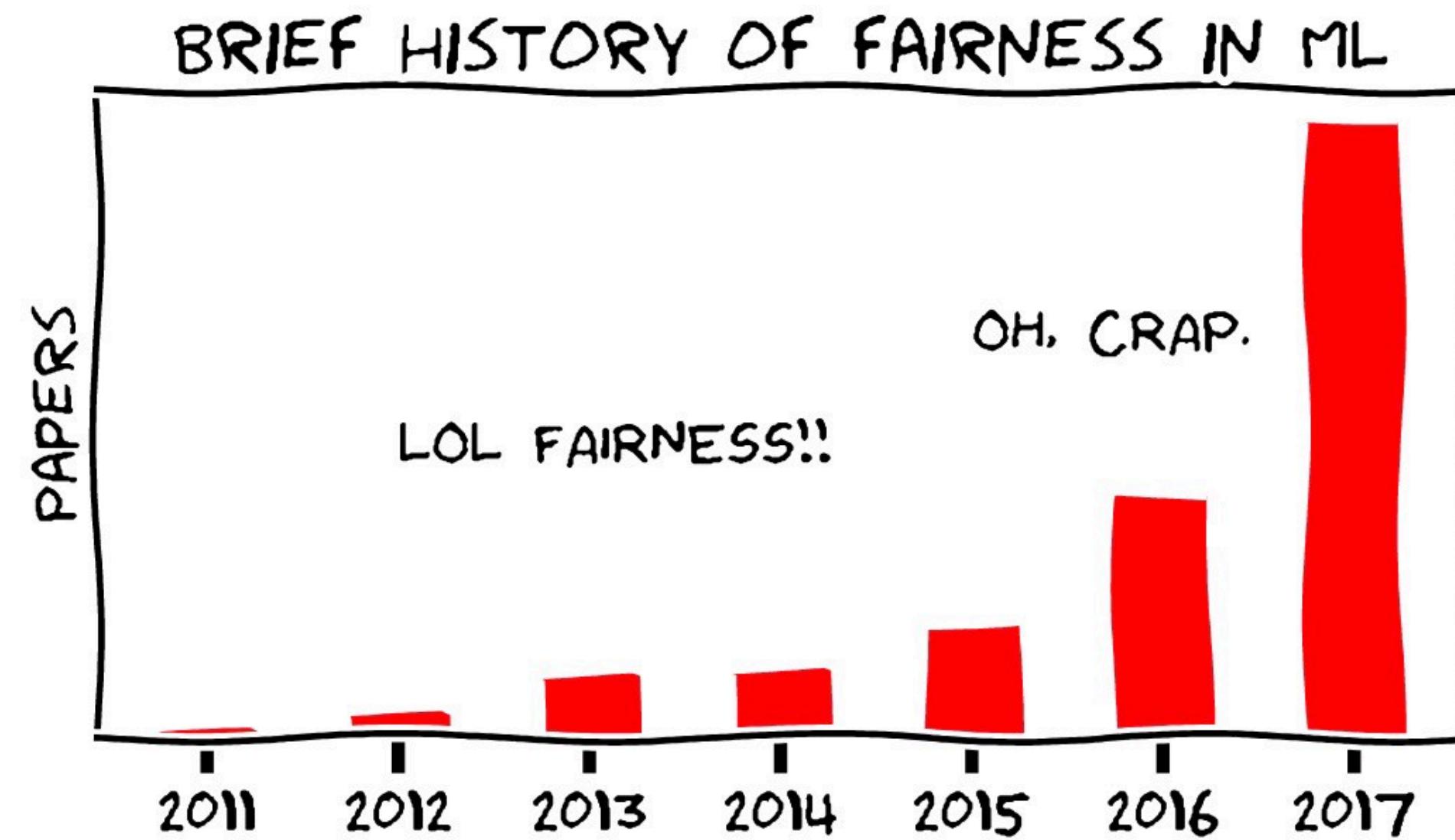
2017



## BRIEF HISTORY OF FAIRNESS IN ML



# Fairness in ML

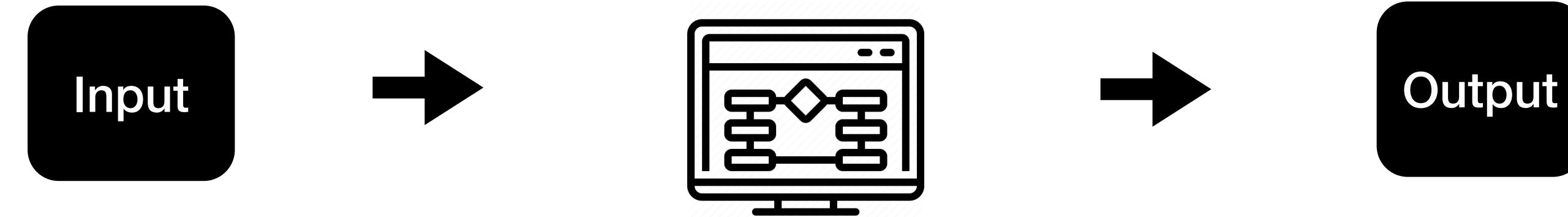


- “What is fair have been introduced in multiple disciplines for well over 50 years, including in education, hiring, and machine learning” [1].
- Statistics, Social Science, Economics, etc.

[1] Hutchinson, Ben, and Margaret Mitchell. "50 Years of Test (Un) fairness: Lessons for Machine Learning."

*arXiv preprint arXiv:1811.10104* (2018).

# How to address fairness in AI/ML?



**bias** ..... ➔

Data is unbalanced  
Historical discrimination  
Encodes protected attributes

Data scientists do not  
build the models

Unfair outcome  
Black-box models  
No user feedback

# Why do we use fairness definitions?

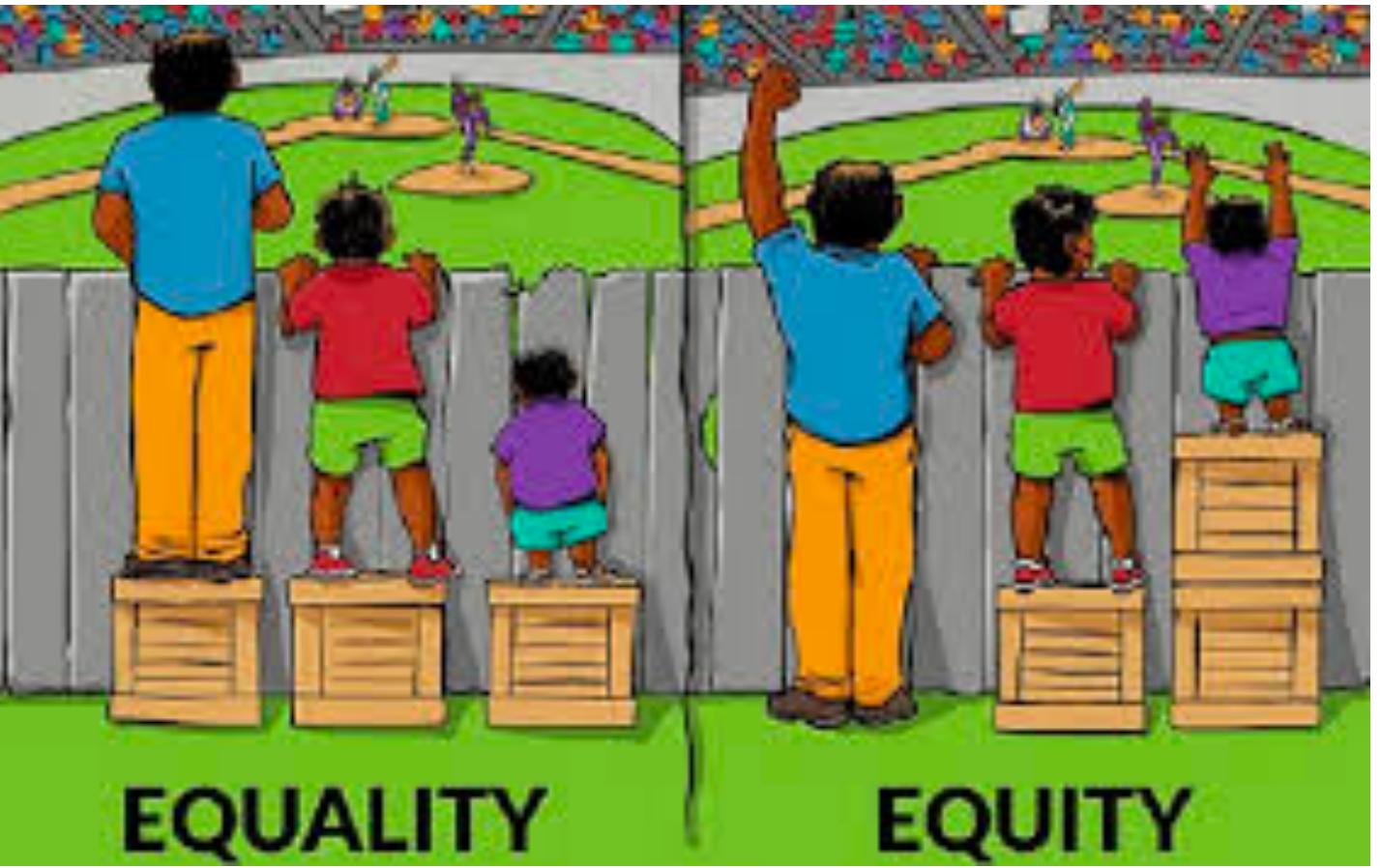
- To make algorithmic systems support human
- To identify strengths and weakness of the sy
- To track improvement over time



To address Law Against Discrimination!

# Why we have many notions of fairness?

By 2018, we had **21 definitions of fairness!**



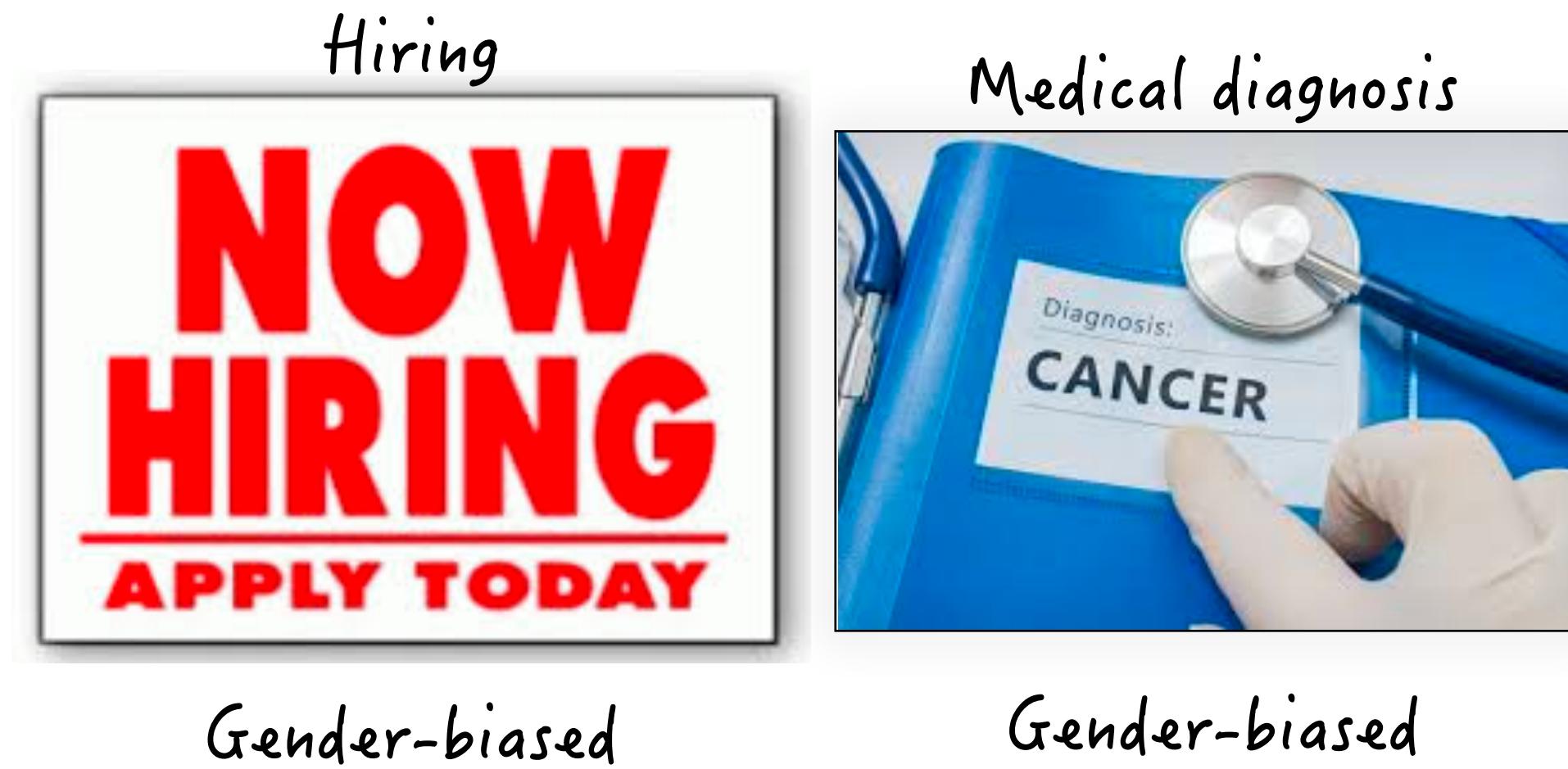
Definition
Group fairness or statistical parity
Conditional statistical parity
Predictive parity
False positive error rate balance
False negative error rate balance
Equalised odds
Conditional use accuracy equality
Overall accuracy equality
Treatment equality
Test-fairness or calibration
Well calibration
Balance for positive class
Balance for negative class
Causal discrimination
Fairness through unawareness
Fairness through awareness
Counterfactual fairness
No unresolved discrimination
No proxy discrimination
Fair inference

