七月在线电商推荐系统项目特训营结业考试参考答案

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一、理论题(40分)

1、协同过滤算法是指基于用户行为数据设计的推荐算法,常见的有UserCF和ItemCF两种,请你分别用一句话概括这两种算法的核心思想。(10分)

答案: UserCF的核心思想是: 给用户推荐和他兴趣相似的其他用户喜欢的物品。ItemCF的核心思想是: 给用户推荐和其过去感兴趣的物品相似的物品。

2、矩阵分解属于协同过滤算法吗? (5分)

A 属于

B 不属于

答案: A

3、请列举出基于内容的推荐的两个优点 (6分)

答: (1) 没有物品冷启动的问题 (2) 推荐结果直观, 容易理解

4、请说出推荐系统中评分预测和TopN推荐的评价指标,各列举两种。(4分)

答案:评分预测: RMSE、MAE; TopN推荐: Precision、Recall。

5、写出RMSE的计算公式,并说明公式中每个变量的含义。(5分)

答案:

$$RMSE = \sqrt{\frac{1}{m} \sum_{i=1}^{m} (y_i - \hat{y}_i)^2}$$

m是测试集样本个数, y_i 是第 i 个测试样本真实值, \hat{y}_i 是第 i 个测试样本预测值

6、Deep AutoEncoder 的核心思想是什么。(10分)

答案:核心的思想是通过反向传播训练网络,最小化输入和输出的误差,从而完成对未知的电影的预估。

二、代码题 (60分)

7、请按要求完成基于 tensorflow 的 Deep AutoEncoder 算法。 (共30分)

```
In [1]:
```

```
import warnings
warnings.filterwarnings('ignore')
import numpy as np
import pandas as pd
import tensorflow as tf
```

加载数据

```
In [2]:
```

```
1 df = pd.read_csv('ratings.dat', sep='\t', names=['user', 'item', 'rating', 'timestamp'], header
```

(1) 去掉评分数据 df 中的 "timestamp" 这一列,并输出 df 前五行 (5分)

```
In [3]:
```

```
1 df = df.drop('timestamp', axis=1)
2 df.head()
```

Out[3]:

	user	item	rating
0	1	1193	5
1	1	661	3
2	1	914	3
3	1	3408	4
4	1	2355	5

查看用户数和电影数

In [4]:

```
num_items = df.item.nunique()
num_users = df.user.nunique()
print("USERS: {} ITEMS: {}".format(num_users, num_items))
```

USERS: 6040 ITEMS: 3706

(2) 对 df 的 "rating" 列做 Normalization, 展示 df 前 5 行 (5分)

In [5]:

```
from sklearn import preprocessing
r = df['rating'].values.astype(float)
min_max_scaler = preprocessing.MinMaxScaler()
x_scaled = min_max_scaler.fit_transform(r.reshape(-1,1))
df_normalized = pd.DataFrame(x_scaled)
df['rating'] = df_normalized
df.head()
```

Out[5]:

	user	item	rating
0	1	1193	1.00
1	1	661	0.50
2	1	914	0.50
3	1	3408	0.75
4	1	2355	1.00

(3) 把 df 转成 user-item 矩阵,存储在变量 matrix 中 ,用 0 填充矩阵的缺失值,从matrix中取出user5对item6的评分值(5分)

```
In [6]:
```

```
matrix = df.pivot(index='user', columns='item', values='rating')
matrix.fillna(0, inplace=True)
matrix.loc[5,6]
```

Out[6]:

0.25

获取用户和物品列表

```
In [7]:
```

```
1 users = matrix.index.tolist()
2 items = matrix.columns.tolist()
```

将 matrix 从 dataframe 转换成 numpy 数组

```
In [8]:
```

```
1 matrix = matrix.as_matrix()
```

网络超参数

```
In [9]:
```

```
1  num_input = num_items
2  num_hidden_1 = 10
3  num_hidden_2 = 5
```

