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
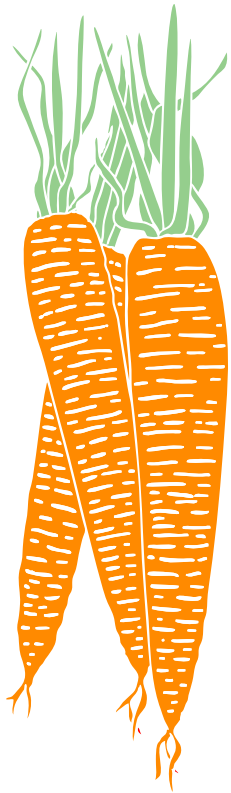
DATA

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

MODEL

Item-Based Collaborative Filtering

Theory:

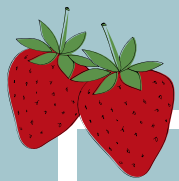- Items added to the cart in sequence can be considered similar items

Success:

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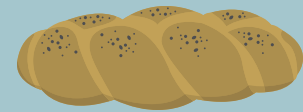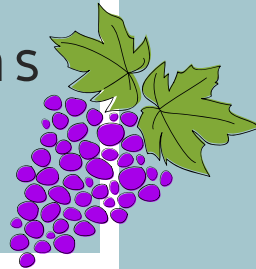- Qualitative assessment of logical item-item pairs
- Root Mean Square Error

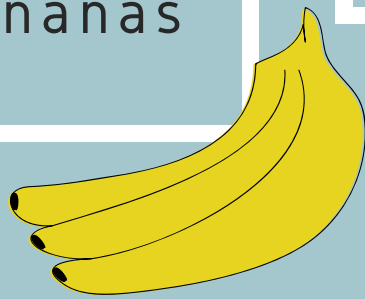| Peanut Butter + Jelly	Tortilla Chips + Salsa	Bagels + Cream Cheese

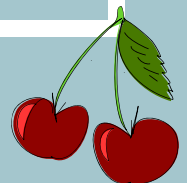There were 39,123 unique products ordered, but 852 products account for 50% of all items ordered

Organic shoppers are organic loyalists

People really like bananas

The high number of product skews can render product recommendations trivial

THANK YOU!

www.github.com/spalmerg