8/29/22, 9:48 AM Thompson sampling

```
In [1]: import numpy as np
  import pandas as pd
  import matplotlib.pyplot as plt
```

IMPORTING DATA

```
In [2]: df = pd.read_csv('Ads_Optimisation.csv')
In [4]: df.shape
Out[4]: (10000, 10)
```

IMPLEMENTING THOMPSON SAMPLING

```
In [36]: import random
         N = df.shape[0]
         d = df.shape[1]
         ads selected = []
         number of rewards 1 = [0] * d
         number of rewards 0 = [0] * d
         total reward = 0
         for n in range(10000):
              ad = 0
             \max random beta = 0
              for i in range(d):
                 random beta = random betavariate(number of rewards 1[i] + 1, number of rewards 0[i] + 1)
                 if random beta > max random beta:
                     max random beta = random beta
                      ad = i
             ads selected.append(ad)
             reward = df.iloc[n, ad]
              if reward == 1:
                 number_of_rewards_1[ad] += 1
              else:
                 number_of_rewards_0[ad] += 1
```

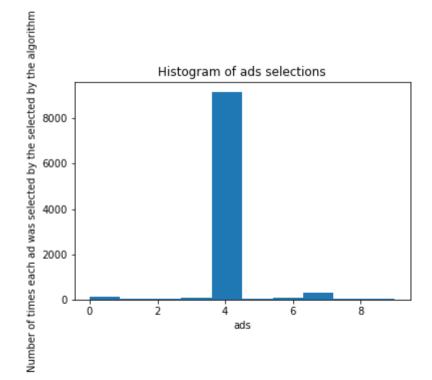
```
total_reward += reward
print(total_reward)

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In [37]: print(ads_selected)
```

0, 7, 7, 8, 7, 6, 2, 7, 1, 7, 3, 6, 7, 7, 0, 6, 9, 4, 2, 4, 7, 7, 8, 0, 8, 0, 1, 5, 7, 5, 9, 5, 0, 7, 7, 8, 5, 9, 4, 0, 8, 1, 5, 8, 7, 2, 4, 8, 6, 0, 8, 7, 1, 9, 4, 3, 3, 3, 0, 7, 7, 3, 5, 0, 3, 3, 3, 9, 7, 2, 7, 3, 1, 7, 7, 8, 2, 1, 0, 3, 6, 4, 7, 1, 6, 8, 3, 8, 4, 4, 4, 4, 8, 1, 4, 6, 7, 3, 6, 0, 7, 7, 5, 8, 5, 4, 4, 1, 1, 1, 4, 2, 7, 0, 3, 4, 4, 1, 1, 7, 8, 4, 7, 6, 4, 7, 3, 3, 4, 7, 6, 1, 5, 7, 1, 7, 2, 8, 7, 4, 0, 3, 6, 6, 7, 4, 7, 7, 5, 7, 7, 5, 3, 6, 0, 7, 8, 8, 2, 7, 4, 9, 7, 1, 7, 7, 7, 7, 7, 7, 6, 7, 7, 2, 8, 7, 3, 4, 4, 2, 1, 1, 3, 7, 3, 7, 5, 7, 7, 4, 6, 5, 7, 1, 3, 3, 3, 7, 6, 7, 7, 3, 1, 3, 3, 3, 7, 2, 8, 8, 7, 8, 6, 3, 3, 7, 9, 6, 3, 3, 8, 6, 6, 7, 6, 3, 1, 7, 3, 8, 3, 3, 7, 6, 7, 1, 6, 9, 7, 7, 9, 3, 6, 3, 6, 4, 0, 9, 4, 3, 3, 6, 0, 6, 7, 9, 1, 6, 4, 5, 6, 5, 4, 0, 1, 6, 0, 6, 7, 3, 6, 3, 4, 3, 6, 5, 3, 6, 7, 8, 6, 3, 7, 8, 3, 8, 7, 6, 3, 6, 6, 7, 7, 7, 2, 3, 3, 7, 7, 7, 6, 9, 7, 7, 7, 2, 7, 4, 7, 3, 7, 4, 1, 7, 9, 4, 7, 7, 1, 7, 7, 6, 7, 1, 7, 7, 4, 6, 1, 0, 7, 6, 1, 4, 4, 7, 7, 1, 4, 7, 4, 7, 7, 5, 7, 4, 4, 4, 1, 4, 4, 4, 0, 4, 1, 4, 7, 5, 7, 3, 1, 4, 4, 7, 4, 4, 4, 4, 4, 4, 4, 4, 4, 7, 7, 7, 7, 7, 7, 7, 3, 7, 0, 7, 3, 7, 7, 2, 4, 7, 4, 7, 4, 4, 7, 4, 7, 4, 2, 7, 7, 4, 7, 3, 7, 4, 4, 1, 5, 4, 4, 7, 4, 7, 7, 4, 4, 4, 4, 4, 7, 7, 4, 7, 0, 4, 4, 4, 4, 4, 7, 4, 4, 4, 1, 4, 7, 4, 4, 4, 7, 4, 4, 5, 7, 7, 3, 9, 3, 6, 2, 4, 4, 7, 6, 7, 4, 7, 7, 7, 7, 4, 7, 4, 4, 4, 7, 5, 4, 4, 7, 7, 7, 4, 0, 4, 4, 4, 7, 4, 3, 4, 2, 3, 4, 7, 4, 7, 4, 4, 4, 7, 7, 7, 7, 4, 4, 4, 7, 4, 3, 7, 7, 3, 4. 4. 4. 4, 4, 4, 4, 4, 4, 4, 4, 4, 4, 4, 4, 4, 4, 4, 4, 4, 6, 4, 4, 0, 4, 4, 4, 4, 4, 4, 4, 4, 4, 4, 4, 4, 3, 4, 4, 4, 4, 4, 4, 4, 4, 4, 4, 4, 4, 4, 4, 4, 4, 4, 4,

```
In [38]: plt.hist(ads_selected)
    plt.title('Histogram of ads selections')
    plt.xlabel('ads')
    plt.ylabel('Number of times each ad was selected by the algorithm')
```

Out[38]: Text(0, 0.5, 'Number of times each ad was selected by the selected by the algorithm')



In []