隐层的变量初始化

In [10]:

```
weights = {
 1
 2
        'encoder_hl': tf.Variable(tf.random_normal([num_input, num_hidden_1], dtype=tf.float64)),
 3
        'encoder h2': tf. Variable(tf.random normal([num hidden 1, num hidden 2], dtype=tf.float64)
        'decoder_h1': tf. Variable(tf.random_normal([num_hidden_2, num_hidden_1], dtype=tf.float64))
 4
 5
        'decoder h2': tf. Variable(tf.random normal([num hidden 1, num input], dtype=tf.float64)),
 6
 7
    biases = {
 8
        'encoder bl': tf. Variable(tf. random normal([num hidden 1], dtype=tf.float64)),
 9
        'encoder b2': tf. Variable(tf. random normal([num hidden 2], dtype=tf.float64)),
10
        'decoder bl': tf. Variable(tf. random normal([num hidden 1], dtype=tf.float64)),
11
        'decoder_b2': tf.Variable(tf.random_normal([num_input], dtype=tf.float64)),
12
13
```

(4) 构建 encoder 和 decoder (5分)

In [11]:

```
def encoder(x):
1
       layer_1 = tf. nn. relu(tf. add(tf. matmul(x, weights['encoder_hl']), biases['encoder_bl']))
2
3
       layer_2 = tf. nn. relu(tf. add(tf. matmul(layer_1, weights['encoder_h2']), biases['encoder_b2']
4
       return layer_2
5
   def decoder(x):
6
7
       layer 1 = tf.nn.relu(tf.add(tf.matmul(x, weights['decoder h1']), biases['decoder b1']))
8
       layer 2 = tf. nn. relu(tf. add(tf. matmul(layer 1, weights['decoder h2']), biases['decoder b2']
9
       return layer 2
```

构建整个模型

```
In [12]:
```

```
1  X = tf.placeholder(tf.float64, [None, num_input])
2  encoder_op = encoder(X)
3  decoder_op = decoder(encoder_op)
```

预测 y 值和真实 y 值

```
In [13]:
```

```
1 y_pred = decoder_op
2 y_true = X
```

定义损失函数和优化器

In [14]:

```
1 loss = tf.losses.mean_squared_error(y_true, y_pred)
2 optimizer = tf.train.RMSPropOptimizer(0.03).minimize(loss)
```

定义评估准则

In [15]:

```
1  eval_x = tf.placeholder(tf.int32, )
2  eval_y = tf.placeholder(tf.int32, )
3  pre, pre_op = tf.metrics.precision(labels=eval_x, predictions=eval_y)
```

变量初始化

In [16]:

```
init = tf.global_variables_initializer()
local_init = tf.local_variables_initializer()
```

