# The Product Recommendation for H&M

Course: BIA 679
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**Team Members:**



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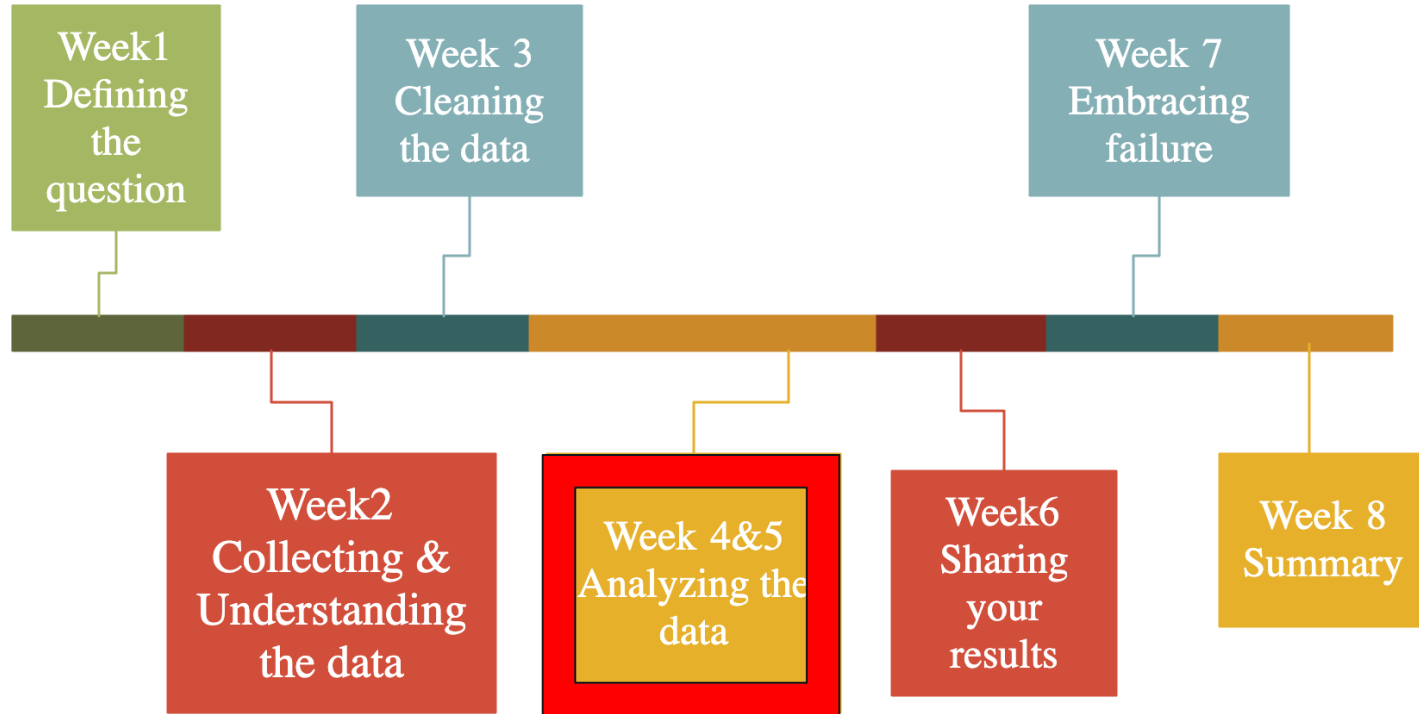Major: BIA



Hao Miao
Major: BIA



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Major: BIA

# BIA 679 Group Project

**Week1** Defining the question

**Week 3** Cleaning the data

**Week 7** Embracing failure

**Week2** Collecting & Understanding the data

**Week 4&5** Analyzing the data

**Week6** Sharing your results

**Week 8** Summary

# What's New?

**Modeling**

1. **Continue the model**
2. **Evaluate the model**
3. **Generate the recommendation**
4. **Visualized the result**

# Something Stuck

1. **Linkage between Spark and S3**

2. **Transformation between data-frame in spark and S3**

# What's Next?

**Model building:**

1. **Reload to the AWS**

2. **Test the model in S3**

**Modeling**

https://github.com/tychen17/The-Product-Recommendation-for-H-M

# Reference

1. Zhao, Xuesong. "A Study on e-Commerce Recommender System Based on Big Data." *2019 IEEE 4th International Conference on Cloud Computing and Big Data Analysis (ICCCBDA)*, 2019, https://doi.org/10.1109/icccbda.2019.8725694.
2. Jessica Young | Feb 18, 2022, et al. "US Ecommerce Grows 14.2% in 2021." *Digital Commerce 360*, 16 Sept. 2022, https://www.digitalcommerce360.com/article/us-ecommerce-sales/.
3. "H&M Personalized Fashion Recommendations." *Kaggle*, https://www.kaggle.com/competitions/h-and-m-personalized-fashion-recommendations/data.
4. Liao, Kevin. "Prototyping a Recommender System Step by Step Part 2: Alternating Least Square (ALS) Matrix Factorization in Collaborative Filtering." Medium, Towards Data Science, 19 Nov. 2018, https://towardsdatascience.com/prototyping-a-recommender-system-step-by-step-part-2-alternating-least-square-als-matrix-4a76c58714a1.
5. "Alternating Least Squares." Apache Flink 1.2 Documentation: Alternating Least Squares, 19 Oct. 2022, https://nightlies.apache.org/flink/flink-docs-release-1.2/dev/libs/ml/als.html.

# Thank you