

# Applications of SVD

## Linear Algebra Honours course

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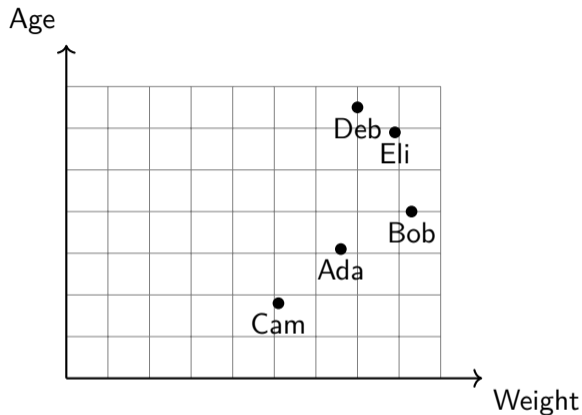
# Part I

## Data analysis with SVD

$$\text{cosSim}(u, v) := \frac{u \bullet v}{\|u\| \cdot \|v\|}.$$

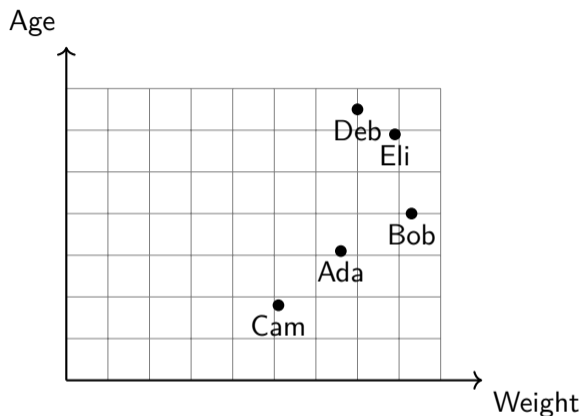
Weight vs age of Ada, Bob, Cam, Deb, Eli.

$$A = \begin{pmatrix} 66 & 31 \\ 83 & 40 \\ 51 & 18 \\ 70 & 65 \\ 79 & 59 \end{pmatrix}$$



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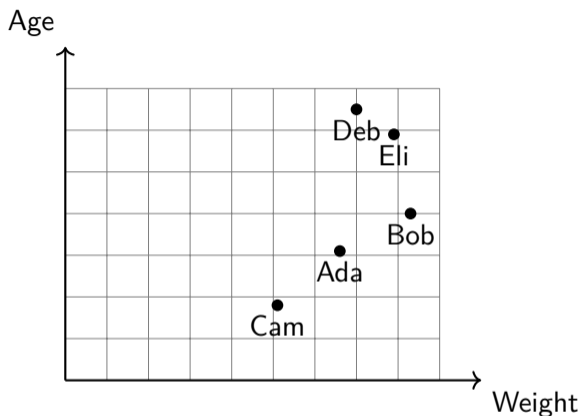
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$$\cos\text{Sim}(A_1, A_2) = 0.955$$

Weight vs age of Ada, Bob, Cam, Deb, Eli.

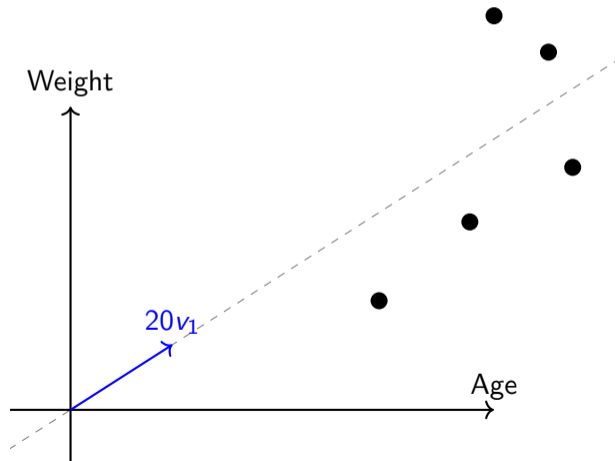
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$$\cos\text{Sim}(A_1, A_2) = 0.955$$