在 session 中 run

In [17]:

```
1
     predictions = pd. DataFrame()
 2
     with tf. Session() as session:
 3
         epochs = 100
 4
         batch size = 250
 5
 6
         session.run(init)
 7
         session.run(local init)
 8
 9
         num_batches = int(matrix.shape[0] / batch_size)
 10
         matrix = np. array split(matrix, num batches)
11
         for i in range (epochs):
12
13
14
             avg cost = 0
15
16
             for batch in matrix:
                 , 1 = session.run([optimizer, loss], feed dict={X: batch})
17
18
                 avg cost += 1
19
20
             avg cost /= num batches
21
             print("Epoch: {} Loss: {} ". format(i + 1, avg cost))
22
23
24
         print("Predictions...")
25
26
         matrix = np. concatenate(matrix, axis=0)
27
         preds = session.run(decoder op, feed dict={X: matrix})
28
29
30
         predictions = predictions.append(pd.DataFrame(preds))
31
         predictions = predictions.stack().reset_index(name='rating')
32
33
         predictions.columns = ['user', 'item', 'rating']
         predictions['user'] = predictions['user'].map(lambda value: users[value])
34
         predictions['item'] = predictions['item'].map(lambda value: items[value])
35
Epoch: 1 Loss: 31.39658373594284
Epoch: 2 Loss: 1.4016507441798847
Epoch: 3 Loss: 0.6289405835171541
Epoch: 4 Loss: 0.47894836962223053
```

```
Epoch: 5 Loss: 0.41464972496032715
Epoch: 6 Loss: 0.2824529707431793
Epoch: 7 Loss: 0.12261824092517297
Epoch: 8 Loss: 0.04141972423531115
Epoch: 9 Loss: 0.023202844196930528
Epoch: 10 Loss: 0.020845729508437216
Epoch: 11 Loss: 0.020702326049407322
Epoch: 12 Loss: 0.02070566701392333
Epoch: 13 Loss: 0.020706364419311285
Epoch: 14 Loss: 0.020706464264852304
Epoch: 15 Loss: 0.02070651645772159
Epoch: 16 Loss: 0.020706516418916483
Epoch: 17 Loss: 0.020706516263696056
Epoch: 18 Loss: 0.020706516263696056
Epoch: 19 Loss: 0.02070651634130627
Epoch: 20 Loss: 0.02070651634130627
Epoch: 21 Loss: 0.020706516263696056
Epoch: 22 Loss: 0.02070651634130627
```

```
Epoch: 23 Loss: 0.02070651634130627
Epoch: 24 Loss: 0.02070651634130627
Epoch: 25 Loss: 0.02070651634130627
Epoch: 26 Loss: 0.02070651634130627
Epoch: 27 Loss: 0.02070651634130627
Epoch: 28 Loss: 0.020706516418916483
Epoch: 29 Loss: 0.02070651634130627
Epoch: 30 Loss: 0.020706516263696056
Epoch: 31 Loss: 0.020706516263696056
Epoch: 32 Loss: 0.020706516418916483
Epoch: 33 Loss: 0.02070651634130627
Epoch: 34 Loss: 0.02070651634130627
Epoch: 35 Loss: 0.02070651634130627
Epoch: 36 Loss: 0.020706516263696056
Epoch: 37 Loss: 0.02070651634130627
Epoch: 38 Loss: 0.02070651634130627
Epoch: 39 Loss: 0.02070651634130627
Epoch: 40 Loss: 0.02070651634130627
Epoch: 41 Loss: 0.02070651634130627
Epoch: 42 Loss: 0.02070651634130627
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Epoch: 46 Loss: 0.02070651634130627
Epoch: 47 Loss: 0.02070651634130627
Epoch: 48 Loss: 0.020706516263696056
Epoch: 49 Loss: 0.020706516263696056
Epoch: 50 Loss: 0.02070651634130627
Epoch: 51 Loss: 0.02070651634130627
Epoch: 52 Loss: 0.02070651634130627
Epoch: 53 Loss: 0.020706516263696056
Epoch: 54 Loss: 0.02070651634130627
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Epoch: 60 Loss: 0.020706516263696056
Epoch: 61 Loss: 0.02070651634130627
Epoch: 62 Loss: 0.02070651634130627
Epoch: 63 Loss: 0.020706516263696056
Epoch: 64 Loss: 0.020706516263696056
Epoch: 65 Loss: 0.02070651634130627
Epoch: 66 Loss: 0.020706516263696056
Epoch: 67 Loss: 0.020706516263696056
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Epoch: 70 Loss: 0.020706516263696056
Epoch: 71 Loss: 0.02070651634130627
Epoch: 72 Loss: 0.02070651634130627
Epoch: 73 Loss: 0.020706516418916483
Epoch: 74 Loss: 0.020706516418916483
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Epoch: 77 Loss: 0.020706516263696056
Epoch: 78 Loss: 0.02070651634130627
Epoch: 79 Loss: 0.020706516263696056
Epoch: 80 Loss: 0.02070651634130627
Epoch: 81 Loss: 0.02070651634130627
Epoch: 82 Loss: 0.02070651634130627
Epoch: 83 Loss: 0.02070651634130627
```

```
Epoch: 84 Loss: 0.02070651634130627
Epoch: 85 Loss: 0.020706516418916483
Epoch: 86 Loss: 0.02070651634130627
Epoch: 87 Loss: 0.020706516263696056
Epoch: 88 Loss: 0.020706516263696056
Epoch: 89 Loss: 0.020706516418916483
Epoch: 90 Loss: 0.02070651634130627
Epoch: 91 Loss: 0.02070651634130627
Epoch: 92 Loss: 0.020706516263696056
Epoch: 93 Loss: 0.020706516263696056
Epoch: 94 Loss: 0.020706516263696056
Epoch: 95 Loss: 0.020706516418916483
Epoch: 96 Loss: 0.02070651634130627
Epoch: 97 Loss: 0.02070651634130627
Epoch: 98 Loss: 0.02070651634130627
Epoch: 99 Loss: 0.020706516263696056
Epoch: 100 Loss: 0.020706516263696056
Predictions...
```

