

Re: [PHP] People who bought this also bought (amazon style) functionality...logic problem

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Source: <http://coding.derkeiler.com/Archive/PHP/php.general/2006-09/msg00872.html>

- *From:* genphp@xxxxxxxxxx (Ryan A)
 - *Date:* Wed, 27 Sep 2006 03:47:07 -0700 (PDT)
-

**** Warning, this email's a bit long ****

You have a User table and a Product table, then a linking table that joins users with products that they have bought.

Hey David,Curt,Richard!

Thanks for replying.

Looks like I will really have to brush up on my Sql, been using "lazy sql" for a long time... you know, the kind that you use over and over again (insert,update,delete etc) so the other stuff pretty much goes in the backroom/celler of your brain

All this is possible in one SQL statement, the SQL is left as an exercise to the reader.

Cool! There goes my afternoon! :D

Re: [PHP] People who bought this also bought (amazon style) functionality...logic problem

As this is an $O(n^2)$ query it won't scale particularly well, so you should cache the results somewhere, probably in the product table. This could be regenerated every week or two as it doesn't actually need to be very current.

I usually cache my stuff in a local file and serve the cached file if x minutes are not up... can you give me an example of cacheing DB side?

Richard;

/**

I'm trying to work out the logic to do this... and quite frankly have hit a brick wall.

Possibly because Amazon's algorithm does not down-scale well...

**//

That way of looking at it makes me feel better ;)

/**

You want something like this:

....

The point being that you get the 5 things that are MOST purchased in other orders with this same product.

The above query may well bring your DB to its knees, and you may need to optimize the heck out of it.

**//

Will def look into it, I have seen this functionality on a lot of "e-com" sites which use shared hosting so i know its do-able, will try and when I run into problems will post again.

/**

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The problem is that unless you have the volume of Sales that Amazon has, there may not be enough people buying enough stuff for this to make sense.

It also won't group accessories or anything --- It goes solely based on who bought what.

This is possibly great for "e-commerce" but might not be the ideal.

**//

Volume of sales would be *no where close*, to even mention the site this will be used on and Amazon in the same sentence would be a sin, and grounds to be struck down from above.

I do have another part/block below the product that suggests accessories.

This is for a site that sells R/C helicopters online, i have seen two other sites that sell the same products and from my experience this "customers who..." feature seems to work pretty well to squeeze in a little more (maybe 1 or two items) into the order. I think any edge for a startup is a good thing..no matter how small.

/**

I *much* prefer the CDBaby approach where somebody listens to the CD and then recommends artists they think are complementary. :-)

**//

You dont suggest I have both?
Maybe a customer suggestions for this item 'box'?

Curt;

/**

The one thing I would do is generate some sort of table on a scheduled bases that links ids of the items that were bought into a some sort of group. and then just use that table on the page you are showing.

**//

Can you give me a little example of this?

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Thanks again guys,
Ryan

- The faulty interface lies between the chair and the keyboard.
- Creativity is great, but plagiarism is faster!
- Smile, everyone loves a moron. :-)

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