



# A Study filtering for Big Data Application using item based Collaborative Approach

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**Abstract:** Incited by Service computing and cloud computing an huge amount of services are emerged in the Internet. As a result, resource - permissible data arise too big to be handled by already established techniques. Clustering along with Item based collaborative filtering has been proposed to reduce online execution time taken for processing services. Technically, these approaches sanction around two stages. In the first stage, services are divided among clusters. Each cluster has similar services. At the second stage, item based collaborative filtering algorithm is enforced on one of the cluster. Real Dataset collected from the programming web has been used to conduct several experiments.

**Index Terms:** Collaborative Filtering, Cluster

## I.INTRODUCTION

As internet users are increasing every year all the work gets digitalized today, as a result the data in the internet gets increased. Big Data is a term refers a large dataset. It consists of both structured and unstructured data. Unstructured data refers information that is not able to fit in row-column database. Social network like Facebook, Twitter, linkdln, Wikipedia and YouTube are some of the source for production of large amount of unstructured data. Big Data cannot be treated by existing database application. Some of the NoSQL database like

Mongodb, MarkLogic, Apache Hadoop, Apache Cassandra, and IBMpureXML are used to analyze an unstructured data. The right Big Data analytics helps the enterprise to improve operation, customer service, to increase efficiency and risk management. Recommender Systems are method to serve users in a decision making process. Recommenders System is classified in to two groups. They are Content based system and Collaborative filtering system. The problem in the existing system is a large number of services are taken for analysis, thus it results in high computation time. A simple solution is to decrease the number of services that need to be processed in real time. Clustering are such techniques that can reduce the data size by grouping similar service.

## II.PROPOSED SYSTEM

### Clustering

Cluster models are widely used in recommender systems. Normally, a recommendation engine would cluster users based on their browsing or purchasing information, and recommend items to a user based on other users in the same cluster. In our case, the user-related information is too sparse for that to be truly useful as mentioned above. Therefore we use properties of the item to cluster. AHC algorithm has been implemented to cluster the similar services. This algorithm helps to reduce idle service in recommendation.

### AHC algorithm

**Input:** A set of items  $S=\{I_1, \dots, I_n\}$ , a characteristic similarity matrix  $D=[d_{i,j}]_{n \times n}$  the number of required clusters  $k$ .

**Output:** Dendrogram for  $k=1$  to  $|I|$ .

1.  $c_i = \{I_i\}, \forall i$ ;
2.  $d_{C_i, C_j} = d_{i,j}, \forall i, j$ ;
3. for  $k=|I|$  down to  $K$
4.  $Dendrogram_k = \{c_1, \dots, c_k\}$ ;
5.  $l, m = \text{argmax}_{i,j} d_{C_i, C_j}$ ;
6.  $c_l = \text{Join}(c_l, c_m)$ ;
7. for each  $c_h \in I$
8. if  $c_h \neq c_l$  and  $c_h \neq c_m$
9.  $d_{c_l, c_h} = \text{Average}(d_{C_l, C_h}, d_{C_m, C_h})$ ;
10. end if
11. end for
12.  $I = I - \{c_m\}$ ;
13. end for

### Item based Collaborative filtering System

Item-based collaborative filtering is a type of model based algorithm for making recommendations. There are two stages in item based collaborative filtering. In the first stage similarities between items are calculated by using one of the number similarity measures. In the second stage the estimated similarity values are used to predict ratings for unknown item. In item similarities measures, two items are considered as similar when two users rate both of them.

### Compute rating similarity

#### Pearson (correlation)-based similarity

It measures the correlation between two items. It result 1 if it exist any correlation between the items otherwise 1 to exhibit that there

$$sim(i, j) = \frac{\sum_{u \in U} (R_{u,i} - \bar{R}_i)(R_{u,j} - \bar{R}_j)}{\sqrt{\sum_{u \in U} (R_{u,i} - \bar{R}_i)^2} \sqrt{\sum_{u \in U} (R_{u,j} - \bar{R}_j)^2}}$$

is no correlation between the items.

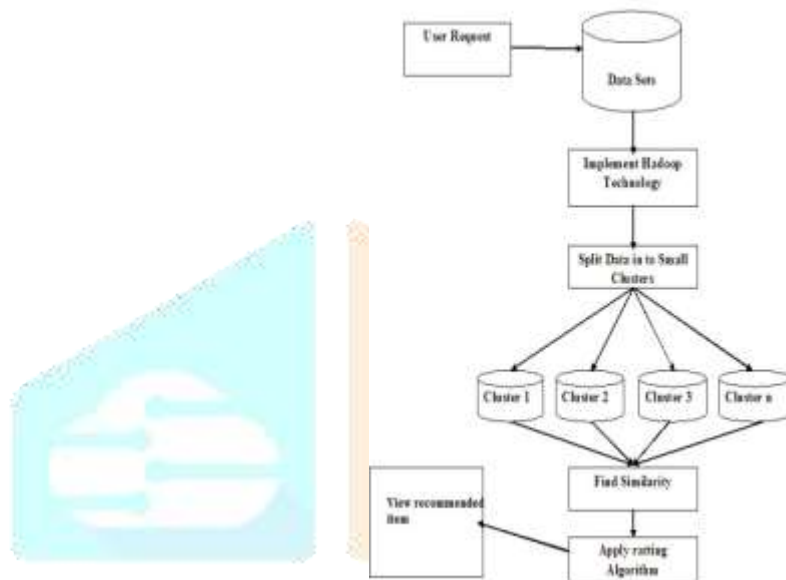
### Enhanced rating similarity

Enhanced rating similarity between  $s_t$  and  $s_j$  is computed by formula

$$R_{sim'} s_{t,j} = 2 \times U_t \cap U_j / (U_t + U_j \times R_{sim}(s_t, s_j))$$

In this formula,  $U_t \cap U_j$  is the number of users who rated services  $s_t$  and  $s_j$ ,  $U_t$  and  $U_j$  are the number of users who rated service  $s_t$  and  $s_j$ , respectively.

### Architecture diagram of proposed system



### III. RELATED WORK

**ManhCuongPham[12]** used a clustering technique for collaborative filtering on venue recommendation system. The accuracy of collaborative filtering algorithm is increased by reducing scarcity problem. **Gediminas Adomavicius[13]** used a model based recommendation algorithms to consistently deliver high stability predictions. In stable technique addition of new ratings should not change the estimation of unknown ratings. The accuracy of prediction in recommendation system can be measured by Mean Absolute Error (MAE) and Root Mean Squared Error (RMSE) among many other technique. **Akihiro Yamashita[14]** proposed a unified method for user based and item based collaborative filtering to improve the accuracy of recommended system. The unifying method uses a constant value as weight parameter to unify two algorithms. **BADRUL SARWAR** used an item based collaborative filtering for high quality recommendation. As relationship between items is static, item based collaborative filtering algorithm may be able to provide same quality similar to user based algorithm with less computation time.

### IV. CONCLUSION

The computation time taken for processing services gets reduced through clustering. Most similar services can be recommended to user with clustering and collaborative filtering approach. This method clearly provides the better result compared to other algorithms. The filtering will be effective and is cost effective. Thus as the computation time reduces the effectiveness increases which gives the better result.

## V. FUTURE WORK

As the future enhancement, the Semantic analysis can be imposed on feedback of the item by user. This will increase the recommendations of the coverage being implemented. Which can achieve much better effectiveness of the approach. Can impose various algorithms and method which can provide the most opted and the good performance ratio.

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