

Data Mining: Fundamentals

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Group 12

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The aim of this report is to display an analysis carried out on the IMDb dataset; the analysis has been conducted making use of data mining methodologies. After the data understanding and preparation phase, clustering, classification, regression and pattern mining techniques have been applied.

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1. Data Understanding and Preparation

The dataset *train.csv* contains 16431 titles of different forms of visual entertainment that have been rated on IMDb, an online database of information related to films, television series etc. Each record is described by 23 attributes, both numerical and non-numerical.

1.1 Discrete attributes

Table 1.1 shows the discrete attributes of the dataset, their types and a brief description of each attribute.

Attribute	Type	Description
<code>originalTitle</code>	Categorical	Title in its original language
<code>rating</code>	Ordinal	IMDB title rating class The range is from (0,1] to (9,10]
<code>titleType</code>	Categorical	The format of the title
<code>canHaveEpisodes</code>	Binary	Whether or not the title can have episodes True : can have episodes; False : cannot have episodes
<code>isRatable</code>	Binary	Whether or not the title can be rated by users True : it can be rated; False : cannot be rated
<code>isAdult</code>	Binary	Whether or not the title is for adults 0: non-adult title; 1: adult title
<code>countryOfOrigin</code>	List	The country(ies) where the title was produced
<code>genres</code>	List	The genre(s) associated with the title (3 at most)

Table 1.1: Description of discrete attributes

1.1.1 Discrete attributes analysis

This paragraph provides an overview of the discrete attributes in the dataset, focusing on their distributions and statistics.

The following figure 1.1 shows an histogram of `titleType`.

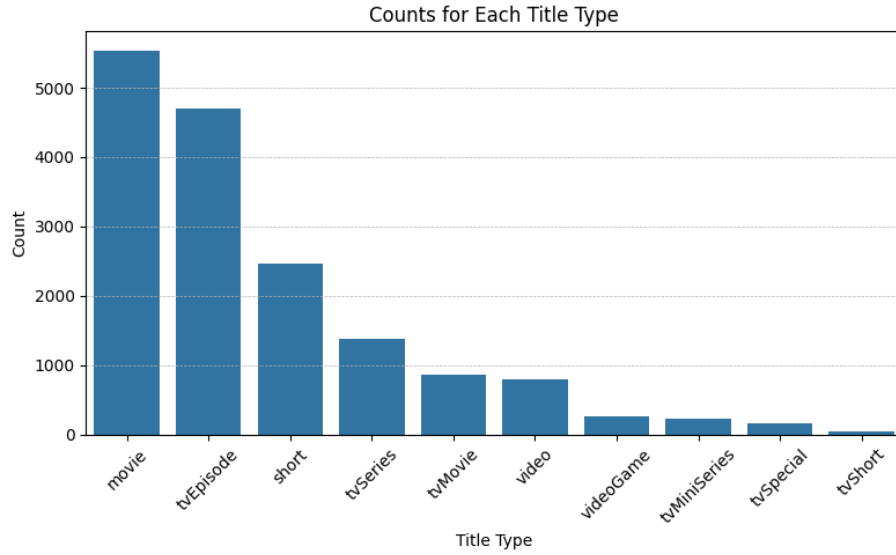


Figure 1.1: Distribution of the `titleType` attribute

It was observed that the class *tvShort* is the least frequent in the dataset, with only 40 records (around 0.24% of the dataset). Because of this, these rows were discarded from the dataset, as they were considered irrelevant for the analysis. The decision was not repeated for *tvSpecial* and *tvMiniSeries*, as they cover slightly more than 1% of the dataset each (166, 1.01% and 224, 1.36%, respectively).

1.1.2 Merging and Removal of Categorical Attributes

The following categorical attributes were removed from the dataset:

- `originalTitle` was removed because it is not relevant for the analysis;
- the `isRatable` variable was removed because all the titles in the dataset are ratable;
- `worstRating` and `bestRating` attributes were removed because they assume the same values for all records (1 and 10 respectively).

Additionally, the `isAdult` attribute is highly correlated with the presence or absence of *Adult* in `genre` (16 records differ in the train set, 1 in the test set), so the two were merged with a logical OR operation.

1.1.3 Encoding and Transformation of Categorical Attributes

The attribute `rating` was converted into an ordinal variable by taking the upper bound of each rating interval's string representation. This approach was chosen because the minimum rating is 1, meaning the lowest interval corresponds only to ratings of 1. For consistency, the same transformation was applied to all other intervals.

