Matrix Factorization

As before, we'll start by importing the MovieLens 100K data set into a pandas DataFrame:

```
In [1]: import pandas as pd

r_cols = ['user_id', 'movie_id', 'rating']
    ratings = pd.read_csv('/Users/Zia/Google Drive/Bootcamp/Bootcamp Notes/\
    Day 6 Recommendation Systems Notes/ml-100k/u.data', sep='\t', names=r_cols, usecols=range(3))
    ratings.head()
```

Out[1]:

_				
		user_id	movie_id	rating
	0	0	50	5
	1	0	172	5
	2	0	133	1
	3	196	242	3
	4	186	302	3

```
In [2]: m_cols = ['movie_id', 'title']
    movies = pd.read_csv('/Users/Zia/Google Drive/Bootcamp/Bootcamp Notes/\
    Day 6 Recommendation Systems Notes/ml-100k/u.item', sep='|', names=m_cols, usecols=range(2))
    movies.head()
```

Out[2]:

	movie_id	title
0	1	Toy Story (1995)
1	2	GoldenEye (1995)
2	3	Four Rooms (1995)
3	4	Get Shorty (1995)
4	5	Copycat (1995)

```
In [3]: ratings = pd.merge(movies, ratings)
    ratings.head()
```

Out[3]:

	movie_id	title	user_id	rating
0	1	Toy Story (1995)	308	4
1	1	Toy Story (1995)	287	5
2	1	Toy Story (1995)	148	4
3	1	Toy Story (1995)	280	4
4	1	Toy Story (1995)	66	3

Now we'll pivot this table to construct a nice matrix of users and the movies they rated. NaN indicates missing data, or movies that a given user did not watch:

In [4]: userRatings = ratings.pivot_table(index=['user_id'],columns=['title'],values='rating').fillna(0)
userRatings.head(20)

title	'Til There Was You (1997)	1-900 (1994)	101 Dalmatians (1996)	12 Angry Men (1957)	187 (1997)	_	20,000 Leagues Under the Sea (1954)	2001: A Space Odyssey (1968)	3 Ninjas: High Noon At Mega Mountain (1998)	39 Steps, The (1935)	 Yankee Zulu (1994)	Year of the Horse (1997)	Crazy	Young Frankenstein (1974)	Young Guns (1988)	Young Guns II (1990)	Young Poisoner's Handbook, The (1995)	Zeus and Roxa (199
user_id																		
0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	 0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
1	0.0	0.0	2.0	5.0	0.0	0.0	3.0	4.0	0.0	0.0	 0.0	0.0	0.0	5.0	3.0	0.0	0.0	0.0
2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0	0.0	 0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
3	0.0	0.0	0.0	0.0	2.0	0.0	0.0	0.0	0.0	0.0	 0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	 0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
5	0.0	0.0	2.0	0.0	0.0	0.0	0.0	4.0	0.0	0.0	 0.0	0.0	0.0	4.0	0.0	0.0	0.0	0.0
6	0.0	0.0	0.0	4.0	0.0	0.0	0.0	5.0	0.0	0.0	 0.0	0.0	0.0	4.0	0.0	0.0	0.0	0.0
7	0.0	0.0	0.0	4.0	0.0	0.0	5.0	5.0	0.0	4.0	 0.0	0.0	0.0	5.0	3.0	0.0	3.0	0.0
8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	 0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.0	 0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
10	0.0	0.0	0.0	5.0	0.0	0.0	0.0	5.0	0.0	4.0	 0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
11	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.0	0.0	0.0	 0.0	0.0	0.0	4.0	0.0	0.0	0.0	0.0
12	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	 0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
13	0.0	0.0	2.0	4.0	0.0	0.0	2.0	5.0	1.0	4.0	 0.0	2.0	0.0	5.0	3.0	0.0	1.0	0.0
14	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	 0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
15	0.0	0.0	3.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	 0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
16	0.0	0.0	0.0	5.0	0.0	0.0	0.0	4.0	0.0	0.0	 0.0	0.0	0.0	5.0	0.0	0.0	0.0	0.0
17	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	 0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
18	0.0	0.0	0.0	3.0	0.0	0.0	0.0	3.0	0.0	0.0	 0.0	0.0	0.0	4.0	0.0	0.0	0.0	0.0

title		1-900	101 Dalmatians (1996)	12 Angry Men (1957)	(1997)	Days in the Valley	20,000 Leagues Under the Sea (1954)	Space Odyssey	3 Ninjas: High Noon At Mega Mountain (1998)	39 Steps, The (1935)	 1 <i>7</i> ulu	of the Horse	You So Crazy (1994)	(1074)	(1988)	Guns II	Young Poisoner's Handbook, The (1995)	Rox
user_id																		
19	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	 0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0

20 rows × 1664 columns

The next thing I need to do is de-mean the data (normalize by each users mean) and convert it from a dataframe to a numpy array.