An interesting tutorial by **Arvind Narayanan**:  
**Tutorial: 21 fairness definitions and their politics**

Another interesting tutorial by **Jon Kleinberg**:  
**Inherent Trade-Offs in Algorithmic Fairness**

# Why we don't have one definition?

- Correcting for **algorithmic bias** generally requires:
  - **knowledge** of how the measurement process is biased
  - **judgments** about properties to satisfy in an “unbiased” world



**Fairness is not a general concept**

Bias is **subjective** and must be considered **relative** to task

# There is no agreed-upon measure



Forbes: Amazon exec Jeff Bezos is the ...  
[cnbc.com](http://cnbc.com)



Powerful CEO Infographics : an...  
[trendhunter.com](http://trendhunter.com)



Watches worn by the most powerf...  
[businessinsider.com](http://businessinsider.com)



The World's 10 Most Powerful Executiv...  
[forbes.com](http://forbes.com)



CEOs: Powerful, but not respected ...  
[humanresourcesonline.net](http://humanresourcesonline.net)



The World's 10 Most Powerful CEOs  
[forbes.com](http://forbes.com)



Larry Page named world's most powerful...  
[economictimes.indiatimes.com](http://economictimes.indiatimes.com)



300 Most Powerful Black CEO, COO...  
[blackenterprise.com](http://blackenterprise.com)



Powerful CEO Portrait Male Business M...  
[shutterstock.com](http://shutterstock.com)



CEO Joins Pentagon Defense Board ...  
[youtube.com](http://youtube.com)



Casey Wasserman ...  
[dailynews.com](http://dailynews.com)



When I'm a Powerful CEO ...  
[me.me](http://me.me)

## What is **fair**?

**50% female, 50% male?**  
**Based on the population?**

Results for "CEO" in Google Images: 11% female, US  
27% female CEOs

# Types of fairness definitions

Different definitions based on legal concepts

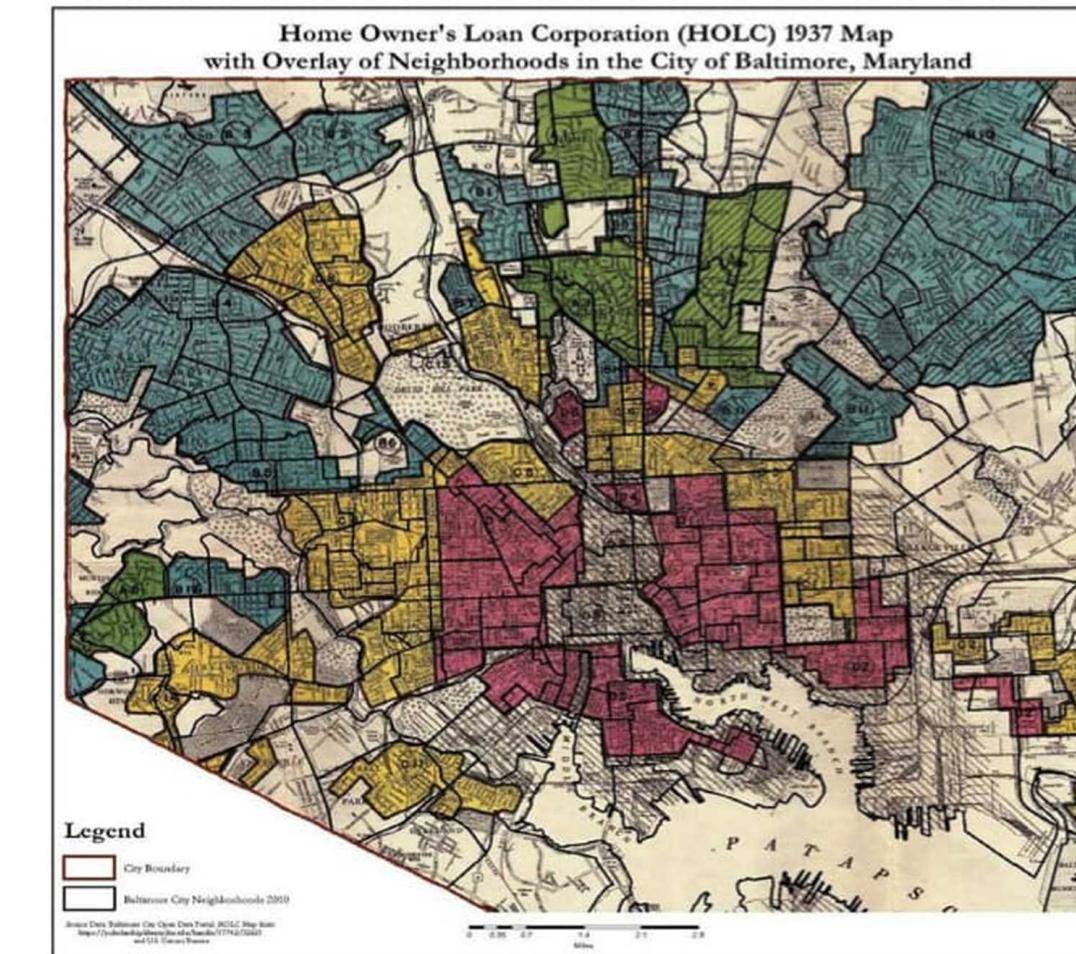
- Direct vs indirect discrimination
- Individual vs group fairness
- Explainable vs unexplainable discrimination

# Indirect discrimination

**Direct discrimination** happens when a person is treated less favourably because of one of the attributes



Name	Postal code	...	Decision
Richard	H3C	=	<b>REJECTED</b>
Bob	F4C	=	<b>APPROVED</b>



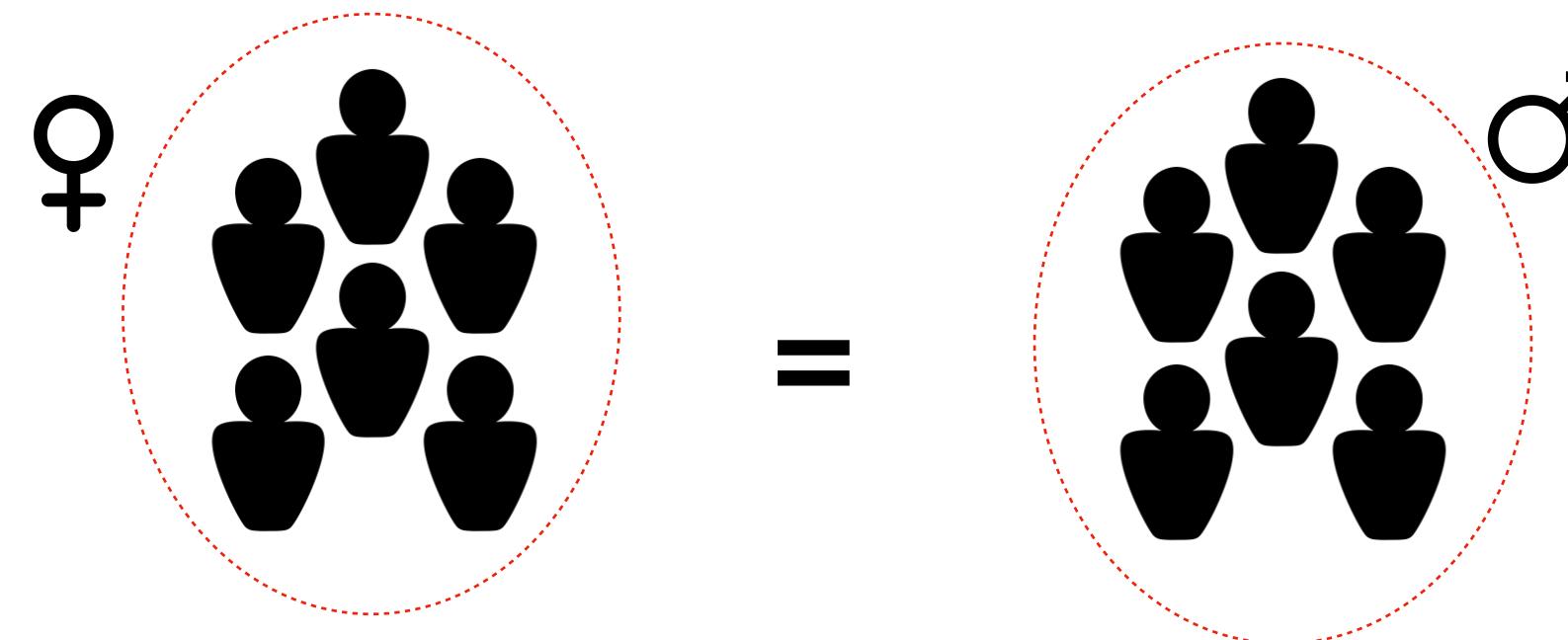
**Indirect discrimination** is when there's a practice, policy or rule which applies to everyone in the same way, but it has a worse effect on some people than others. The Equality Act says it puts you at a particular disadvantage.

# Explainable discrimination

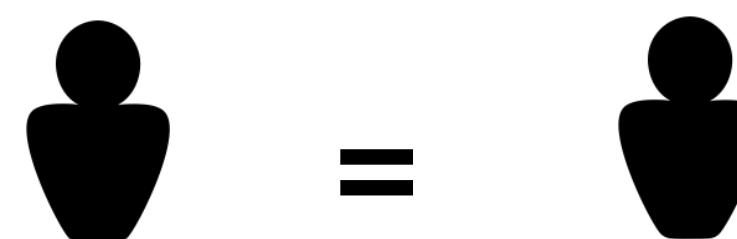
- Discrimination can be **explained** using attributes like working hours and education
- E.g., Disproportional recruitment rates for males and females may be explainable by the fact that more males have higher education
- Or males on average have a higher annual income than females because on average females work fewer hours per week than males do. Decisions made without considering working hours could lead to discrimination.

# Group vs. Individual Fairness

- **Group fairness:** the impact that the discrimination has on the groups of individuals.

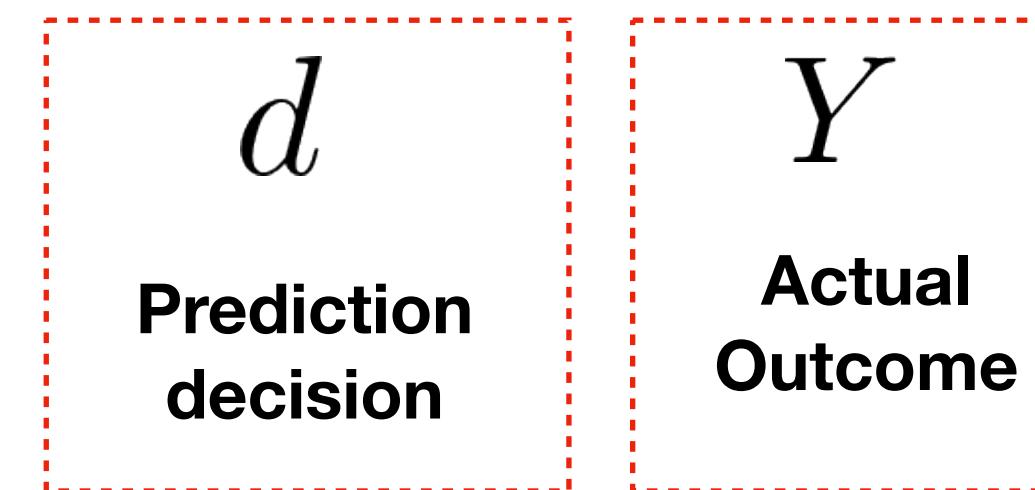
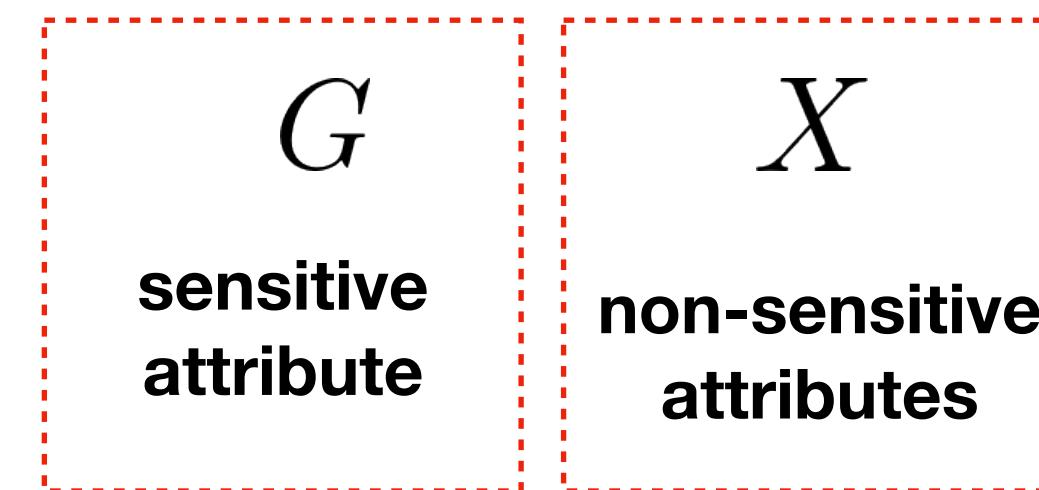
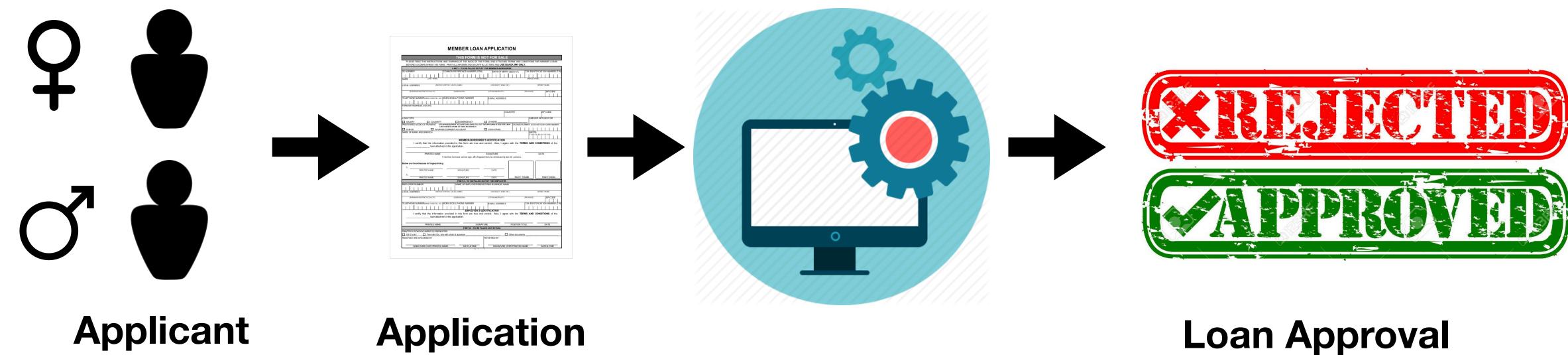