Multi-label one-hot encoding was applied to the `genres` column. Each unique genre was represented as a binary feature, allowing records that belong to multiple genres simultaneously to maintain this information; this generated 28 new attributes. Rows with no genres were assigned a vector of all zeros, indicating the absence of

any genres.

The attribute `countryOfOrigin` was represented by grouping the countries by continent. The following variables have been created:

- `countryOfOrigin_AF` (Africa);
- `countryOfOrigin_AS` (Asia);
- `countryOfOrigin_EU` (Europe);
- `countryOfOrigin_NA` (North America);
- `countryOfOrigin_SA` (South America);
- `countryOfOrigin_OC` (Oceania);
- `countryOfOrigin_UNK` (Unknown country);
- `countryOfOrigin_freq_enc` (frequency encoding of the original list).

Each of the first six features provides the number of countries in the corresponding continent. `countryOfOrigin_UNK` is used to represent the strings that are not categorized as being part of a continent, by again counting the strings that are not recognized. The feature `countryOfOrigin_freq_enc` provides the frequency encoding of the original list as a whole. In summary, the original attribute is represented by the seven features regarding the continents, plus 1 representing the frequency encoding. This representation was chosen as it allows to keep a lot of the original information, while limiting the number of new features.

1.2 Continuous Attributes

Table 1.2 shows the continuous attributes of the dataset, a brief description as well as their type.

Attribute	Type	Description
<code>worstRating</code>	Float	Worst title rating
<code>bestRating</code>	Float	Best title rating
<code>runtimeMinutes</code>	Integer	Runtime of the title expressed in minutes
<code>startYear</code>	Integer	Release/start year of a title
<code>endYear</code>	Integer	TV Series end year
<code>awardWins</code>	Integer	Number of awards the title won
<code>numVotes</code>	Integer	Number of votes the title has received
<code>totalImages</code>	Integer	Number of Images on the IMDb title page
<code>totalVideos</code>	Integer	Number of Videos on the IMDb title page
<code>totalCredits</code>	Integer	Number of Credits for the title
<code>criticReviewsTotal</code>	Integer	Total Number of Critic Reviews
<code>awardNominationsExcludeWins</code>	Integer	Number of award nominations excluding wins
<code>numRegions</code>	Integer	The regions number for this version of the title
<code>userReviewsTotal</code>	Integer	Number of User Reviews
<code>ratingCount</code>	Integer	The total number of user ratings for the title

Table 1.2: Description of continuous attributes

1.2.1 Removal and Merging of Continuous Attributes

The plot in figure 1.2 is a Pearson’s correlation matrix that takes into account the continuous attributes of the dataset.