$$\cos\text{Sim}(\text{Bob}, \text{Deb}) = 0.953$$

# Direction of maximal variance



# Movie ratings example

	<b>Interstellar</b>	<b>Mean Girls</b>	<b>The Matrix</b>	<b>Borat</b>	<b>Ghost Busters</b>
<b>Alex</b>	5	2	4	2	4
<b>Bert</b>	5	1	4	1	4
<b>Cleo</b>	4	5	2	4	5
<b>Dany</b>	3	5	3	5	5
<b>Elle</b>	5	2	5	2	3
<b>Fred</b>	5	3	4	2	4



# Movie ratings example

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Let  $A$  be this  $6 \times 5$  matrix of coefficients.

# SVD of the movie matrix

$$A = U\Sigma V^T$$

$$U = \begin{pmatrix} 0.39 & 0.26 & 0.12 & 0.17 & -0.46 \\ 0.36 & 0.45 & 0.41 & 0.52 & 0.15 \\ 0.44 & -0.49 & 0.48 & -0.38 & -0.35 \\ 0.45 & -0.57 & -0.42 & 0.49 & 0.22 \\ 0.39 & 0.37 & -0.64 & -0.30 & -0.29 \\ 0.41 & 0.16 & 0.09 & -0.46 & 0.71 \end{pmatrix} \quad \Sigma = \begin{pmatrix} 20.1 & & & & \\ & 5.60 & & & \\ & & 1.57 & & \\ & & & 0.96 & \\ & & & & 0.35 \end{pmatrix} \quad V = \begin{pmatrix} 0.54 & 0.45 & 0.33 & -0.42 & -0.47 \\ 0.38 & -0.56 & -0.05 & -0.61 & 0.41 \\ 0.44 & 0.47 & -0.67 & 0.14 & 0.36 \\ 0.34 & -0.50 & -0.41 & 0.28 & -0.63 \\ 0.51 & -0.13 & 0.53 & 0.60 & 0.30 \end{pmatrix}$$

# Singular values correspond to "latent features"

$$\sigma_1 = 20.1 \sim \text{Movie popularity}$$

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$\sigma_2 = 5.60 \sim$  Movie genre

## Right singular vectors in movie-space

$$v_1 = (0.54, 0.38, 0.44, 0.34, 0.51)^T \sim \text{Average popularity for each movie}$$

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## Left singular vectors in user-space

$$u_1 = (0.39, 0.36, 0.44, 0.45, 0.39, 0.41)^T \sim \text{Average ratings of each user}$$