- **Individual fairness:** the impact that the discrimination has on the individuals.



$TN$	$FP$
$FN$	$TP$

confusion matrix



**Female**  $G = f$

**Male**  $G = m$

$d = 1$

# Recall

1. Positive predictive value (PPV)

$$p(Y = 1|d = 1)$$

2. False discovery rate (FDR)

$$p(Y = 0|d = 1)$$

3. False omission rate (FOR)

$$p(Y = 1|d = 0)$$

4. Negative predictive value (NPV)

$$p(Y = 0|d = 0)$$

		$d$	$Y$
		Prediction decision	Actual Outcome
Confusion Matrix			
		$\mathbf{Y=1}$	$\mathbf{Y=0}$
$\mathbf{d=1}$	TP	FP	
$\mathbf{d=0}$	FN	TN	

- True positive (TP)
- False positive(FP)
- True negative (TN)
- False negative (FN)

# Recall

5. True positive rate (TPR)

$$p(d = 1 | Y = 1)$$

6. False positive rate (FPR)

$$p(d = 1 | Y = 0)$$

7. False negative rate (FNR)

$$p(d = 0 | Y = 1)$$

8. True negative rate (TNR)

$$p(d = 0 | Y = 0)$$

$$\begin{matrix} d & Y \end{matrix}$$

Prediction decision	Actual Outcome
---------------------	----------------

**Confusion Matrix**

	<b>Y=1</b>	<b>Y=0</b>
<b>d=1</b>	TP	FP
<b>d=0</b>	FN	TN

- True positive (TP)
- False positive(FP)
- True negative (TN)
- False negative (FN)

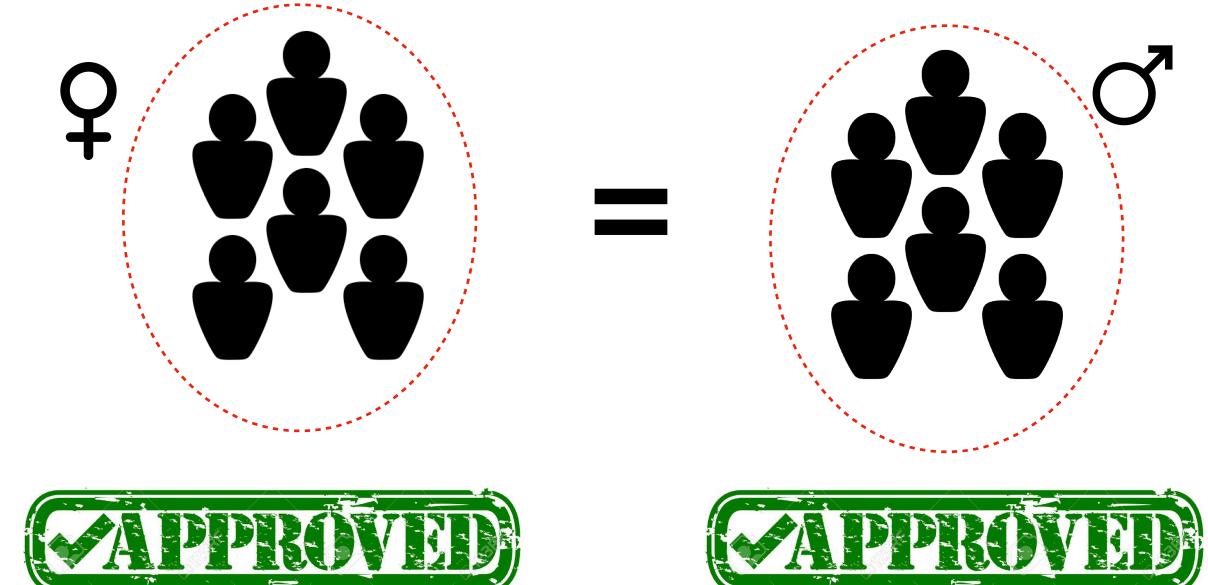
# Group fairness

## a predicted outcome

1- Group fairness / **statistical (demographic) parity** / equal acceptance rate / benchmarking

$$p(d = 1|G = f) = p(d = 1|G = m)$$

**equal probability of being assigned to the positive predicted class**



# Group fairness

a predicted outcome

Issues with demographic parity:

$$p(d = 1|G = f) = p(d = 1|G = m)$$

Do you know what is wrong with this notion?

# Group fairness

a predicted outcome

Issues with demographic parity:

$$p(d = 1|G = f) = p(d = 1|G = m)$$

1. The notion permits that a classifier selects qualified applicants in one group, but unqualified individuals in the other group

# Group fairness

## a predicted outcome

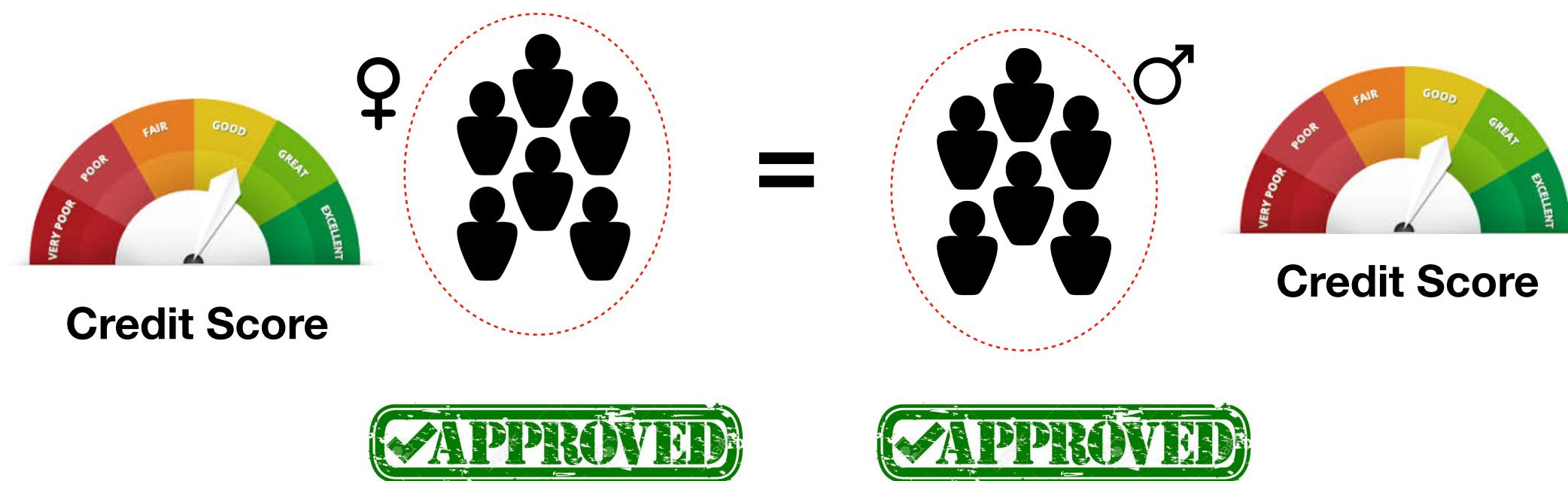
### 2- Conditional statistical parity

$$p(d = 1 | L = 1, G = f) = p(d = 1 | L = 1, G = m)$$

legitimate  
factors

$L$

both protected and unprotected groups have equal probability of being assigned to the positive predicted class, controlling for a set of legitimate factors  $L$ .



# Group fairness

a predicted outcome

Issues with demographic parity:

$$p(d = 1|G = f) = p(d = 1|G = m)$$

1. The notion permits that a classifier selects qualified applicants in one group, but unqualified individuals in the other group
2. Demographic parity would rule out the ideal predictor

# Group fairness

a predicted outcome + Actual outcome

3- False negative error rate balance / **equal opportunity**

$$\begin{aligned} p(d = 0|Y = 1, G = f) &= p(d = 0|Y = 1, G = m) \\ &= \\ p(d = 1|Y = 1, G = f) &= p(d = 1|Y = 1, G = m) \end{aligned}$$

Hardt, M., Price, E. and Srebro, N., 2016. Equality of opportunity in supervised learning. In Advances in neural information processing systems (pp. 3315-3323).

# Group fairness

a predicted outcome + Actual outcome

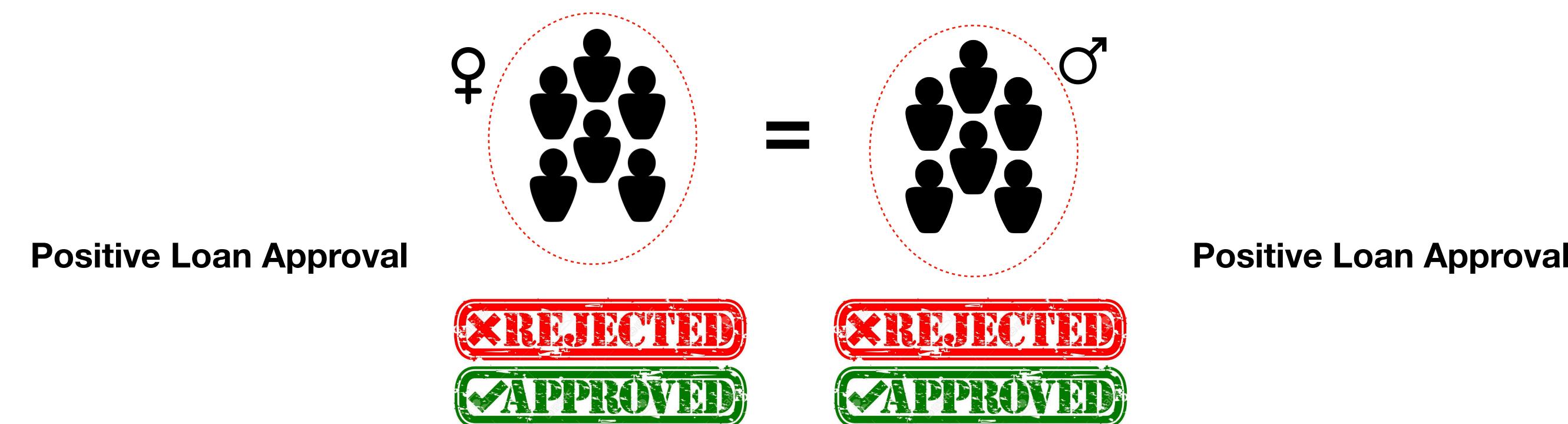
3- False negative error rate balance / **equal opportunity**

$$p(d = 0|Y = 1, G = f) = p(d = 0|Y = 1, G = m)$$

=

$$p(d = 1|Y = 1, G = f) = p(d = 1|Y = 1, G = m)$$

**classifier should give similar results to applicants of both genders with actual positive loan approval.**



Hardt, M., Price, E. and Srebro, N., 2016. Equality of opportunity in supervised learning. In Advances in neural information processing systems (pp. 3315-3323).

# Group fairness

a predicted outcome + Actual outcome

3- False negative error rate balance / **equal opportunity**

$$\begin{aligned} p(d = 0|Y = 1, G = f) &= p(d = 0|Y = 1, G = m) \\ &= \\ p(d = 1|Y = 1, G = f) &= p(d = 1|Y = 1, G = m) \end{aligned}$$

Picks for each group a threshold such that the fraction of non-defaulting group members that qualify for loan is the same.

Hardt, M., Price, E. and Srebro, N., 2016. Equality of opportunity in supervised learning. In Advances in neural information processing systems (pp. 3315-3323).