(5) 为用户42计算top10的推荐结果 (10分)

- top10 的筛选依据是评分预测最高的 top10
- 要求推荐的 top10 是该用户没有看过的电影
- 最后输出推荐的 top10 电影的 itemid

In [18]:

```
seen_movies = df[df.user==42].item.values
rec_for_42 = predictions[(predictions.user==42)&(~predictions.item.isin(seen_movies))]
top10 = rec_for_42.sort_values('rating', ascending=False).head(10).item.values
print(top10)
```

[2396 110 1 912 50 1247 1259 111 1225 2324]

8、请你实现基于Keras的协同深度学习算法。(共30分)

In [1]:

```
import numpy as np
   from pandas import read csv
   from sklearn. preprocessing import LabelEncoder
4
   from keras. layers import Input, Embedding, Dot, Flatten, Dense, Dropout, Lambda, Add
   from keras. layers. noise import Gaussian Noise
6
   from keras.initializers import RandomUniform, RandomNormal
7
   from keras. models import Model
   from keras. regularizers import 12
9
   from keras import optimizers
   from keras import backend as K
10
   from keras. engine. topology import Layer
```

Using TensorFlow backend.

(1) 请你完成 movie_map 这个函数 (5分)

- 功能: 使用自然数对 movies.dat 中的 movieid 进行重编码
- 返回值: movieid 到编码 id 的字典
- 测试: 计算编码字典, 存入变量 d (后面有用), 输出 d[520]

In [2]:

```
def movie_map(file='movies.dat'):
    movies = read_csv(file, sep='::', header=None, engine='python')
    value = movies[0].unique()
    index = range(movies[0].nunique())
    return dict(zip(value, index))

d = movie_map()
d[520]
```

Out[2]:

516

(2) 请你完成 read_ratings 这个函数 (5分)

- 要求返回数据类型为 float32 的二维 numpy 数组:每一行表示用户评分记录 [user,item,rating]
- 原始数据中的 itemid 需要使用编码字典 d 进行重编码
- rating 值需要进行幅度缩放,缩放区间为[0,1]
- 测试:调用 read_ratings,将返回值存入变量 ratings (后面有用),并输出 ratings[:3]

In [3]:

```
def read ratings(file='ratings.dat'):
 2
        rating_mat = list()
 3
        with open(file) as fp:
 4
            for line in fp:
                line = line. strip(). split('\t')
 5
                user, item, rating = line[0], d[int(line[1])], int(line[2])/5
 6
 7
                rating mat.append([user, item, rating])
 8
        return np. array (rating mat). astype ('float32')
 9
    ratings = read ratings()
10
11
    ratings[:3]
```

Out[3]:

```
array([[1.000e+00, 1.176e+03, 1.000e+00], [1.000e+00, 6.550e+02, 6.000e-01], [1.000e+00, 9.020e+02, 6.000e-01]], dtype=float32)
```

(3) 请你完成 train_test_split 这个函数 (5分)

- 功能:将评分数据 ratings 划分为训练集和测试集两部分
- 输入:函数 read_ratings 的返回值 ratings
- 输出: 训练集 train mat, 测试集 test mat
- 要求: 训练集占 80%, 测试集占 20%
- 测试:调用该函数,返回值存入 train_mat, test_mat (后面有用),并展示训练集和测试集的样本数量