[0., 0., 0., ..., 0., 0., 0.], [0., 0., 0., ..., 0., 0., 0.], [0., 0., 0., ..., 0., 0., 0.]])

```
In [9]: import numpy as np
        user ratings mean = np.mean(R, axis = 1)
        R demeaned = R - user ratings mean.reshape(-1, 1)
        R demeaned
Out[9]: array([[-0.00661058, -0.00661058, -0.00661058, ..., -0.00661058,
                -0.00661058, -0.00661058],
               [-0.58713942, -0.58713942, 1.41286058, ..., -0.58713942,
                 3.41286058, -0.587139421,
               [-0.13581731, -0.13581731, -0.13581731, ..., -0.13581731,
                -0.13581731, -0.13581731],
                . . . ,
               [-0.05348558, -0.05348558, -0.05348558, ..., -0.05348558,
                -0.05348558, -0.05348558],
               [-0.19951923, -0.19951923, -0.19951923, ..., -0.19951923,
                -0.19951923, -0.19951923],
               [-0.34435096, -0.34435096, -0.34435096, ..., -0.34435096,
                -0.34435096, -0.3443509611)
```

Singular Value Decomposition

Numpy and Scipy have functions to do the singular value decomposition. We are going to use the Scipy function "svds" because it let's us choose the number of latent factors.

```
In [71]: from scipy.sparse.linalg import svds
U, sigma, Vt = svds(R_demeaned, k = 50)
```

```
In [72]: print len(U)
         944
Out[72]: array([[ 0.00858269, 0.01819776, 0.00915981, ..., 0.00066321,
                 -0.00109957, -0.00265393],
                [-0.11564801, 0.03902162, -0.15329682, ..., 0.00555086,
                  0.00523634, -0.066390731,
                [-0.02448783, 0.02722874, -0.00599876, ..., -0.05367411,
                 -0.0459581 , -0.01313997],
                [-0.01099894, -0.0065808, -0.00123115, ..., -0.00761161,
                 -0.02557046, -0.00824527],
                [-0.04418247, -0.02014794, -0.08744268, ..., -0.02411724,
                  0.00750883, -0.02514059
                [0.00897965, 0.00293514, -0.06995652, ..., 0.05699286,
                 -0.01351556, -0.0447376 [])
In [73]: print len(sigma)
         sigma
         50
Out[73]: array([ 59.03747832,
                                 59.34521924,
                                                59.42916579,
                                                               59.74979572,
                  60.32680146,
                                 60.53231162,
                                                60.87902146,
                                                               61.17678496,
                  61.58699341,
                                 61.9461599 ,
                                                62.11163147,
                                                               62.45454861,
                  62.69007186,
                                 63.40094328,
                                                63.84922013,
                                                               63.92349754,
                  64.75151148,
                                 64.83621046,
                                                65.25994307,
                                                               66.25321926,
```

68.5465025 ,

72.25432761,

76.14199947,

83.3955813 ,

93.69857077,

66.83304469,

68.77482557,

72.71257308,

77.78356255,

83.8873092 ,

67.1682798 ,

69.55076687,

73.40705137,

78.34822642,

89.76803319,

138.27471724, 157.66562902, 158.77018762, 217.19384938,

99.57567204, 106.48564158,

244.12084822, 521.27489713])