# Group fairness

a predicted outcome + Actual outcome

4- Equalized odds / conditional procedure accuracy equality / disparate mistreatment

$$p(d = 1|Y = I, G = f) = p(d = 1|Y = I, G = m)$$

where  $I \in \{0, 1\}$   
**Positive Credit Approval**

Hardt, M., Price, E. and Srebro, N., 2016. Equality of opportunity in supervised learning. In Advances in neural information processing systems (pp. 3315-3323).

# Group fairness

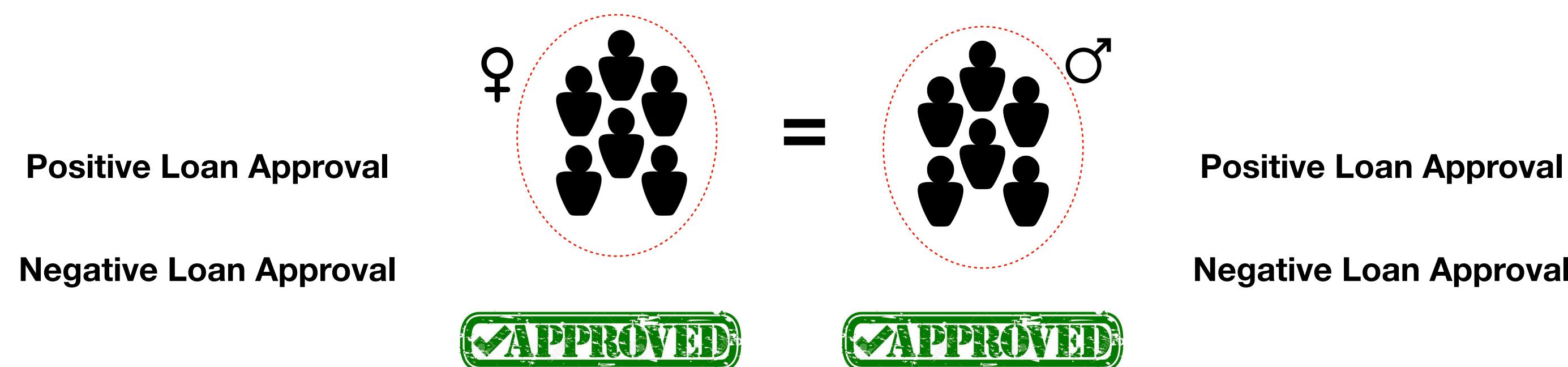
a predicted outcome + Actual outcome

4- Equalized odds / conditional procedure accuracy equality / disparate mistreatment

$$p(d = 1|Y = I, G = f) = p(d = 1|Y = I, G = m)$$

where  $I \in \{0, 1\}$   
Positive Credit Approval

applicants with a rejected loan application and applicants with an accepted loan application should have a similar classification, regardless of their gender.



Hardt, M., Price, E. and Srebro, N., 2016. Equality of opportunity in supervised learning. In Advances in neural information processing systems (pp. 3315-3323).

# Group fairness

a predicted outcome + Actual outcome

4- Equalized odds / conditional procedure accuracy equality / disparate mistreatment

$$p(d = 1|Y = I, G = f) = p(d = 1|Y = I, G = m)$$

where  $I \in \{0, 1\}$

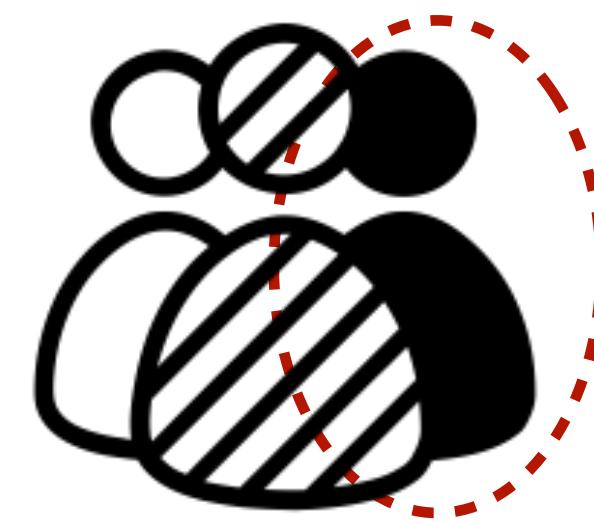
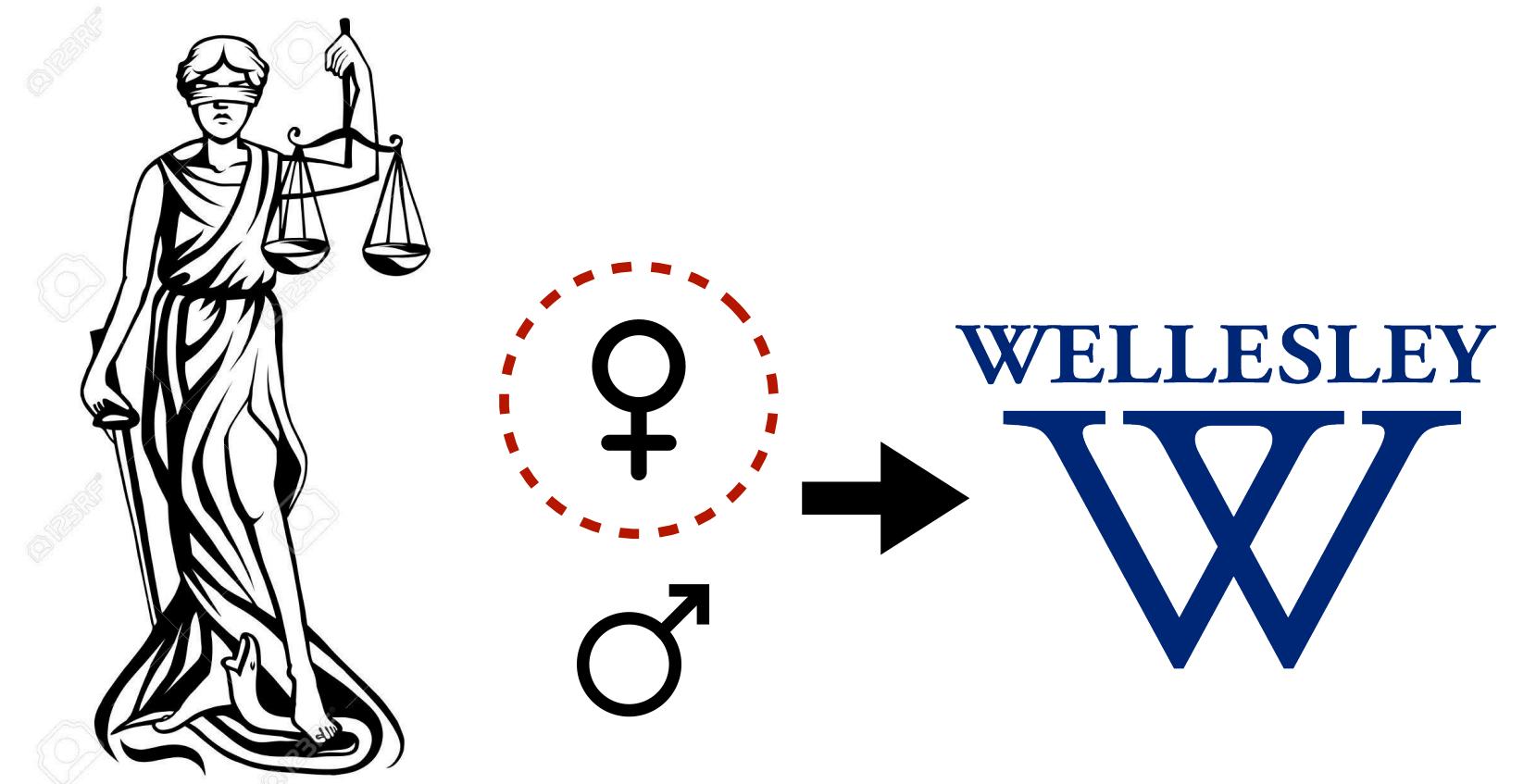
Picks two thresholds for each group, so above both thresholds people always qualify and between the thresholds people qualify with some probability.

Hardt, M., Price, E. and Srebro, N., 2016. Equality of opportunity in supervised learning. In Advances in neural information processing systems (pp. 3315-3323).

# Individual fairness

1- Fairness through unawareness, **Fairness through blindness**

$$X : X_i = X_j \rightarrow d_i = d_j$$



# Individual fairness

1- Fairness through unawareness, **Fairness through blindness**

$$X : X_i = X_j \rightarrow d_i = d_j$$



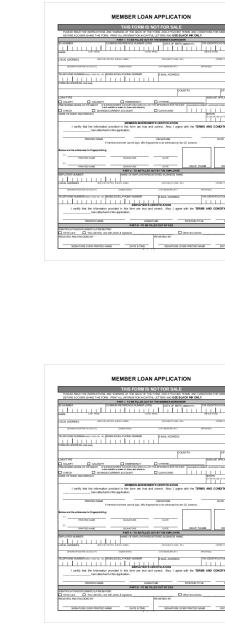
This can be impossible to hold because of non-obvious encoding in terms of many features, learned from the data

# Individual fairness

## 2- Causal discrimination

$$(X_f = X_m \wedge G_f \neq G_m) \rightarrow d_f = d_m$$

the same classification for any two subjects with the exact same attributes X



Name	Gender	...	Decision
Alice	female	=	APPROVED
Bob	male	=	APPROVED

This can be impossible due to dependency between features!

Galhotra, Sainyam, Yuriy Brun, and Alexandra Meliou. "Fairness testing: testing software for discrimination." *Proceedings of the 2017 11th Joint Meeting on Foundations of Software Engineering*. ACM, 2017.

# Individual Fairness

## 3- Fairness through awareness

$$D(M(x), M(y)) \rightarrow k(x, y)$$

Distance metric  
Between two  
Distributions  
 $M(x), M(y)$

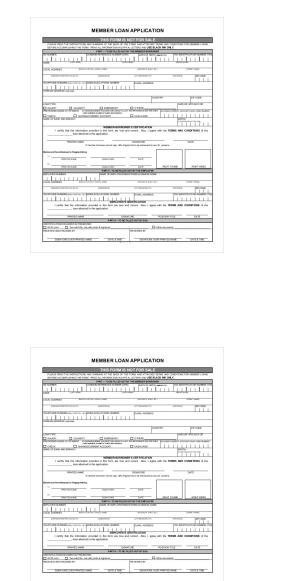
$D$

Distance metric  
Between two  
individuals  $x, y$

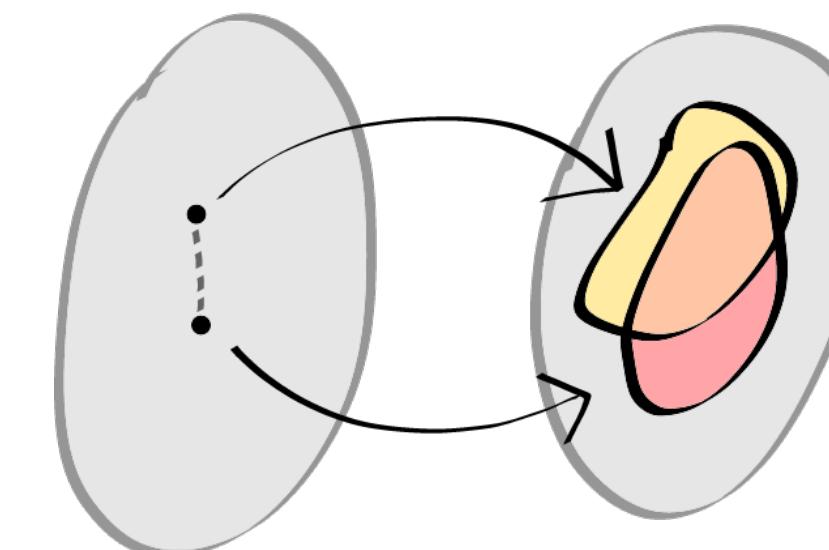
$k$

**similar individuals should have similar classification**

seemingly different individuals



Name	Gender	...	Decision
Alice	female	=	APPROVED
Bob	male	=	APPROVED



Dwork, Cynthia, et al. "Fairness through awareness." *Proceedings of the 3rd innovations in theoretical computer science conference*. ACM, 2012.

# Impossibility theorem

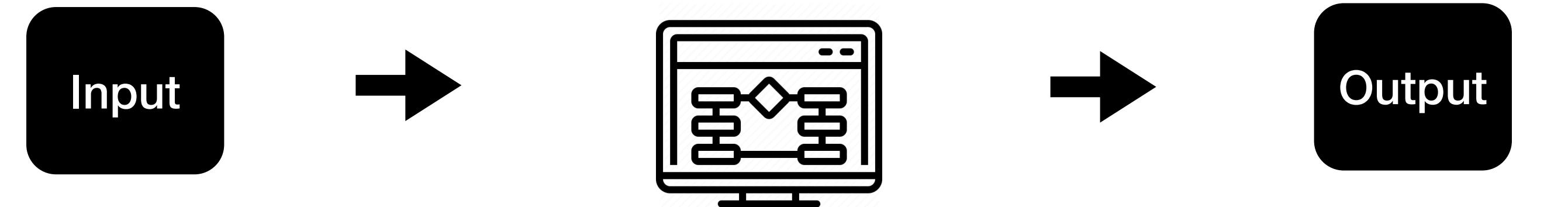
Metric	Equalized under
Selection probability	Demographic parity
Positive predictive value	Predictive parity
Negative predictive value	Predictive parity
False positive rates	Error rate balance
False negative rate	Error rate balance
Accuracy	Accuracy equity

You can only achieve one of these measures: demographic parity, equality of odds, and equality of opportunity

Kleinberg, Jon, Sendhil Mullainathan, and Manish Raghavan. "Inherent trade-offs in the fair determination of risk scores." *arXiv preprint arXiv:1609.05807* (2016).