In [4]:

```
1
    def train test split(ratings):
2
        data num = len(ratings)
3
4
        train mat = ratings[:int(data num*0.8)]
5
        test mat = ratings[int(data num*0.8):]
6
7
        return train_mat, test_mat
8
9
    train_mat, test_mat = train_test_split(ratings)
    train mat. shape[0], test mat. shape[0]
10
```

Out[4]:

(800167, 200042)

(4) 请你完成 read_item 这个函数 (5分)

- 功能:将 movies.dat 的三列特征进行重编码
- 要求:
 - 第 1 列特征使用编码字典 d 进行编码
 - 第 2、3 列特征使用 LabelEncoder() 编码
 - 返回值有两个,第一个是二维 numpy 数组 ,也就是一个矩阵:每一行对应原始数据 movies.dat 的一行记录;第二个是特征维度,也就是矩阵的列数
 - 调用该函数,返回值存入 item_mat,item_feat_dim (后面有用),打印 item_mat[:3] 和 item_feat_dim

In [5]:

```
1
     def read item(file='movies.dat'):
 2
 3
         item = read csv(file, sep='::', header=None, engine='python')
         item[0] = item[0].apply(lambda x:d[int(x)])
 4
 5
         item[1] = LabelEncoder().fit transform(item[1])
 6
         item[2] = LabelEncoder().fit_transform(item[2])
 7
         item mat = item.as matrix()
 8
         item feat dim = item mat.shape[1]
 9
10
         return item mat, item feat dim
11
12
     item mat, item feat dim = read item()
13
     print(item_mat[:3])
     print(item feat dim)
14
ΓΓ
     0 3574 145]
     1 1858 115]
     2 1483 207]]
 Γ
3
```

CollaborativeDeepLearning 实现

In [6]:

```
1
    class CollaborativeDeepLearning:
 2
        def __init__(self, item_mat, hidden_layers):
 3
 4
 5
            hidden layers = a list of three integer indicating the embedding dimension of autoencod
 6
            item_mat = item feature matrix with shape (# of item, # of item features)
 7
 8
            assert(len(hidden_layers)==3)
 9
            self.item_mat = item_mat
10
            self.hidden layers = hidden layers
11
            self.item_dim = hidden_layers[0]
            self.embedding dim = hidden layers[-1]
12
13
14
        def pretrain(self, lamda_w=0.1, encoder_noise=0.1, dropout_rate=0.1, activation='sigmoid',
15
16
            layer-wise pretraining on item features (item mat)
17
            self. trained encoders = []
18
            self.trained_decoders = []
19
20
            X_train = self.item_mat
21
            for input dim, hidden dim in zip(self.hidden layers[:-1], self.hidden layers[1:]):
22
23
24
                pretrain_input = Input(shape=(input_dim,))
25
                encoded = GaussianNoise(stddev=encoder noise)(pretrain input)
                encoded = Dropout(dropout_rate) (encoded)
26
27
                encoder = Dense(hidden_dim, activation=activation, kernel_regularizer=12(lamda_w),
28
                decoder = Dense(input dim, activation=activation, kernel regularizer=12(lamda w),
29
30
                # autoencoder
31
                ae = Model(inputs=pretrain_input, outputs=decoder)
32
33
                # encoder
                ae encoder = Model(inputs=pretrain input, outputs=encoder)
34
35
36
37
                encoded input = Input(shape=(hidden dim,))
38
39
                decoder layer = ae.layers[-1] # the last layer
                ae_decoder = Model(encoded_input, decoder_layer(encoded_input))
40
41
                ae.compile(loss='mse', optimizer='rmsprop')
42
43
                ae.fit(X train, X train, batch size=batch size, epochs=epochs, verbose=2)
44
45
                self. trained encoders. append (ae encoder)
46
                self. trained decoders. append (ae decoder)
47
                X train = ae encoder.predict(X train)
48
49
        def fineture (self, train mat, test mat, lamda u=0.1, lamda v=0.1, lamda n=0.1, lr=0.001, b
50
51
            Fine-tuning with rating prediction
52
            num\_user = int( max(train\_mat[:, 0]. max(), test\_mat[:, 0]. max()) + 1 )
53
            num item = int( max(train mat[:, 1].max(), test mat[:, 1].max()) + 1)
54
55
            # item autoencoder
56
57
            itemfeat_InputLayer = Input(shape=(self.item_dim,), name='item_feat_input')
            encoded = self.trained encoders[0](itemfeat InputLayer)
58
            encoded = self.trained encoders[1](encoded)
59
```