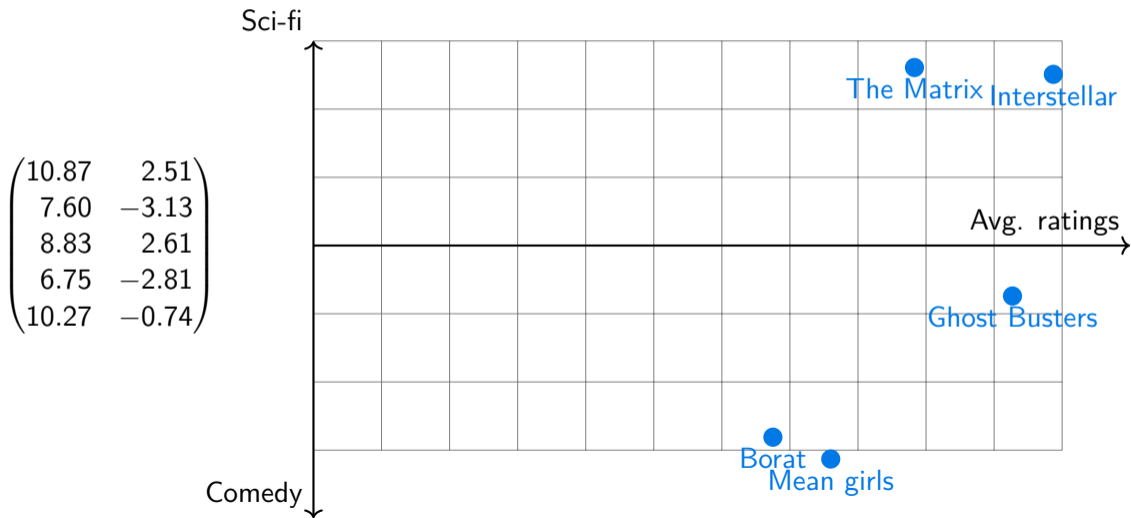
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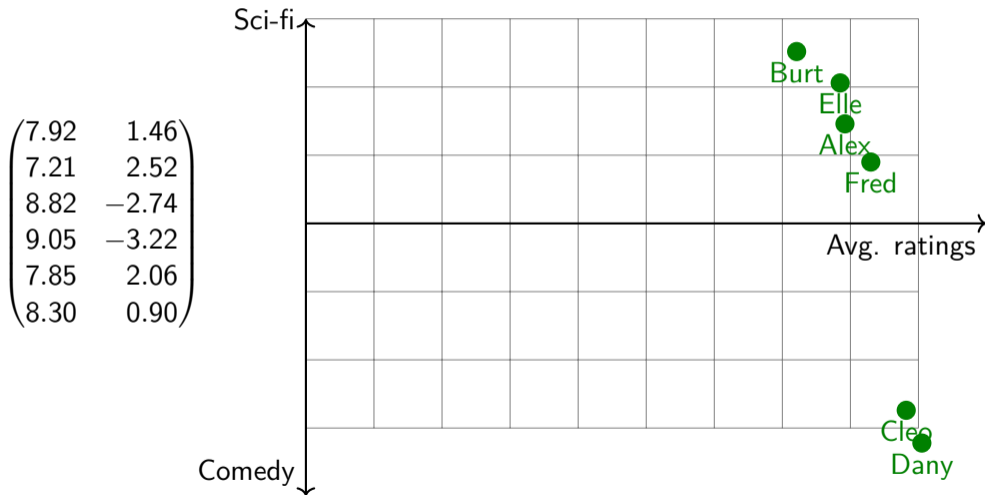
$u_2 = (0.26, 0.45, -0.49, -0.57, 0.37, 0.1)^T \sim$  Genre preference for each user



# Movies in user-space



# Users in movie-space



## Part II

# Facial recognition example

# Faces of MAI

Input: 70 faces of employees at the math department MAI at LiU.

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Original → Aligned → Resized and decolored → Mean subtracted

# The average face

$$c = \frac{1}{70} \sum_{i=1}^{70} z_i =$$

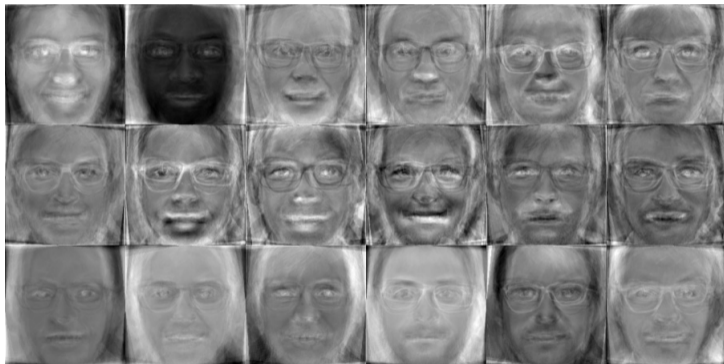


# Performing SVD

$A$  is now an  $70 \times 22500$ -matrix. We find the eigenvectors of  $A^T A$ .

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The first 18 eigenfaces.