67.58272569,

70.33307245,

75.04371729,

80.92514917,

92.2861299 ,

111.38678301, 126.01487807,

Done. The function returns exactly what I detailed earlier in this post, except that the Σ returned is just the values instead of a diagonal matrix. This is useful, but since I'm going to leverage matrix multiplication to get predictions I'll convert it to the diagonal matrix form.

```
In [75]: sigma = np.diag(sigma)
          sigma
Out[75]: array([[
                    59.03747832,
                                     0.
                                                     0.
                                                                          0.
                     0.
                                     0.
                                               ],
                                    59.34521924,
                     0.
                                                     0.
                                     0.
                                     0.
                     0.
                                                    59.42916579, ...,
                                                                          0.
                                     0.
                     0.
                                               ],
                                                     0.
                     0.
                                     0.
                                                               , ..., 217.19384938,
                     0.
                                     0.
                                                ],
                                     0.
                     0.
                                                     0.
                   244.12084822,
                                               ],
                                     0.
                     0.
                                     0.
                                                     0.
                                   521.27489713]])
                     0.
```

Making Predictions from the Decomposed Matrices

We now have everything I need to make movie ratings predictions for every user. I can do it all at once by following the math and matrix multiply U, Σ , and V^T back to get the rank k=5 approximation of R.

We also need to add the user means back to get the actual star ratings prediction.

```
In [120]: all_user_predicted_ratings = np.dot(np.dot(U, sigma), Vt) + user_ratings_mean.reshape(-1, 1)
In [117]: user_ratings_mean.shape
Out[117]: (944,)
In [116]: len(user_ratings_mean)
Out[116]: 944
In [111]: len(user_ratings_mean.reshape(-1,1))
Out[111]: 944
In [118]: user_ratings_mean.reshape(-1,1).shape
Out[118]: (944, 1)
```

Out[77]:

title	'Til There Was You (1997)	1-900 (1994)	101 Dalmatians (1996)	12 Angry Men (1957)	187 (1997)	2 Days in the Valley (1996)	20,000 Leagues Under the Sea (1954)	2001: A Space Odyssey	3 Ninjas: High Noon At Mega Mountain (1998)	39 Steps, The (1935)	Yankee Zulu (1994)	Year of the Horse (1997)	You So	Young Frankenstein (1974)	
0	-0.031335	0.000821	-0.034204	-0.021158	0.001784	-0.153189	-0.083192	-0.004130	0.000049	-0.004028	 0.003289	-0.000358	0.004787	-0.081861	0.0
1	-0.072076	-0.060237	0.598500	2.506863	-0.078158	0.186711	1.490075	5.766853	-0.019980	0.164837	 -0.073835	-0.193848	-0.026537	3.436720	0.5
2	0.073818	0.000705	0.628568	0.443968	0.203148	0.347435	-0.250397	-1.393918	0.005043	-0.105983	 -0.024160	0.021793	0.009585	-0.150768	-0.
3	-0.017711	0.015344	-0.023134	0.225587	0.651014	-0.161835	-0.158951	-0.141943	0.008309	-0.008342	 -0.014991	0.104109	-0.009795	0.083725	0.1
4	-0.038605	0.005756	-0.102273	-0.138900	0.369944	-0.261871	0.051986	-0.200241	0.010192	-0.089849	 0.024312	0.078282	0.016897	0.132723	0.2

5 rows × 1664 columns

In [96]: userRatings.head()

Out[96]:

title	'Til There Was You (1997)	1-900 (1994)	101 Dalmatians (1996)	12 Angry Men (1957)	(1997)	Days in the Valley	20,000 Leagues Under the Sea (1954)	2001: A Space Odyssey (1968)	3 Ninjas: High Noon At Mega Mountain (1998)	39 Steps, The (1935)	 Yankee Zulu (1994)	Year of the Horse (1997)	Crazy	Young Frankenstein (1974)	Young Guns (1988)	Young Guns II (1990)		Rox
user_id																		
0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	 0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
1	0.0	0.0	2.0	5.0	0.0	0.0	3.0	4.0	0.0	0.0	 0.0	0.0	0.0	5.0	3.0	0.0	0.0	0.0
2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0	0.0	 0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
3	0.0	0.0	0.0	0.0	2.0	0.0	0.0	0.0	0.0	0.0	 0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	 0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0

5 rows × 1664 columns

In [97]: similarmovies = df.loc[836].sort_values(ascending=False)