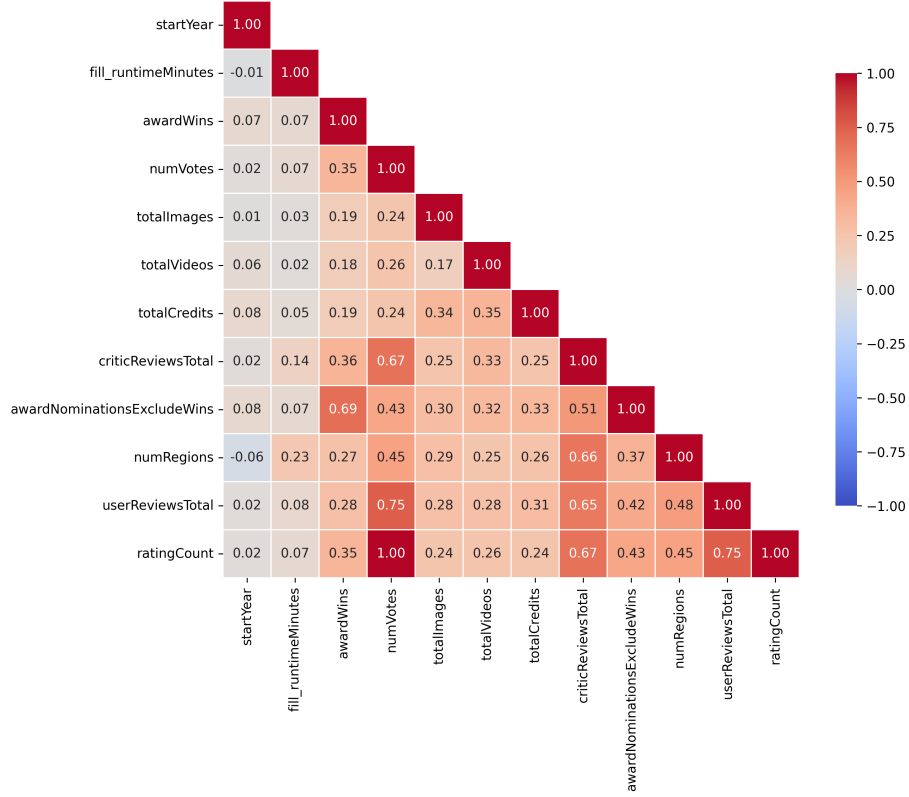
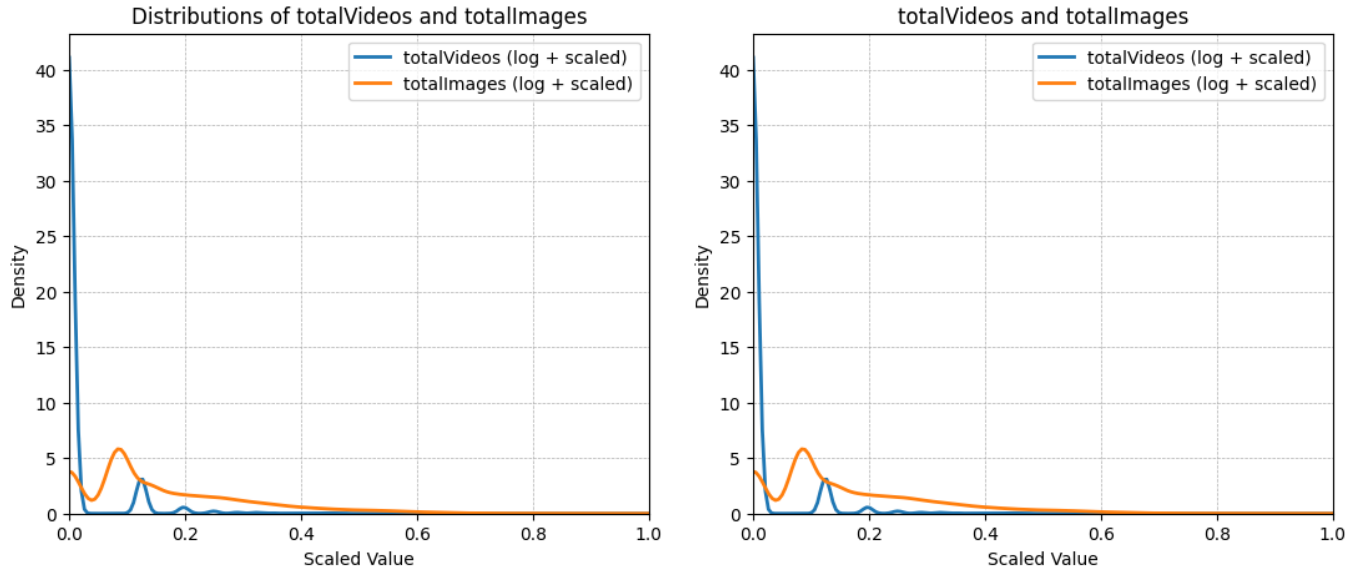


Figure 1.2: Correlation matrix of the numerical features

The correlation matrix shows that **ratingCount** and **numVotes** are perfectly correlated; for their redundancy, **ratingCount** was discarded.

The two attributes **awardWins** and **awardNominationsExcludeWins** were combined into a single feature, i.e. **totalNominations**, due to their strong semantic similarity and high correlation (0.95). The new feature represents the sum of the two original attributes. This transformation also helps mitigate the impact of their heavy left skew (shown in figure 1.3a), resulting in a more meaningful and interpretable feature.

Similarly, the **totalVideos** and **totalImages** attributes were combined into a single feature, i.e. **totalMedia**, representing the total number of media items associated with a title. Although the original attributes are not highly correlated, both exhibit skewed distributions (as shown in figure 1.3b), the first in particular. Due to this, and their similar semantic meaning, they were merged to form a more consolidated and interpretable feature.



(a) Logarithmic distribution of the `totalNominations` attribute
(b) Logarithmic distribution of the `totalNominations` attribute

Figure 1.3: Distribution of the `totalNominations` and `totalMedia` attributes

1.3 Data Quality

Next, a proper evaluation of the observed data was conducted in preparation for the analysis. Once having checked that there are no duplicates and no incomplete rows in the dataset, attention was given at identifying missing values and outliers.