train item feat = [self.item mat[train item[x]][0] for x in range(train item.shape[0])

prediction layer = Dot(axes = -1, name='prediction layer')([user EmbeddingLayer, encod

self.model = Model(inputs=[user InputLayer, itemfeat InputLayer], outputs=[prediction

test user, test item, test item feat, test label = self.matrix2input(test mat)

return np. sqrt(np. mean(np. square(test label.flatten() - pred out[0].flatten())))

pred_out = self.cdl_model.predict([test_user, test_item, test_item_feat])

return train_user, train_item, np.array(train_item_feat), train_label

```
(5) 成功运行下面的代码,输出RMSE (10分)
```

def build(self):

rating prediction

def getRMSE(self, test_mat):

99 100

101

102103

104 105

106107

108

109

110

In [7]:

1

```
model.pretrain(lamda_w=0.001, encoder_noise=0.3, epochs=10)
 2
    model_history = model.fineture(train_mat, test_mat, lamda_u=0.01, lamda_v=0.1, lamda_n=0.1, lr
 4
    model.getRMSE(test mat)
Epoch 1/10
0s - loss: 3362782.6749
Epoch 2/10
0s - loss: 3362457.1563
Epoch 3/10
0s - loss: 3362184.4979
Epoch 4/10
0s - loss: 3361981.1230
Epoch 5/10
0s - 1oss: 3361836.0971
Epoch 6/10
0s - loss: 3361736.3306
Epoch 7/10
0s - loss: 3361669.6875
Epoch 8/10
0s - loss: 3361630.6741
Epoch 9/10
0s - loss: 3361608.1432
Epoch 10/10
0s - loss: 3361595.3847
Epoch 1/10
0s - loss: 0.2609
Epoch 2/10
0s - 1oss: 0.2068
Epoch 3/10
0s - loss: 0.1644
Epoch 4/10
0s - loss: 0.1371
Epoch 5/10
0s - loss: 0.1213
Epoch 6/10
0s - loss: 0.1124
Epoch 7/10
0s - loss: 0.1070
Epoch 8/10
0s - loss: 0.1039
Epoch 9/10
0s - loss: 0.1019
Epoch 10/10
0s - loss: 0.1005
Train on 800167 samples, validate on 200042 samples
Epoch 1/4
800167/800167 [============] - 47s - loss: 320012.3428 - dot_layer
_loss: 0.7405 - model_3_loss: 3198583.5023 - val_loss: 311579.5984 - val_dot_layer_l
oss: 0.5741 - val model 3 loss: 3115789.5686
Epoch 2/4
800167/800167 [============= ] - 44s - loss: 319858.8802 - dot layer
_loss: 0.4799 - model_3_loss: 3198583.4552 - val_loss: 311579.5988 - val_dot_layer_l
oss: 0.5745 - val model 3 loss: 3115789.5686
_loss: 0.4800 - model_3_loss: 3198583.4564 - val_loss: 311579.5697 - val_dot_layer_l
oss: 0.5741 - val model 3 loss: 3115789.5686
Epoch 4/4
```

model = CollaborativeDeepLearning(item mat, [item feat dim, 16, 8])

```
800167/800167 [=========] - 52s - loss: 319858.8798 - dot_layer_loss: 0.4800 - model_3_loss: 3198583.4517 - val_loss: 311579.5988 - val_dot_layer_loss: 0.5745 - val_model_3_loss: 3115789.5686
```

Out[7]:

0.75795275