In [98]: similarmovies

Out[98]: title Full Monty, The (1997) 3.405390 L.A. Confidential (1997) 3.300887 English Patient, The (1996) 3.000774 Usual Suspects, The (1995) 2.635652 One Flew Over the Cuckoo's Nest (1975) 2.601655 Apocalypse Now (1979) 2.516532 Pulp Fiction (1994) 2.469998 Rear Window (1954) 2.390104 Godfather: Part II, The (1974) 2.240454 Contact (1997) 2.222886 Schindler's List (1993) 2.216296 Silence of the Lambs, The (1991) 2.161237 Psycho (1960) 2.115748 Fugitive, The (1993) 1.905062 To Kill a Mockingbird (1962) 1.855826 Chinatown (1974) 1.786434 Shawshank Redemption, The (1994) 1.744023 Vertigo (1958) 1.715048 Raiders of the Lost Ark (1981) 1.698812 Ulee's Gold (1997) 1.686966 Babe (1995) 1.684000 Godfather, The (1972) 1.643696 Scream (1996) 1.618214 Empire Strikes Back, The (1980) 1.578883 Taxi Driver (1976) 1.567272 Citizen Kane (1941) 1.550469 Princess Bride, The (1987) 1.516424 Raising Arizona (1987) 1.500312 Brazil (1985) 1.484685 Chasing Amy (1997) 1.418686 . . . Pinocchio (1940) -0.3410602 Days in the Valley (1996) -0.341290 Hercules (1997) -0.372682Star Trek: The Motion Picture (1979) -0.378680Bram Stoker's Dracula (1992) -0.379561Circle of Friends (1995) -0.386116 Benny & Joon (1993) -0.394437Maverick (1994) -0.397027Donnie Brasco (1997) -0.401247Snow White and the Seven Dwarfs (1937) -0.404122Beauty and the Beast (1991) -0.412347

```
Jurassic Park (1993)
                                         -0.414852
Frighteners, The (1996)
                                         -0.428587
Pump Up the Volume (1990)
                                         -0.472337
Con Air (1997)
                                         -0.485526
Heavy Metal (1981)
                                         -0.502605
Men in Black (1997)
                                         -0.516610
Die Hard (1988)
                                         -0.530522
Restoration (1995)
                                         -0.553535
                                         -0.575033
Primal Fear (1996)
Hunchback of Notre Dame, The (1996)
                                         -0.580394
Aladdin (1992)
                                         -0.596069
Rock, The (1996)
                                         -0.655514
Bound (1996)
                                         -0.657587
Ransom (1996)
                                         -0.658074
Fifth Element, The (1997)
                                         -0.696236
Face/Off (1997)
                                         -0.715200
Jerry Maguire (1996)
                                         -0.726648
Toy Story (1995)
                                         -0.884202
Leaving Las Vegas (1995)
                                         -0.987624
Name: 836, Length: 1664, dtype: float64
```

In [99]: myRatings = userRatings.loc[836].sort_values(ascending=False).replace(0.0, np.nan).dropna()

In [100]: myRatings

```
Out[100]: title
          Rosewood (1997)
                                                        5.0
          Godfather: Part II, The (1974)
                                                        5.0
                                                        5.0
          Chinatown (1974)
          Laura (1944)
                                                        5.0
                                                        5.0
          Psycho (1960)
          Raging Bull (1980)
                                                        5.0
                                                        5.0
          Raiders of the Lost Ark (1981)
                                                        5.0
          Cinema Paradiso (1988)
          Arsenic and Old Lace (1944)
                                                        5.0
          Full Monty, The (1997)
                                                        5.0
          Cool Hand Luke (1967)
                                                        5.0
          Rear Window (1954)
                                                        5.0
          Manchurian Candidate, The (1962)
                                                        5.0
          One Flew Over the Cuckoo's Nest (1975)
                                                        5.0
                                                        5.0
          Usual Suspects, The (1995)
          L.A. Confidential (1997)
                                                        5.0
          Return of the Pink Panther, The (1974)
                                                        5.0
          Being There (1979)
                                                        5.0
          Schindler's List (1993)
                                                        5.0
          Apocalypse Now (1979)
                                                        5.0
          Blade Runner (1982)
                                                        4.0
          Streetcar Named Desire, A (1951)
                                                        4.0
                                                        4.0
          Indiana Jones and the Last Crusade (1989)
                                                        4.0
          Lost Highway (1997)
                                                        4.0
          Jean de Florette (1986)
          When Harry Met Sally... (1989)
                                                        4.0
          Contact (1997)
                                                        4.0
          It's a Wonderful Life (1946)
                                                        4.0
          Raising Arizona (1987)
                                                        4.0
          Day the Earth Stood Still, The (1951)
                                                        4.0
          Koyaanisqatsi (1983)
                                                        4.0
                                                        4.0
          Shine (1996)
                                                        4.0
          Soul Food (1997)
                                                        4.0
          Pulp Fiction (1994)
          Clerks (1994)
                                                        3.0
          Cop Land (1997)
                                                        3.0
          Amistad (1997)
                                                        3.0
          Seven Years in Tibet (1997)
                                                        3.0
          English Patient, The (1996)
                                                        3.0
                                                        3.0
          Chasing Amy (1997)
          Citizen Kane (1941)
                                                        3.0
          Sweet Hereafter, The (1997)
                                                        3.0
```

```
Kundun (1997)
                                              2.0
                                              2.0
Crooklyn (1994)
Event Horizon (1997)
                                              2.0
Mary Poppins (1964)
                                              2.0
Murder at 1600 (1997)
                                              2.0
Scream (1996)
                                              1.0
Evita (1996)
                                              1.0
She's So Lovely (1997)
                                              1.0
Name: 836, dtype: float64
```