Chouldechova, Alexandra. "Fair prediction with disparate impact: A study of bias in recidivism prediction instruments." *Big data* 5.2 (2017): 153-163.

# How to address fairness in AI?



**bias** ..... ➔

Data is unbalanced  
Historical discrimination  
Encodes protected attributes

Data scientists do not  
build the models

Unfair outcome  
Black-box models  
No user feedback

## Pre-processing

Discrimination Discovery  
Sampling/weighting  
Representation learning

## In-processing

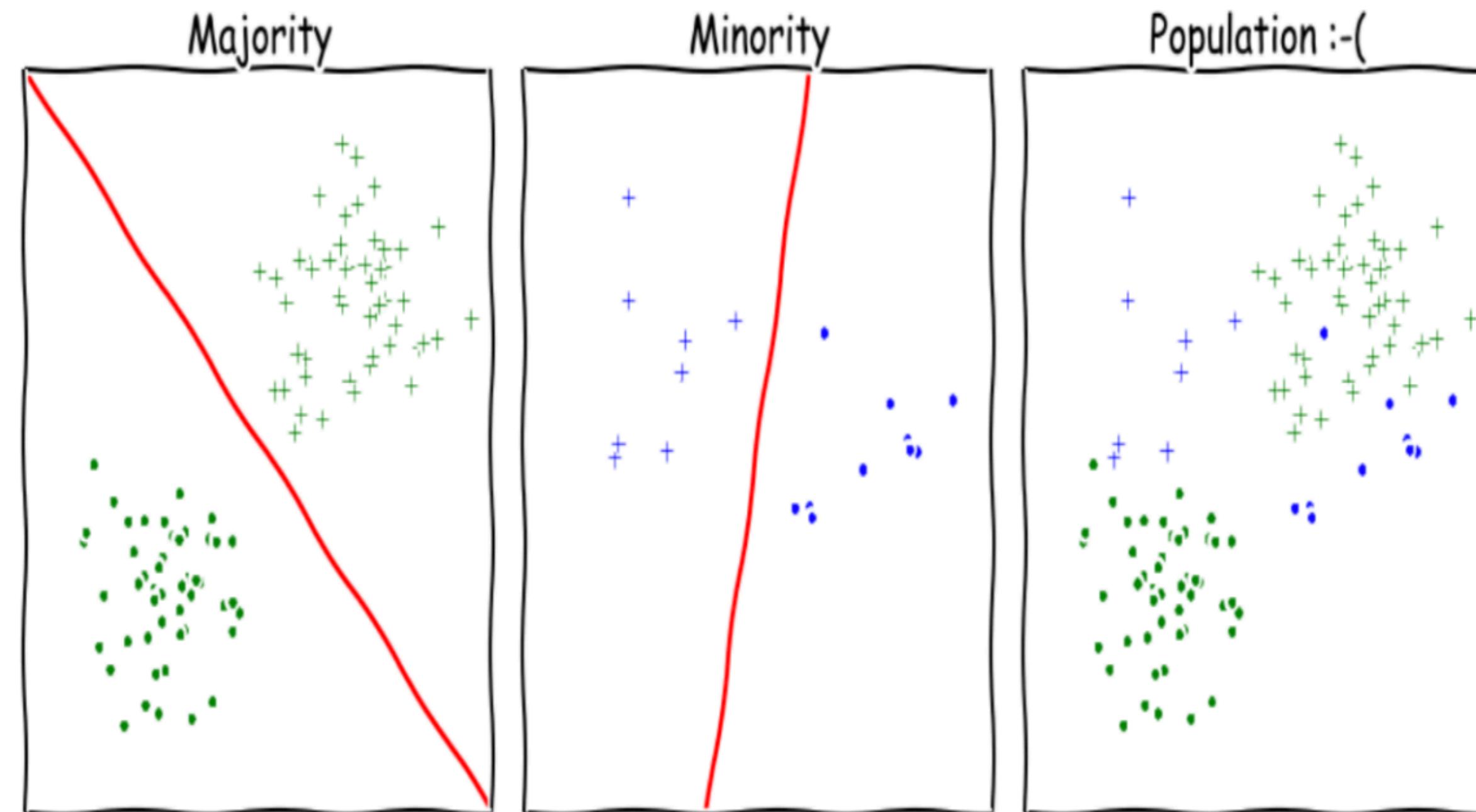
Learning/Inference subject to constraints  
Ranking  
Constrained Optimization

## Post-processing

Causal discovery  
Explainable AI  
Verification

# Data Repairing

Removing bias from data is a very challenging task.



Data repairing is not the final solution!

# Some data repairing techniques

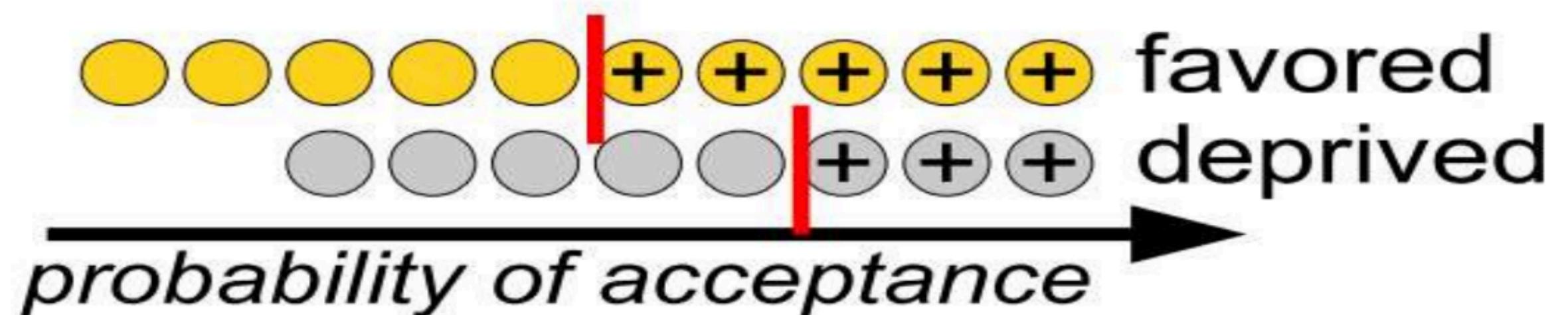
- Massaging
- Re-weighting
- Sampling
- ....

Gender	Decision
...	+
...	+
...	+
...	-
...	...
...	...
...	+
...	-
...	+
...	-
...	-

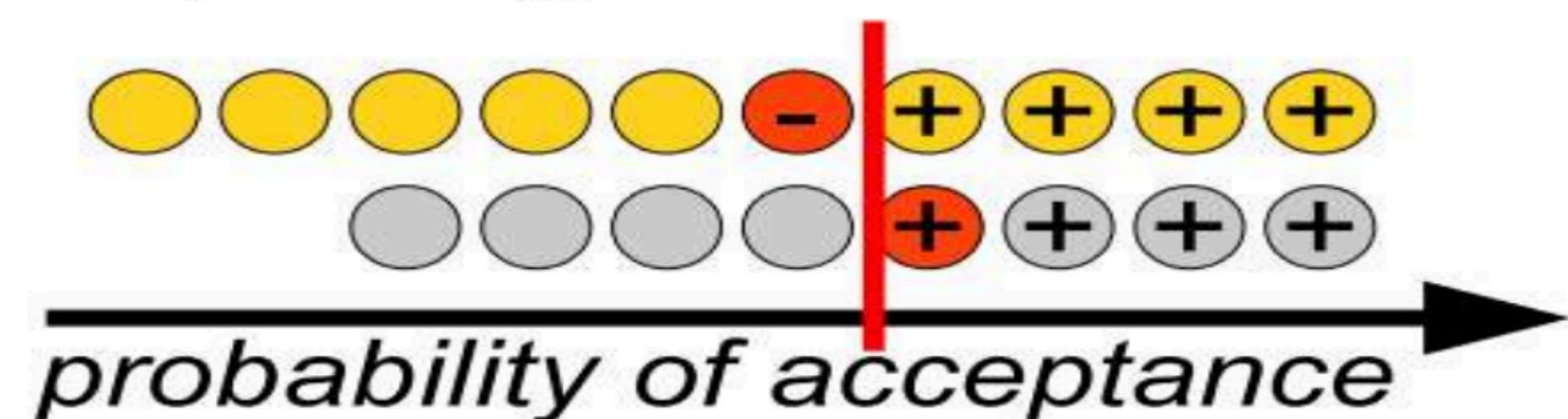
Hajian, Sara, Francesco Bonchi, and Carlos Castillo. "Algorithmic bias: From discrimination discovery to fairness-aware data mining." *Proceedings of the 22nd ACM SIGKDD international conference on knowledge discovery and data mining*. ACM, 2016.

# Massaging

a) rank individuals

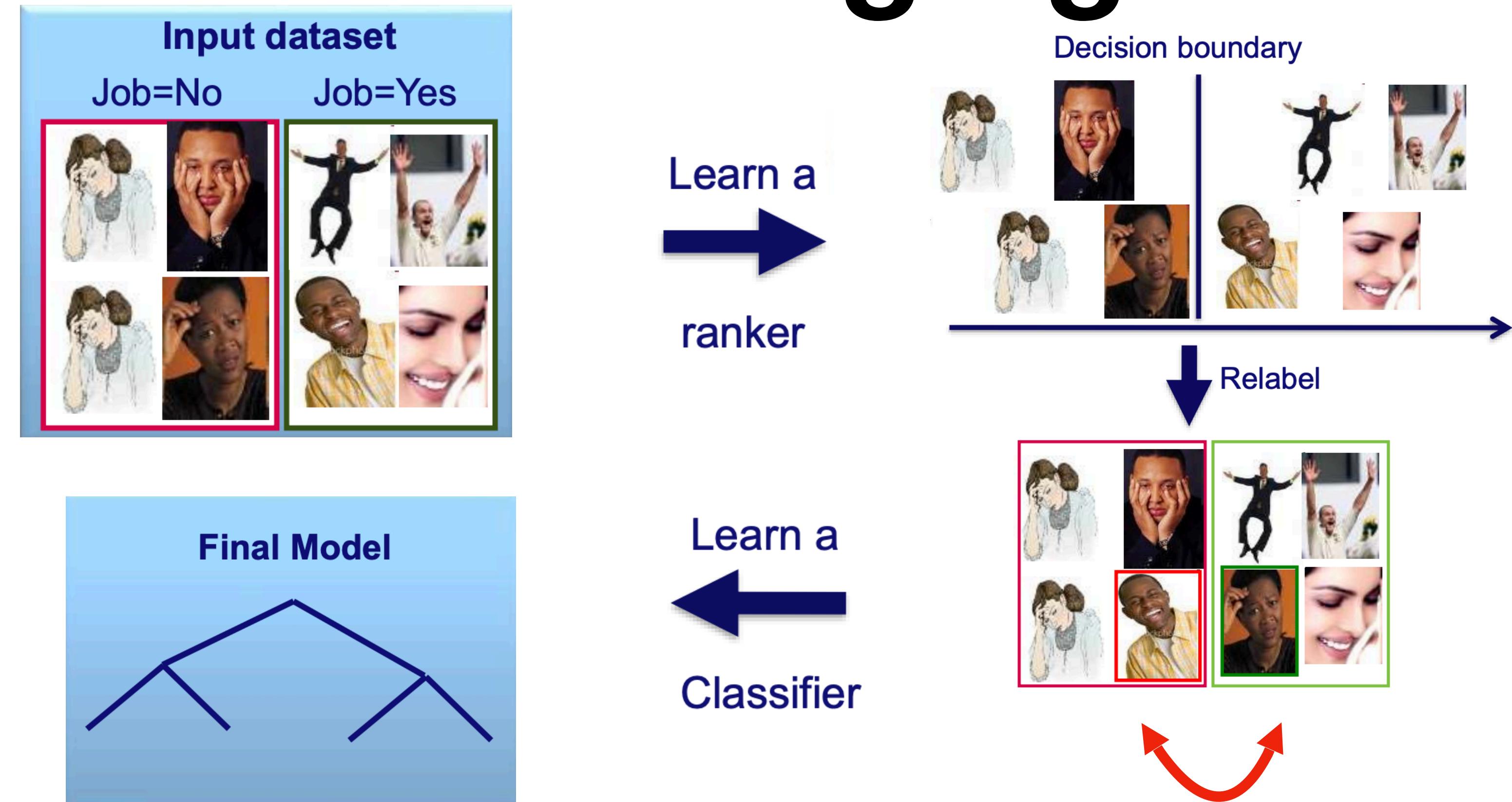


b) change the labels



Hajian, Sara, Francesco Bonchi, and Carlos Castillo. "Algorithmic bias: From discrimination discovery to fairness-aware data mining." *Proceedings of the 22nd ACM SIGKDD international conference on knowledge discovery and data mining*. ACM, 2016.

