H&M Fashion Recommender

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Recommend Items Purchased Together

- https://www.kaggle.com/code/cdeotte/recommend-items-purchased-together-0-021
- The strategy of this solution
    - recommend items previously purchased
    - recommend items that are bought together with previous purchases
    - recommend popular items

Continued: Recommend most often previously purchased items

- Obtain the number of times a customer purchased the given article

	t_dat	customer_id	article_id	max_dat	diff_dat	ct
1126913	2019-07-16	2729025827381139556	719348003	2019-07-16	0	100
60352	2018-10-04	44855518665254175540	557247001	2018-10-04	0	86
2158691	2020-03-06	-906958334866810496	852521001	2020-03-06	0	81
3396865	2020-07-06	36015996661106972342	685813001	2020-07-06	0	80
852515	2019-05-14	-4601407992705575197	695545001	2019-05-14	0	80

Continue: Recommend Items Purchased Together

- For a given items, find the list of users who bought it
- Obtain the other items that the list of users have bought and count its value
- Obtain the top 3 items from that list of items on the basis of its frequency

Continue: Recommend last week's most popular items

- Obtain the 12 most popular items on the basis of transaction count

H&M EDA and Prediction

- Data Analysis and Visualization
- For initial submission
  - if there are articles for a certain client, pick the most recent buys
  - if there are not articles for a certain client, just pick the most frequently bought articles.

References

- [Recommend Items Purchased Together - [0.021]](#)
- [Customers Who Bought This Frequently Buy This!](#)
- [H&M EDA and Prediction | Kaggle](#)