Use Case
The Fusion of Search and Recommendation Functionalities

Almost any human action is based on matching concepts or better networks of concepts. For any given challenge we fire a “query” to our brain, which traverses an individual human graph and returns a subjective yet proper information or recommendation. We build with PoolParty Semantic Suite modules a recommender system for the knowledge domain “Wine and Cheese” that shall come closer to the human cognitive capabilities. The recommender system is not restricted to the food industry but can be applied to all possible domains of knowledge.

The challenge
When you talk about wine qualities the most relevant question you want to answer is: “Does the wine fit my meal?” We decided to improve and extend the search and recommendation functionalities by answering the concrete question: “How does Dutch cheese and Austrian wine fit best together?” The challenge is to come up with matchings that are fuzzy enough to satisfy an array of subjective preferences.

The solution
With our experiment, we strive to deploy a knowledge graph, enriched by linked data sources that powers a neat little wine cheese pairings recommender. Elaborated SPARQL queries will be dispatched to fetch you the proper matching. A similarity algorithm finetunes the wine and cheese recommendation.

The results
Go to our application, pick your wine or cheese and find a recommendation. Based on the semantic context you will also find additional recommendations based only on the relatedness of wines and cheeses.
Project insights

SETUP GRAPHSEARCH
GraphSearch is a component of PoolParty Semantic Suite that builds upon a PoolParty thesaurus and an RDF triple store. It exposes a semantic search interface, results page and visual analytics. A faceted search allows for easy drill down to find your perfect match. In the user-friendly admin interface, you leverage the thesaurus, custom schemes respectively, to configure the application. You can define the facets, the object view and the range of your search, which is all based on your thesaurus.

BUILD A KNOWLEDGE GRAPH
GraphSearch is based on a knowledge model that can be flexibly used for search and analytics functionalities. We built a taxonomy to model the relations between Dutch cheese and Austrian wine. The taxonomy is enriched with an ontology including custom classes, relations, and attributes. It is essential for the application to have a relation which links a cheese to a specific cheese characteristic, and a wine to a specific wine characteristic. Most relevant are custom relations between those characteristics like: does match, does not match. The matching is then modeled on this descriptor level. Since there are semantic relationships involved those are taken into account when it comes to calculating the matches.

CHOOSE A SIMILARITY ALGORITHM
With PoolParty, you can choose among a collection of similarity algorithms that fit best with your use case. Various experiments to extend the PoolParty recommender functionalities have proved that the recommendation results are strongly impacted by the actual use case and knowledge domain. A plugin in GraphSearch enables the user to configure the recommender system by choosing a suitable algorithm.

SEMANTIC DATA MANAGEMENT
In the backend of the web application, SPARQL enables the developer to translate data-related questions into queries which refer to the underlying RDF data. UnifiedViews is an integrated component of PoolParty that makes it easy to integrate or manipulate data. We created a DPU (= Data Processing Unit) that makes use of the aforementioned SPARQL queries, put them into a pipeline that does all the heavy lifting including refreshing the GraphSearch cache. You can manually trigger the pipeline or schedule it to run automatically at certain intervals. If something is changed in the knowledge graph, this is synchronized with the GraphSearch application.

TAKE A LOOK
http://vocabulary.semantic-web.at/GraphSearch/
User: demouser
Password: poolparty

PoolParty is a semantic technology platform developed, owned and licensed by the Semantic Web Company. The company is also involved in international R&D projects, which have a continuous impact on the product development. The EU-based company has been a pioneer in the Semantic Web for over a decade.

REACH OUT TO THE PROJECT TEAM
Do you want to know more? Contact us!

THOMAS BURG
Project Management
thomas.burg@semantic-web.com

CHRISTIAN BLASCHKE
Data Modelling
christian.blaschke@semantic-web.com

Phone (EU): +43 1 4021235
Phone (USA): +1 (206) 683-8857
Mail: info@poolparty.biz
Fax: +43 1 4021235 22
Neubaugasse 1, 1070 Vienna, Austria
www.poolparty.biz