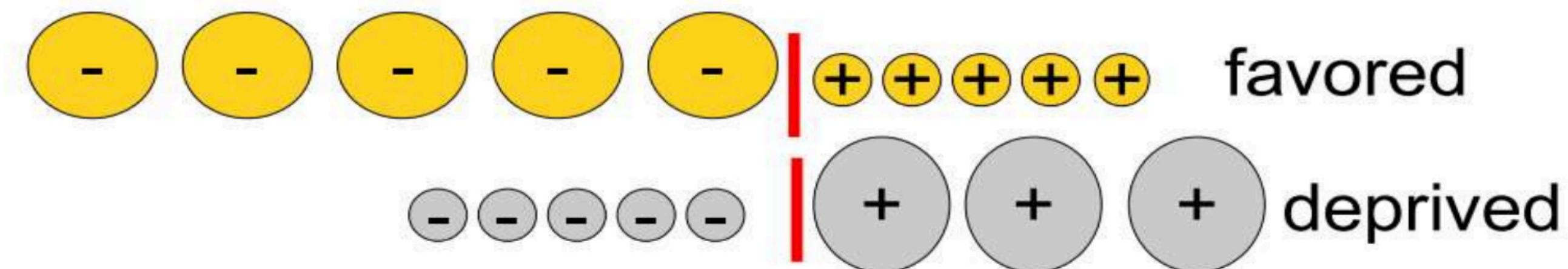
# Massaging



Hajian, Sara, Francesco Bonchi, and Carlos Castillo. "Algorithmic bias: From discrimination discovery to fairness-aware data mining." *Proceedings of the 22nd ACM SIGKDD international conference on knowledge discovery and data mining*. ACM, 2016.

# Re-Weighting

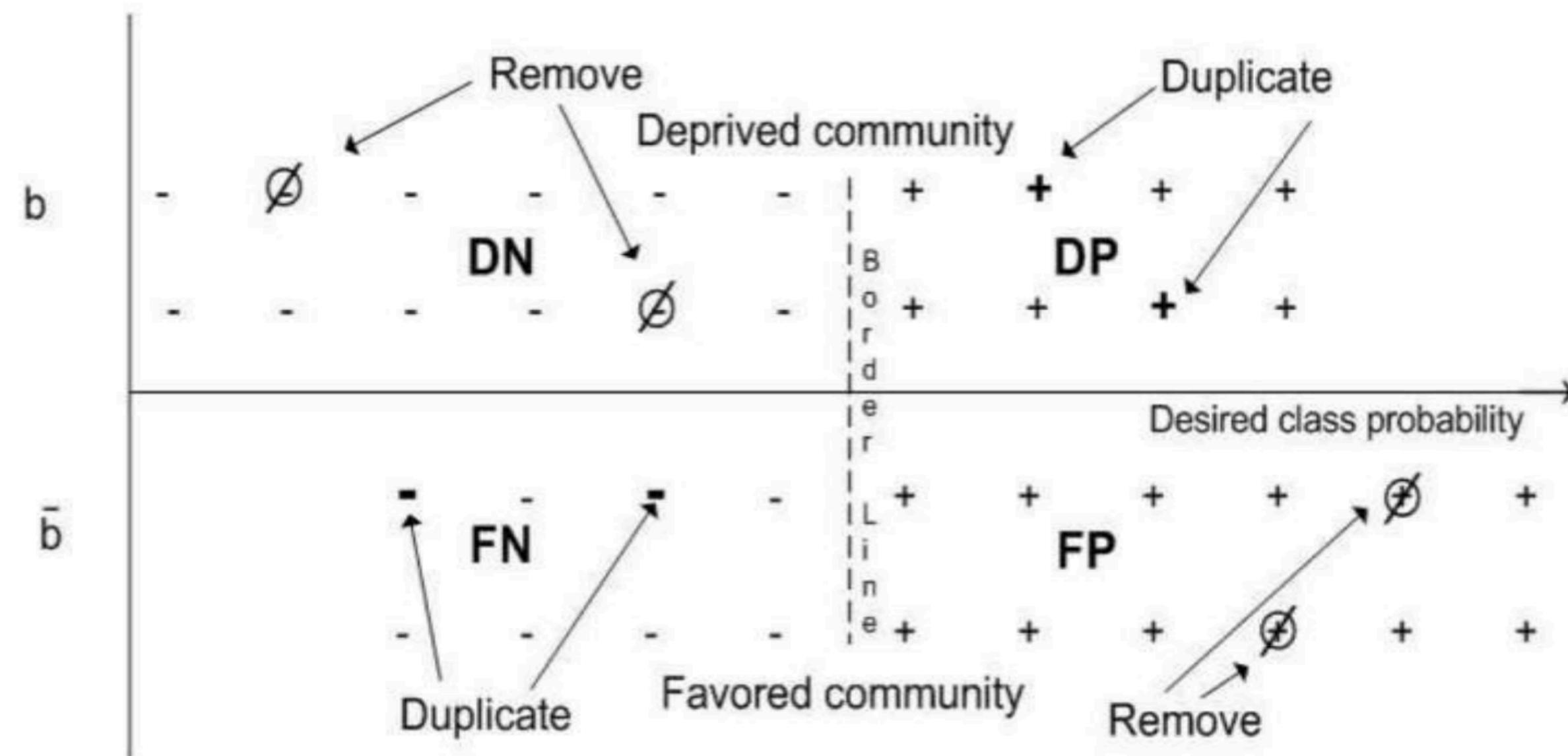
- a) calculate weights for the objects to neutralize the discriminatory effects from data
- b) assign weights to make the data impartial



Hajian, Sara, Francesco Bonchi, and Carlos Castillo. "Algorithmic bias: From discrimination discovery to fairness-aware data mining." *Proceedings of the 22nd ACM SIGKDD international conference on knowledge discovery and data mining*. ACM, 2016.

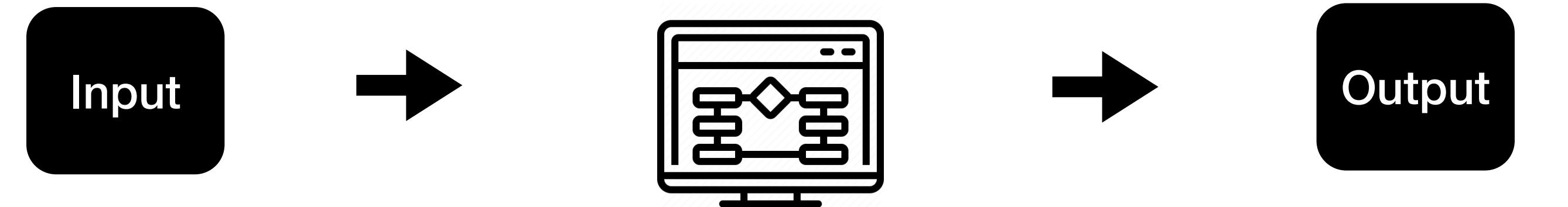
# Sampling

Similarly to reweighing, compare the expected size of a group with its actual size, to define a sampling probability.



Hajian, Sara, Francesco Bonchi, and Carlos Castillo. "Algorithmic bias: From discrimination discovery to fairness-aware data mining." *Proceedings of the 22nd ACM SIGKDD international conference on knowledge discovery and data mining*. ACM, 2016.

# How to address fairness in AI?



**bias** ..... ➔

Data is unbalanced  
Historical discrimination  
Encodes protected attributes

Data scientists do not  
build the models

Unfair outcome  
Black-box models  
No user feedback

## Pre-processing

Discrimination Discovery  
Sampling/weighting  
Representation learning

## In-processing

Learning/Inference subject to constraints  
Ranking  
Constrained Optimization

## Post-processing

Causal discovery  
Explainable AI  
Verification

# Learning subject to fairness constraints

Supervised learning tasks are often expressed as optimization problems

$$\text{minimize} \quad f_{\theta}(\mathbf{x}, y; \mathcal{D}) \quad \left\{ \begin{array}{l} \text{Empirical risk} \\ \text{Structural risk} \\ \text{Likelihood} \\ \text{Margin} \\ \dots \end{array} \right. \quad \text{desired properties in the learned model}$$

↓  
parameters

The optimization problem: finding the parameters that give the best model w.r.t the desired properties

**Fairness is yet another desired property of the learned models**

# Learning subject to fairness constrains

- Not all optimization problems are the same!
- Some problems are **computational easy**
- Some problems are **hard**, but **behave well** (approximation methods work well)
- Some problems are **hard**, but have **structure**. And we can exploit this structure.

# Learning subject to fairness constrains

- Not all optimization problems are the same!
- Some problems are **computational easy**
- Some problems are **hard**, but **behave well** (approximation methods work well)
- Some problems are **hard**, but have **structure**. And we can exploit this structure.

**Adding fairness constraints can change these properties!**

# Learning subject to fairness constraints

Supervised learning tasks under fairness constraints are often expressed as **constrained optimization problems**

**loss function**

minimize.  $f_{\theta}(x, y; \mathcal{D})$

**s.t**

**fairness measures**

$g_{\theta}(x, y; D)$



# Learning subject to fairness constraints

Supervised learning tasks under fairness constraints are often expressed as **constrained optimization problems**

**loss function**

minimize.  $f_{\theta}(x, y; \mathcal{D})$

**s.t**



**e.g., demographic parity**

$$p(d = 1|G = f) = p(d = 1|G = m)$$

# Learning subject to fairness constraints

Supervised learning tasks under fairness constraints are often expressed as **constrained optimization problems**

**loss function**

minimize.  $f_{\theta}(x, y; \mathcal{D})$

s.t



e.g., demographic parity

$$p(d = 1|G = f) = p(d = 1|G = m)$$

**Equality constraints are hard to satisfy**

# Learning subject to fairness constraints

Supervised learning tasks under fairness constraints are often expressed as **constrained optimization problems**

**loss function**

minimize.  $f_{\theta}(x, y; \mathcal{D})$

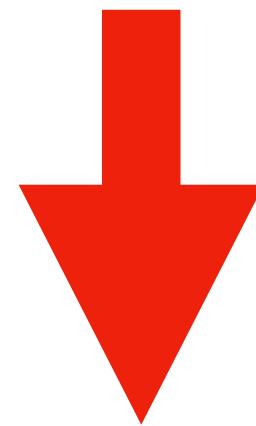
s.t

e.g., demographic parity

$$p(d = 1 | G = f) = p(d = 1 | G = m)$$

$$\Delta_{fair} = |p(d = 1 | G = f) - p(d = 1 | G = m)|$$

$\delta - fair$



$$\Delta_{fair} \leq \delta$$

**Equality constraints are hard to satisfy**

# Learning subject to fairness constraints

Supervised learning tasks under fairness constraints are often expressed as **constrained optimization problems**

**loss function**

minimize.  $f_{\theta}(x, y; \mathcal{D})$

s.t

$$\Delta_{fair} \leq \delta$$

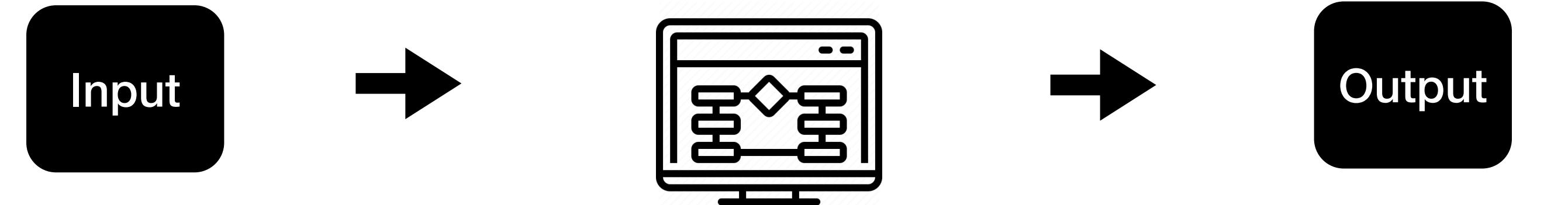
# Learning subject to fairness constraints