1.3.1 Missing Values

After the previously mentioned changes, the dataset was checked for missing values. These attributes were found to have missing values:

- **endYear**: it is the feature with the highest number of NaN values (15617; about 95%). Although the feature is only relevant for *TVSeries* and *TVMiniSeries* titles, it still had approximately 50% missing values within those categories, limiting its usefulness even in the appropriate context. For this reason, the feature was discarded.
- **runtimeMinutes**: this attribute has 4,852 missing values (29.5%). Two imputation strategies were employed, both based on random sampling within the interquartile range. One strategy used the `titleType` feature to define the range, while the other imputed values independently of any other features. The choice of which of the two strategies to use depends on the specific task, and will be specified in the corresponding sections.
- **awardWins**: this feature has 2618 NaN values (about 16%). Since the mode associated with this variable is 0, it has been decided to substitute the missing values with 0.

- **genres:** it has 382 missing values (2.3%). Having dealt this variable with a multi-label one-hot encoding process (as will be described in the *Variable Transformation* section), a vector of all zeros is assigned to record with missing genres values.

1.3.2 Semantic Inconsistencies, Outlier detection and Feature Transformations

While analyzing the dataset, it was observed that the *Videogame* type of the **titleType** attribute (which consists of 259 records - around 1.58% of the dataset) was not consistent with the other attributes. Other than the semantic inconsistency, these rows generated problems for some of the other attributes, such as **runtimeMinutes**, resulting in most values being missing (and difficult to impute). Because of this problem, as well as the meaning discrepancy, the samples were removed from the dataset because it was deemed to be semantically inconsistent with the other title types.

2. Clustering

This chapter of the report aims at illustrating the clustering analysis performed on the dataset at hand. The employed clustering techniques are K-means (Centroid-based), DBSCAN (density-based) and hierarchical clustering.

The analysis conducted using these methods focused only exclusively on the dataset's numerical attributes, which were appropriately log-transformed (as mentioned in the *Variable Transformation* section) and normalized using `MinMaxScaler`. For the K-means algorithm, `totalNominations` and `totalMedia` were excluded due to their high proportion of zero values, which negatively affected cluster formation.

In addition, an attempt was made to incorporate categorical variables to the analysis with the K-means algorithm by converting them into binary attributes and constructing a mixed-distances matrix. Distances were then calculated using the Euclidean distance for numerical (log-transformed and scaled) features and the Jaccard similarity for binary ones. However, this approach was computationally expensive and did not lead to any improvement in the results.

RIVEDERE PARTE PCA Principal Component Analysis (PCA) was applied to the preprocessed data just for clusters visualization purposes. Analysis of the numerical attributes reveals that 4 principal components are optimal when excluding variables with many zero values, while 5 components are needed when including all variables. These numbers of components capture the maximum meaningful variance, as shown by the point in the plots where the line starts to flatten, indicating that adding more components doesn't increase explained variance significantly. The plots in figure 2.1 show the differences between these two approaches. **IN REALTA' NON SI VEDE TROPPO LA DIFFERENZA, QUINDI MAGARI NON FARE PCA MA SOLO VISUALIZZAZIONE CON ISTOGRAMMI???** oppure semplicemente tenere solo uno dei due plot?