In [101]: myRatings.index

```
Out[101]: Index([u'Rosewood (1997)', u'Godfather: Part II, The (1974)',
                 u'Chinatown (1974)', u'Laura (1944)', u'Psycho (1960)',
                 u'Raging Bull (1980)', u'Raiders of the Lost Ark (1981)',
                 u'Cinema Paradiso (1988)', u'Arsenic and Old Lace (1944)',
                 u'Full Monty, The (1997)', u'Cool Hand Luke (1967)',
                 u'Rear Window (1954)', u'Manchurian Candidate, The (1962)',
                 u'One Flew Over the Cuckoo's Nest (1975)',
                 u'Usual Suspects, The (1995)', u'L.A. Confidential (1997)',
                 u'Return of the Pink Panther, The (1974)', u'Being There (1979)',
                 u'Schindler's List (1993)', u'Apocalypse Now (1979)',
                 u'Blade Runner (1982)', u'Streetcar Named Desire, A (1951)',
                 u'Indiana Jones and the Last Crusade (1989)', u'Lost Highway (1997)',
                 u'Jean de Florette (1986)', u'When Harry Met Sally... (1989)',
                 u'Contact (1997)', u'It's a Wonderful Life (1946)',
                 u'Raising Arizona (1987)', u'Day the Earth Stood Still, The (1951)',
                 u'Koyaanisqatsi (1983)', u'Shine (1996)', u'Soul Food (1997)',
                 u'Pulp Fiction (1994)', u'Clerks (1994)', u'Cop Land (1997)',
                 u'Amistad (1997)', u'Seven Years in Tibet (1997)',
                 u'English Patient, The (1996)', u'Chasing Amy (1997)',
                 u'Citizen Kane (1941)', u'Sweet Hereafter, The (1997)',
                 u'Kundun (1997)', u'Crooklyn (1994)', u'Event Horizon (1997)',
                 u'Mary Poppins (1964)', u'Murder at 1600 (1997)', u'Scream (1996)',
                 u'Evita (1996)', u'She's So Lovely (1997)'],
                dtype='object', name=u'title')
```

This is starting to look like something useful! Note that some of the same movies came up more than once, because they were similar to more than one movie I rated. We'll use groupby() to add together the scores from movies that show up more than once, so they'll count more:

The last thing we have to do is filter out movies I've already rated, as recommending a movie I've already watched isn't helpful:

```
In [104]: predictions = similarmovies.drop(myRatings.index)
          predictions.head(10)
Out[104]: title
          Silence of the Lambs, The (1991)
                                             2.161237
          Fugitive, The (1993)
                                             1.905062
          To Kill a Mockingbird (1962)
                                             1.855826
          Shawshank Redemption, The (1994)
                                             1.744023
          Vertigo (1958)
                                             1.715048
          Ulee's Gold (1997)
                                             1.686966
          Babe (1995)
                                             1.684000
          Godfather, The (1972)
                                             1.643696
          Empire Strikes Back, The (1980)
                                             1.578883
          Taxi Driver (1976)
                                             1.567272
          Name: 836, dtype: float64
```

There we have it!