Supervised learning tasks under fairness constraints are sometimes expressed as regularization in an optimization problems

$$\text{minimize. } f_{\theta}(x, y; \mathcal{D}) + \lambda \times \Delta_{fair}$$

method of Lagrange multipliers

# How to address fairness in AI?



**bias** ..... ➔

Data is unbalanced  
Historical discrimination  
Encodes protected attributes

Data scientists do not  
build the models

Unfair outcome  
Black-box models  
No user feedback

## Pre-processing

Discrimination Discovery  
Sampling/weighting  
Representation learning

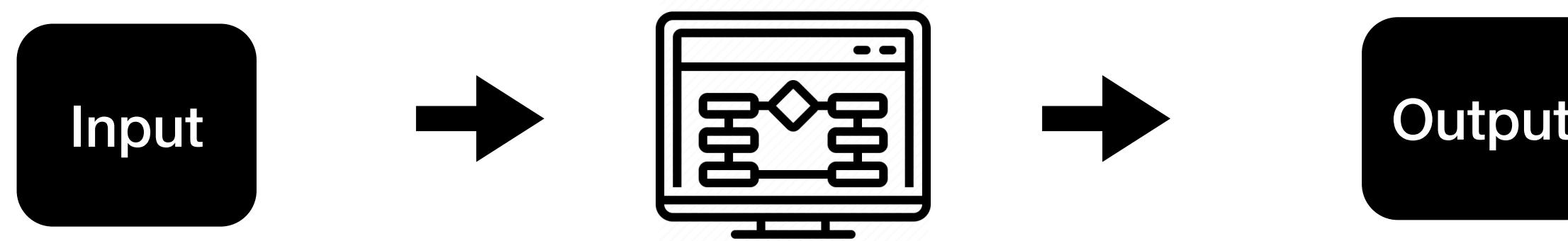
## In-processing

Learning/Inference subject to constraints  
Ranking  
Constrained Optimization

## Post-processing

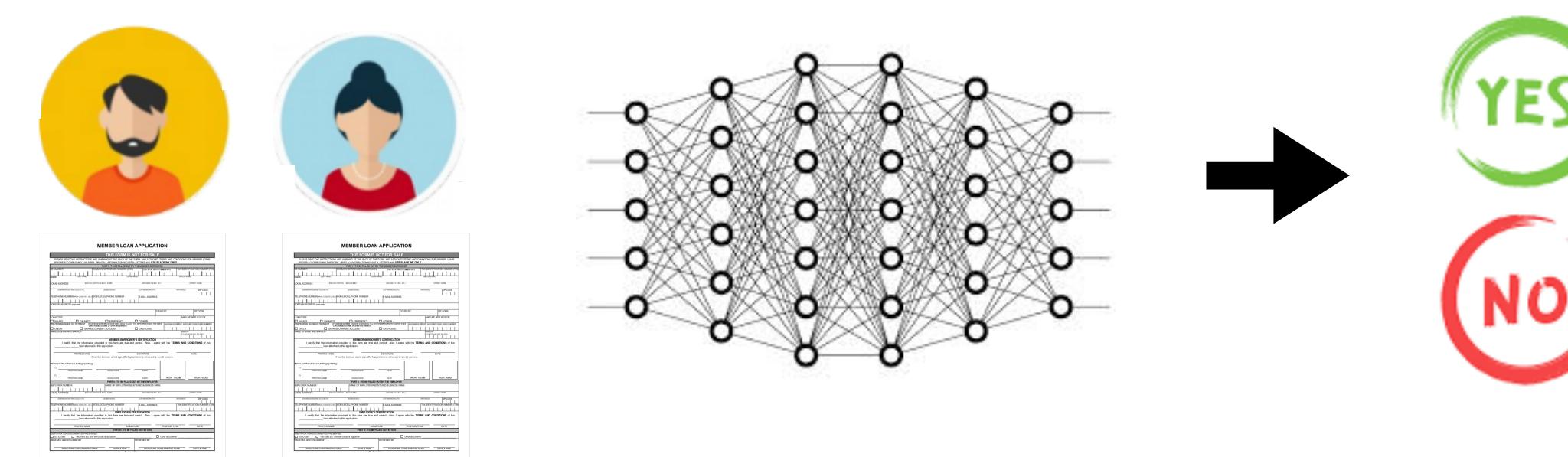
Causal discovery  
Explainable AI  
Verification

# Fairness in Explainability

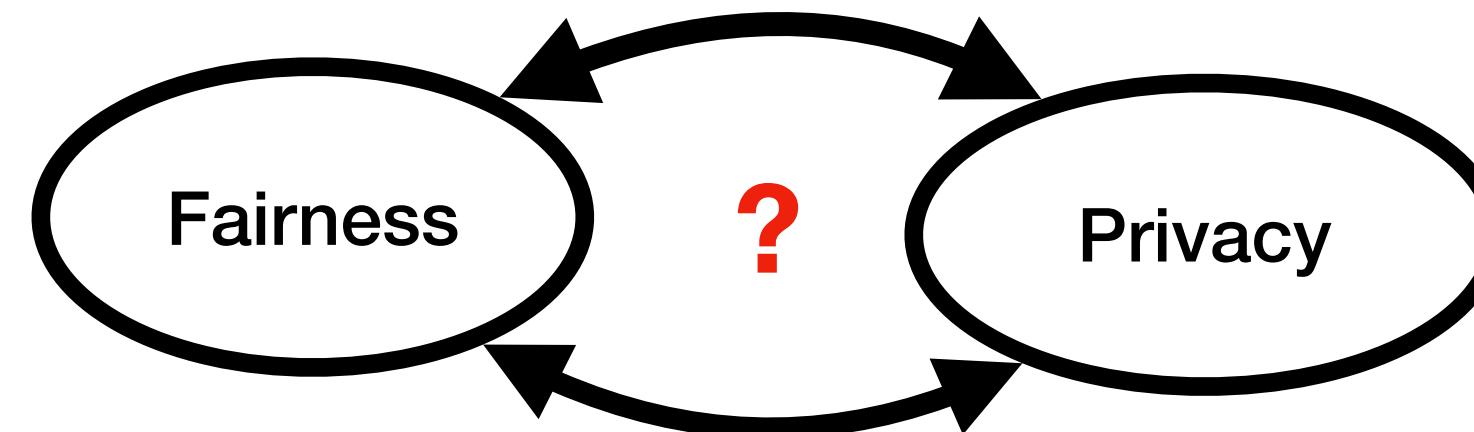


**Counterfactual explanation:** A **counterfactual explanation** describes a causal situation in the form: "If X had not occurred, Y would not have occurred"

**Algorithmic recourse:** provides explanations and recommendations to individuals who are treated unfavourably by the algorithm



# Challenges & Opportunities: Fairness Vs. Privacy



Law against discrimination

Legally recognized  
'protected classes'

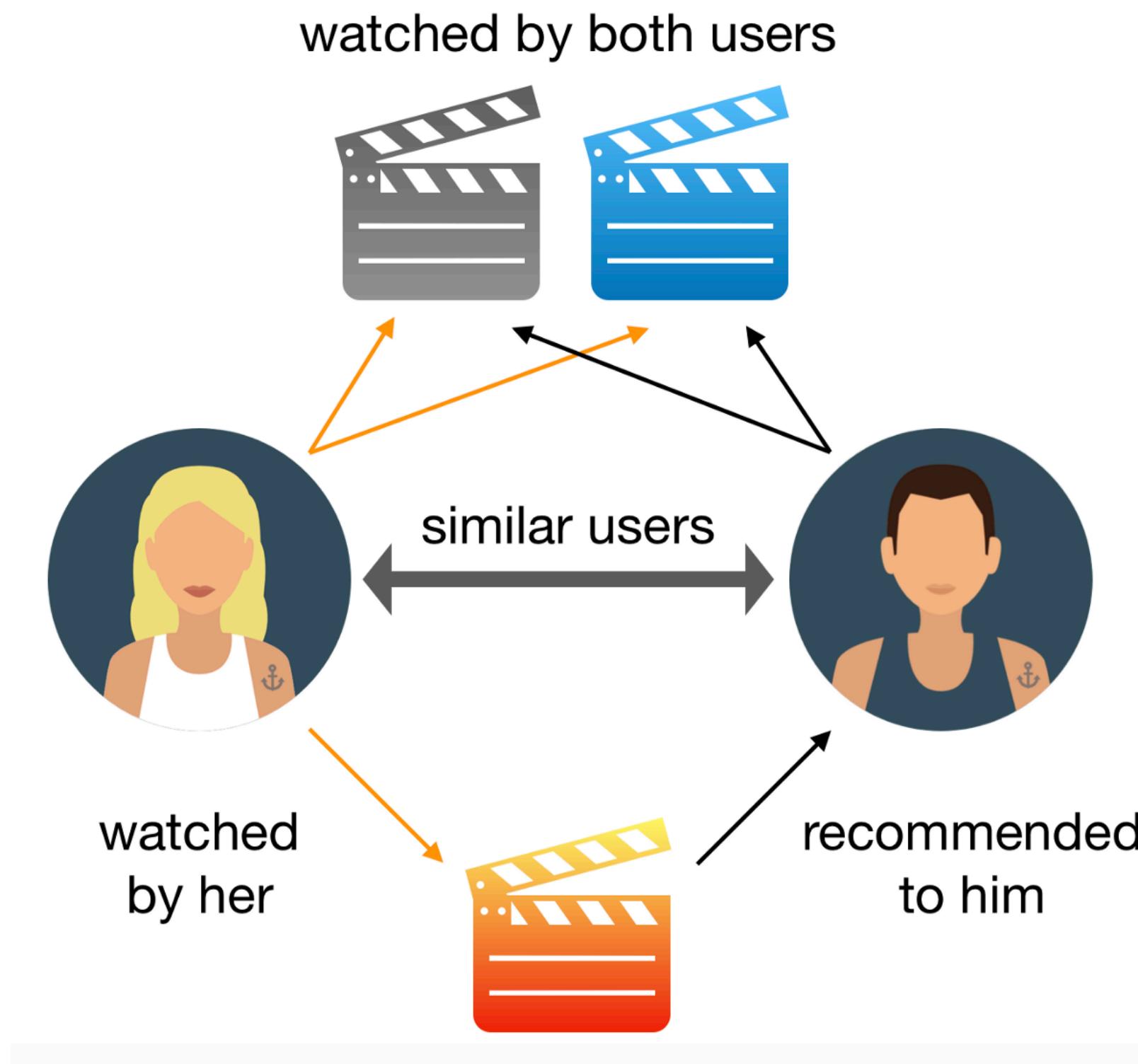
Regulated domains

Data protection laws



# Challenges & Opportunities: Fairness is not the same in different fields!

Two-sided fairness in recommender systems



# Take aways

**Bias** happens throughout the automated systems:

- Educate people about **discrimination**
- How to **define fairness** in your set-up?
- Ask who is **using** the model?
- What is **the purpose** of the system?



# **Recommendation Systems for Décathlon - Discussion**

Case developed by Jérémi DeBlois-Beaucage supervised by Laurent Charlin &  
Renaud Legoux

# Presentation of the case

**Q1: Which model(s) for a recommendation system would the data science team need to choose, and why?**

**JUST FOR YOU!**

Discover some of our best-selling products, sure to impress with their quality, everyday low price, and wide selection.

The image shows a row of seven fitness equipment items, each with a small image, a price in a yellow box, and a brief description below it. From left to right:

- 10 KG WEIGHT TRAINING DUMBBELLS... (\$25.00)
- CAST IRON WEIGHT TRAINING PLATES... (\$1.30)
- WEIGHT TRAINING 1.55 METER STICK... (\$45.00)
- WEIGHT TRAINING DUMBBELLS... (\$150.00)
- REINFORCED FLAT/INCLINED WEIGHT LIFTING BENCH... (\$170.00)
- RUBBER WEIGHT PLATE WITH CENTER HOLE... (\$25.00)
- 15 KG 28 MM RUBBER WEIGHT PLATES... (\$50.00)

# Session in small groups

- **~15 minutes, groups of ~5, prepare 3–4 slides**
- **Suggestion: designate one scribe and one presenter by team**
- **Then: we will discuss your answers in class**

# Discussions

# Plan

- Choose the right model for a recommendation task
- Models chosen by Décathlon
  - Basic models, as reference
  - Model 1: Based on similarity between product images
  - Model 2: Collaborative filtering based on products
  - Model 3: Matrix factorization
  - Model 4: Recursive neuronal networks
  - Chosen metrics
  - Results and final choice
- Limits of the current models and the next steps being considered by Décathlon

# How to Choose the Right Model?

- A more subjective task than most other common machine learning tasks
- Imperative: the model must be able to process a large amount of data
- Started with simpler models and then moved on to more complex ones
- Final choice according to performance on chosen metrics and logistical considerations
- 4 models have been selected

# Basic Models: Reference Point

- **Random recommendation**
- **Recommending the same 10 most popular items to every user**

# Model 1: Based on Similarity Between Product Images

Each product is first assigned an image and a vector that represents this image, created through a pre-trained VGG-type convolutional neural network.

1. For each user, a list of all the products with which they have interacted is extracted.
2. For each product, the 10 most “similar” products are chosen, based on the cosine distance between their image vectors.
3. The most similar product gets 10 “points”, the second one gets 9, and so on. Points are added up, and the 5 products with the highest scores get recommended.

User A has interacted in the past with items **3** and **5**

For each item, we identify the 10 items in the rest of the catalog that are most similar. We give 10 pts to the most similar one, 9 pts to the second most, and so on

7	11	→ 10 pts
12	7	→ 9 pts
37	22	→ 8 pts
11	30	→ 7 pts
22	1	→ 6 pts
6	26	→ 5 pts
1	27	→ 4 pts
28	12	→ 3 pts
29	15	→ 2 pts
30	9	→ 1 pts

We sum all the scores, and recommend the top five items to our user

Recommendations to user A:  
Item 7 (19 pts)  
Item 11 (17 pts)  
Item 22 (14 pts)  
Item 12 (12 pts)  
Item 1 (10 pts)

# Pros and Cons

- (+) Even new or unpopular products can get recommended
- (+) Explanations can be offered (because you bought product X, you could find these products interesting)
- (+) Easy and quick to implement
- (-) The recommended products are very similar to previously purchased items
- (-) *Cold-start* problem for the users

# Model 2: Collaborative Filtering Based on Products

**Very similar model to the previous one. Instead of calculating the similarity of image vectors, similarity is calculated according to a user-product interaction matrix.**

- 1. For each user, a list of all the products with which they have interacted is extracted.**
- 2. For each product, the 10 most “similar” products are chosen, based on a cosine distance between their respective lines in the user-product interaction matrix.**
- 3. The final score is similar to the one produced by model 1. However, instead of attributing arbitrary points (10 pts for the 1st, 9 for the 2nd, etc.), the similarity scores are used directly. Points are added, and the 5 products with the highest scores get recommended.**

# Example: similarity between two products

- In this matrix, lines represent users and columns represent products. A value of 1 indicates an interest, and 0 means no interaction.
  - For example, the first column shows that only User 4 has interacted with Product 1.
  - The cosine similarity between the first ( $a = [0 \ 0 \ 0 \ 1]$ ) and the second product ( $b = [0 \ 1 \ 0 \ 0]$ ) would be 0. No user has interacted with both products.
  - The similarity between the third ( $c = [1 \ 0 \ 1 \ 0]$ ) and the fifth product ( $e = [1 \ 0 \ 1 \ 1]$ ) is 0.82. The nearer the value is to 1, the greater the similarity between the products.