# Projection onto the principal components



$k = 10$

# Projection onto the principal components



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# Projection onto the principal components



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$k = 55$

# Projection onto the principal components



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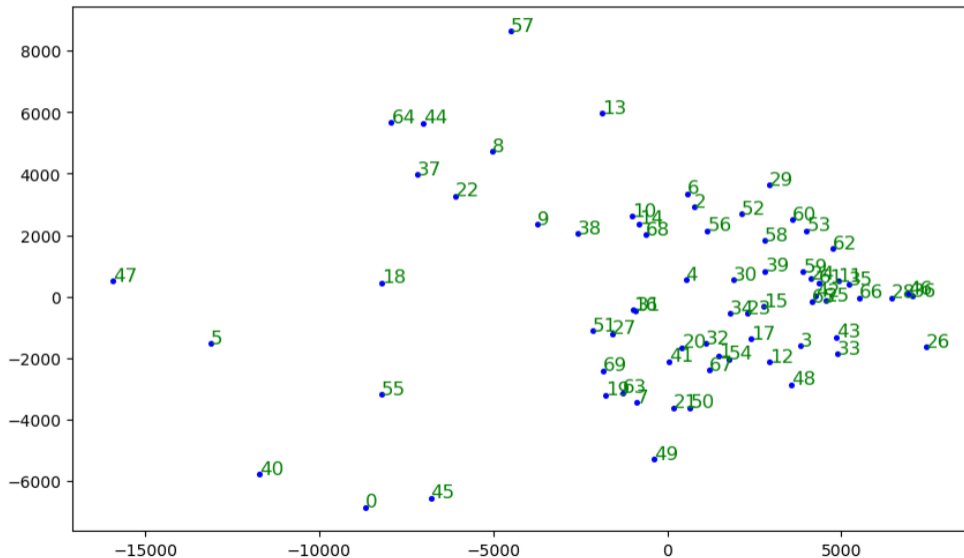


$k = 55$



$k = 70$

# Dimensionality reduction of MAI faces



# Further applications

Here are a few examples of- applications where similar techniques can be used:

- Ancestry analysis
- Latent semantic analysis
- Recommender systems
- Signal processing
- Climate data analysis
- Word embeddings

## Part III

# Total least squares



# Fitting a $k$ -plane to a set of points

## The total least square problem

Given  $x_1, \dots, x_m \in \mathbb{R}^n$ , what **affine subspace**  $S$  of dimension  $k$  lies closest to the points in the sense that

$$\sum_{i=1}^m d(x_i, S)^2 \text{ is minimal?}$$

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Here  $d(x_i, S) = \min_{s \in S} \|x_i - s\|$ .

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- Find the SVD of  $A$ , let  $v_1, \dots, v_r$  be the right singular vectors.
- The affine  $k$ -dimensional subspace that best approximates the data in the total least squares sense is

$$S = c + \text{span}(v_1, \dots, v_k)$$

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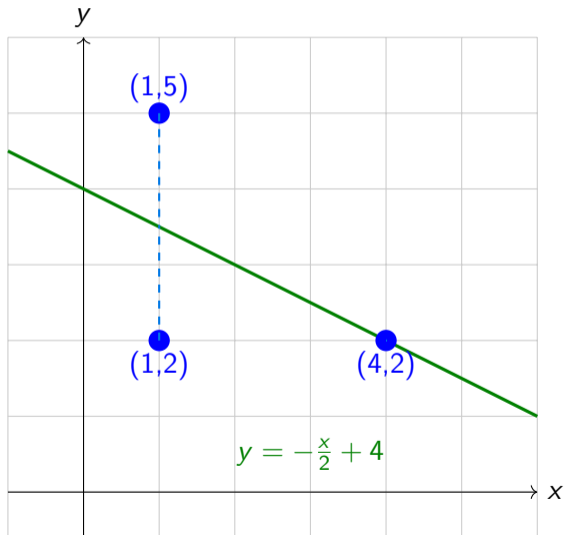
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**Total least squares:**

Recenter points at origin  $\rightarrow$  SVD on normalized data-matrix  $\rightarrow$  singular vectors gives directions of affine subspace

# Regular least squares method



# Total least squares method

