



# --- **INSTACART RECOMMENDER** ---

Order something tasty



## WHY RECOMMEND?

***"...35 percent of what consumers purchase on Amazon and 75 percent of what they watch on Netflix come from product recommendations..."***





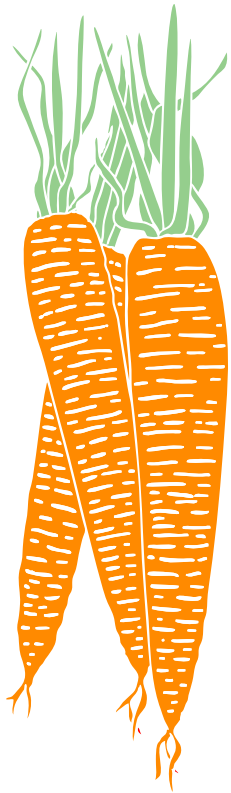
DEMO

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# DATA

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## Kaggle Competition



### We have:

- 131,209 customer orders
- No customer information

### We know:

- The products included in each order
- The order in which the products were added to the shopping cart

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# MODEL

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## Item-Based Collaborative Filtering



## Theory:

- Items added to the cart in sequence can be considered similar items

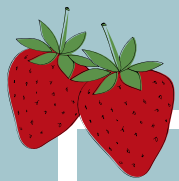
## Success:

- User testing
- Qualitative assessment of logical item-item pairs
- Root Mean Square Error

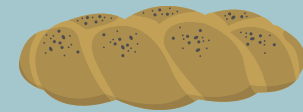
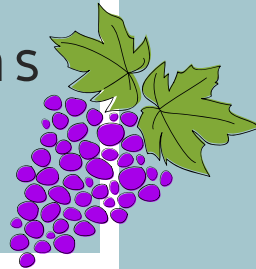
Peanut  
Butter  
+  
Jelly

Tortilla  
Chips  
+  
Salsa

Bagels  
+  
Cream  
Cheese

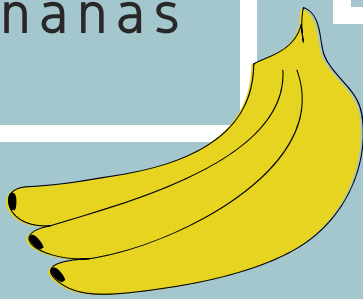


There were 39,123  
unique products  
ordered, but 852  
products account  
for 50% of all items  
ordered

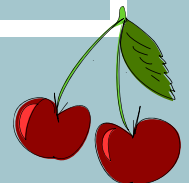


Organic  
shoppers are  
organic  
loyalists

People really  
like bananas



The high number of product  
SKUs can render product  
recommendations trivial





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**THANK YOU!**

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[www.github.com/spalmerg](https://www.github.com/spalmerg)