Products	Users
[0, 0, 1, 0, 1, 0]	
[0, 1, 0, 0, 0, 0]	
[0, 0, 1, 0, 1, 0]	
[1, 0, 0, 0, 1, 0]	

# Pros and Cons

- (+) Explanations can be offered (because you bought product X, you could find these products interesting)
- (+) Easy and quick to implement
- (+) Collaborative filtering usually yields good results
- (-) Cold-start problem for the users and the products

# Model 3 : Matrix Factorization

- Completion of the user-product interaction matrix through matrix factorization
- Several methodologies have been used, like Singular Value Decomposition and Non-Negative Matrix Factorization.
- It predicts the probability of an interaction with each product. Recommended products are the one with the highest probabilities of interaction.

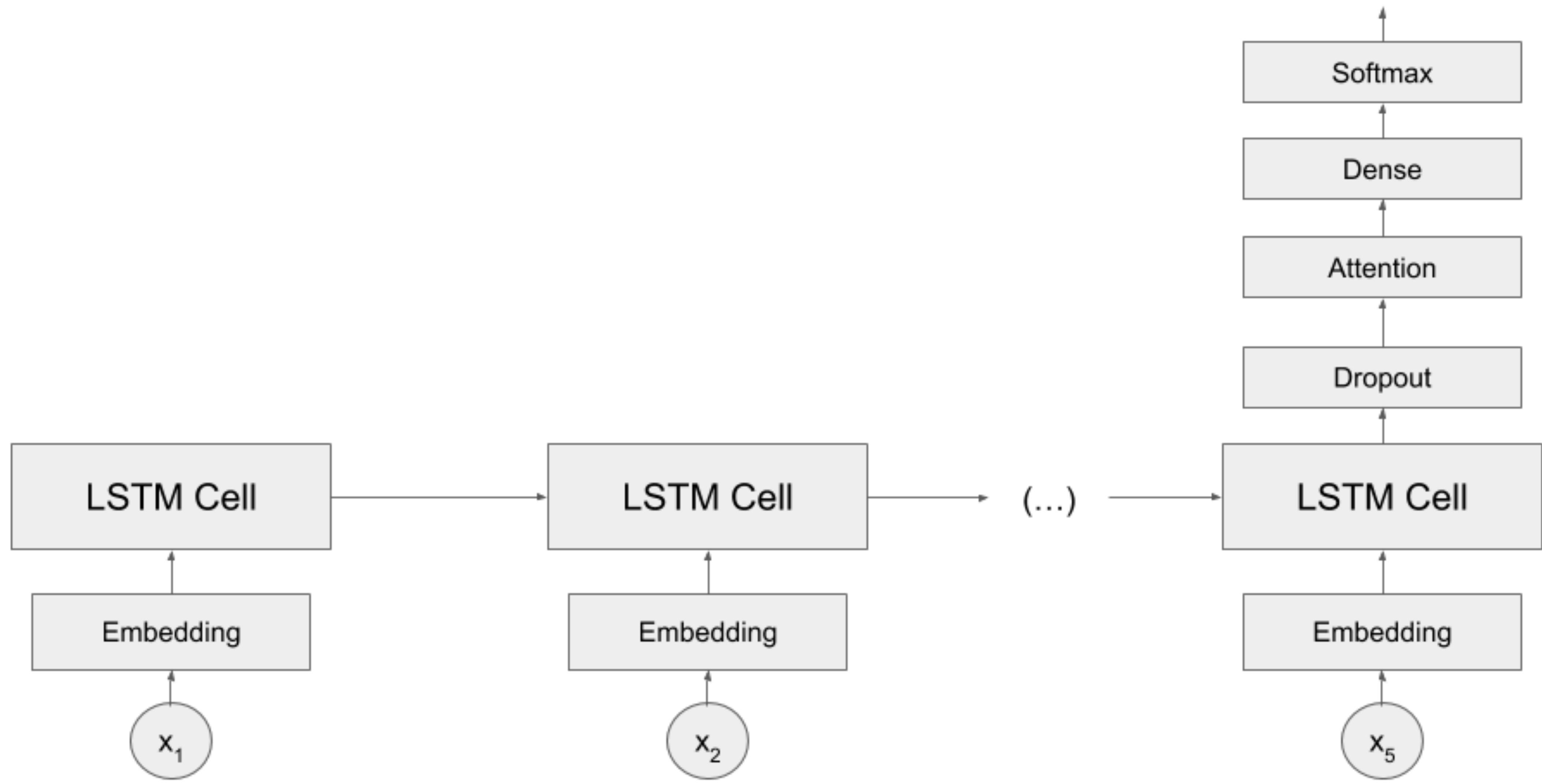
# Pros and Cons

- (+) Matrix factorization usually yields good results
- (+) It can reveal interesting underlying characteristics
- (-) Cold-start problem for the users and the products
- (-) Important computational costs
- (-) Deploying the models requires a more complex virtual infrastructure\*

# Model 4: Recurrent Neural Networks

- This model tackles the problem as a sequence of products with which the user interacts, and tries to predict what the next one could be.
  - Each product is represented by a one-hot vector.
  - Products are entered into the network sequentially, and the network predicts the next one.
  - The network then outputs a probability distribution for every product in the catalogue.
  - Long Short-Term Memory (LSTM) neurons are used, with dropout-type regularization and attention principles.

[ .1 .02 .01 .05 ... .3 .2 .13 .02 .15 ]



[ 0 1 0 0 ... 0 0 0 ]

[ 0 0 0 1 ... 0 0 0 ]

[ 0 0 1 0 ... 0 0 0 ]

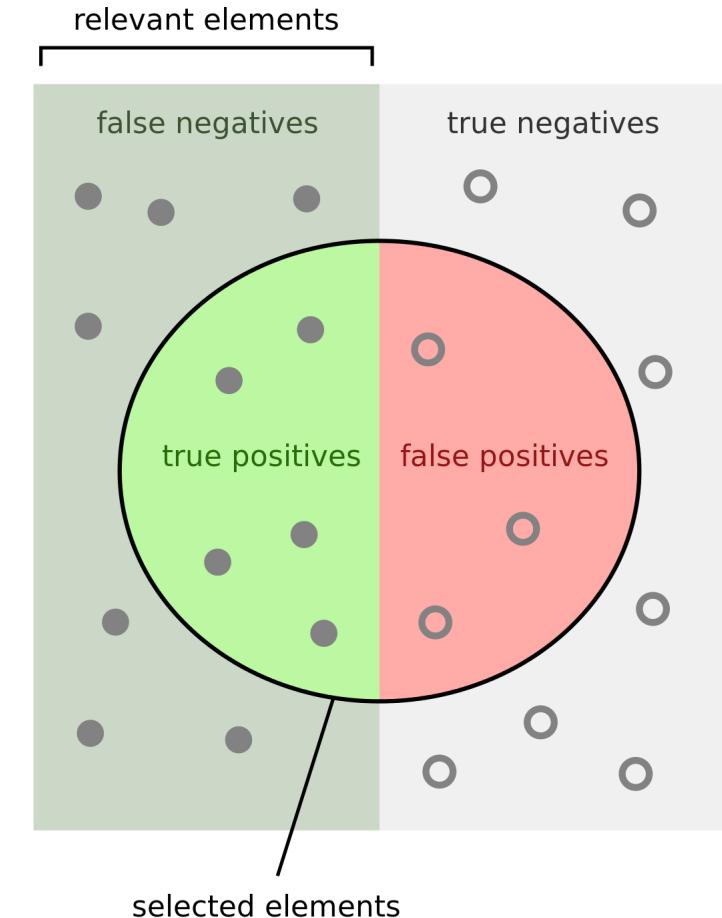
# Pros and Cons

- (+) New users can be easily added
- (+) Recurrent networks usually give very good results
- (-) Cold-start problem for the products
- (-) Works better if a user has interacted with several products

# Metrics

**Only off-line metrics: the team does not have access to on-line evaluation or user studies**

- A. **Accuracy:** proportion of the recommended products that actually get bought by the users
- B. **Recall:** proportion of products that were actually bought which were recommended
- C. **Coverage:** proportion of products that were recommended to at least 1 user



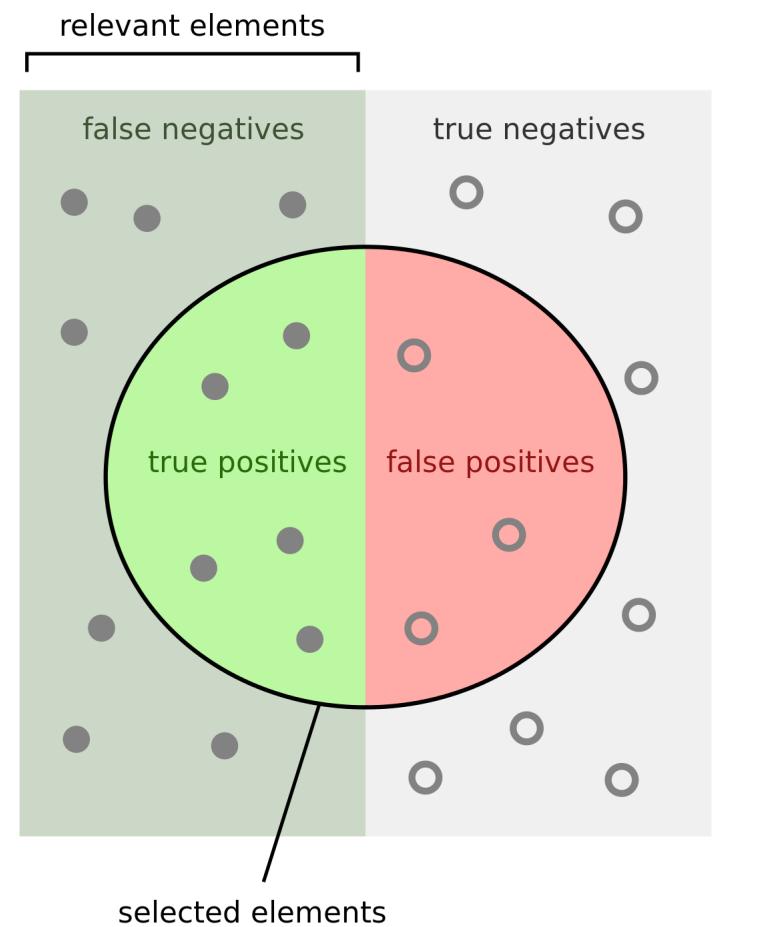
$$\text{Precision} = \frac{\text{How many selected items are relevant?}}{\text{How many selected items are selected?}}$$
$$\text{Recall} = \frac{\text{How many relevant items are selected?}}{\text{How many relevant items are relevant?}}$$

**Option to not consider diversity or serendipity**

[https://en.wikipedia.org/wiki/  
Precision\\_and\\_recall](https://en.wikipedia.org/wiki/Precision_and_recall)

# Results

Model	Random	Most popular	1. Visual Similarity	2. Collaborative, based on products	3. Matrix factorization	4. Recurrent Neural Networks (RNNs)
Precision	0,06%	1,5%	1,9%	3,4%	3,9%	4%
Recall	0,07%	1,8%	2,3%	4,1%	5,3%	5,7%
Coverage	91%	0,07%	37,1%	74%	69%	57%



How many selected items are relevant?

How many relevant items are selected?

$$\text{Precision} = \frac{\text{true positives}}{\text{true positives} + \text{false positives}}$$

$$\text{Recall} = \frac{\text{true positives}}{\text{true positives} + \text{false negatives}}$$

[https://en.wikipedia.org/wiki/Precision\\_and\\_recall](https://en.wikipedia.org/wiki/Precision_and_recall)

# Final Choice

**First, simpler models were implemented:**

- 1. Most popular products**
- 2. Collaborative based on products (Model 2)**

**The visual similarity model (Model 1) did not show sufficient performance to justify its implementation.**

**Matrix factorization (Model 3) was put aside: the performance boost did not justify the investment in more complex logistical architecture.**

**The recurrent neural network model is in use now (Model 4)**

# Limits

- There's an intuition that another model might perform better for the chosen metrics
- The team is looking for a model that uses both the user-product interaction data and product characteristics.
- The current model focuses on short-term performance
- The team would like a model that can further explore the diversity of user preference, and potentially offer pleasantly surprising products to users

# To go further

**What improvements could be made, or  
what more advanced models could be  
prioritized for testing?**

# *Session in Small Groups*

**If enough time...**

# Improvements and New Models Being Considered

## 1. Curiosity in recurrent neuronal networks

- Adding functionalities to the networks being used: adding curiosity techniques
- Allows for a more thorough exploration of diversity in user preferences

## 2. Graph neural networks

- Structure data differently: heterogeneous graph, which allows for the use of interaction data and product characteristics
- Prediction of the links between the graph's knots

## 3. Learning through reinforcement

- Model the task differently: sequential and interactive process, considered as a loop between product recommendations and user feedback
- Allows for a more thorough exploration of diversity in user preferences