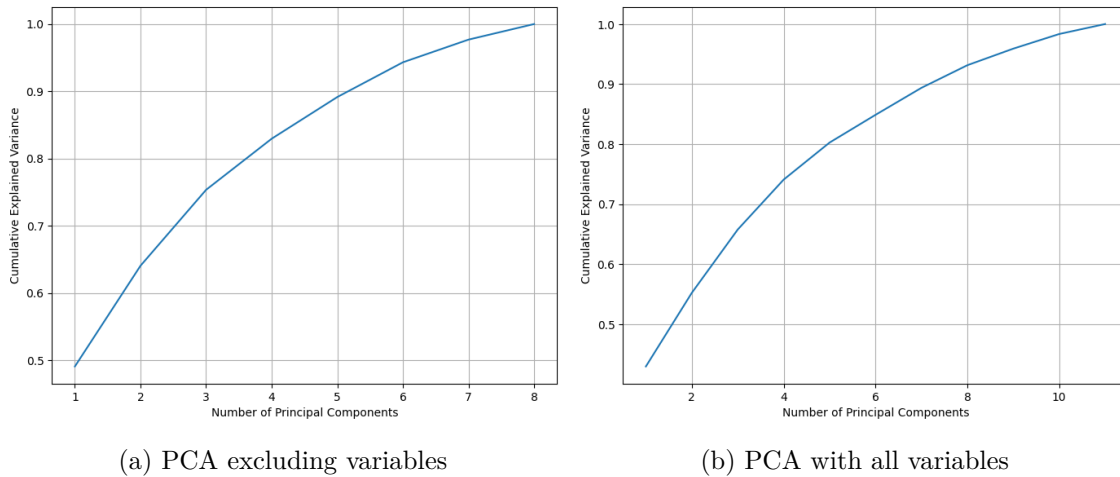


Figure 2.1: Principal Component Analysis

2.1 K-means

To identify the optimal number of clusters, both the SSE and Silhouette scores were computed. The goal was to find a configuration that minimizes the SSE while maintaining a robust Silhouette score and a proper k . The plots in figure 2.2a demonstrate that $k = 4$ provides the optimal balance between these metrics. Choosing $k = 4$ returns a SSE score of 25000 and Silhouette score of 0.15. **VALORI TROPPO ALTI, VEDERE SE CAMBIANO CAMBIANDO SCALING E/O TOGLIENDO OUTLIER**

The cluster results are presented in figure 2.2b.

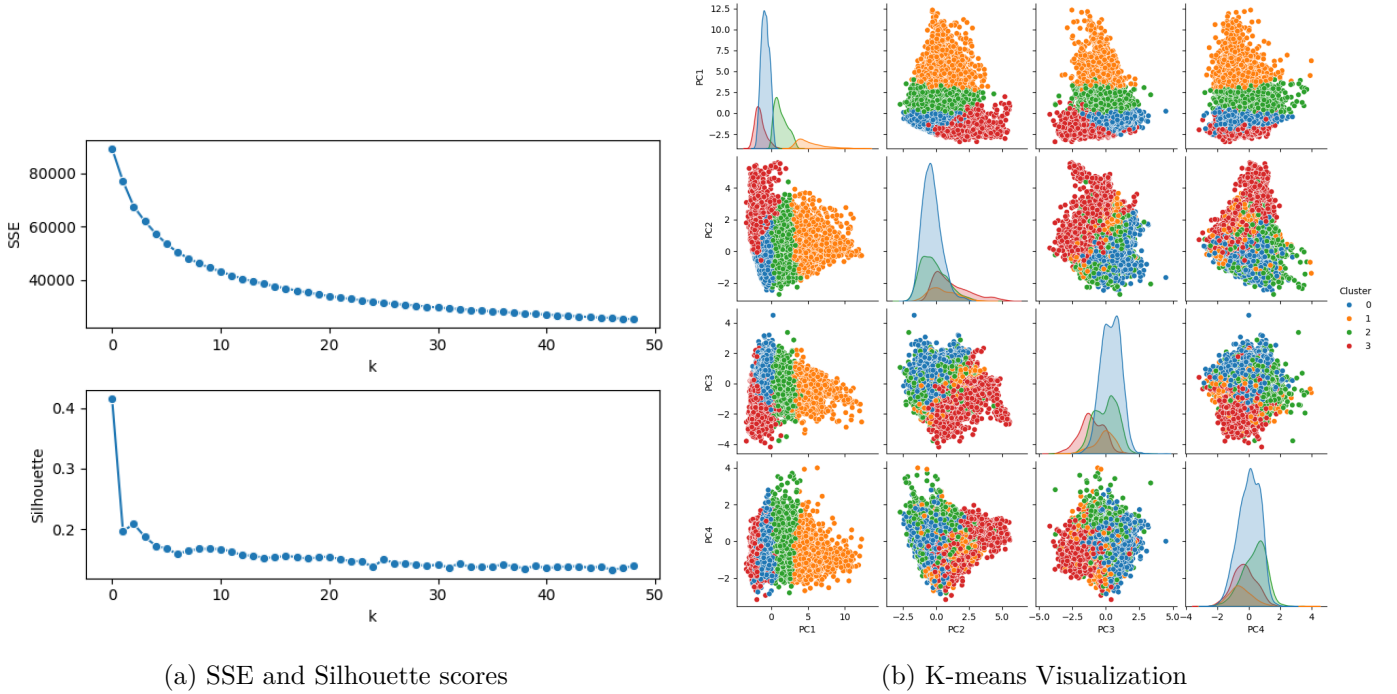


Figure 2.2: K-means clustering analysis

The distribution of data points across the four clusters is as follows (shown in percentage of data points per cluster):

2.2 DBSCAN

To determine the optimal DBSCAN parameters, the k^{th} nearest neighbors method was used: this allows to identify eps (the maximum distance between two points for them to be considered neighbors) given the value of $Minpts$ (minimum number of points in a neighborhood for a point to be considered a core point). Initially, $Minpts$ was set to 22, following the rule of setting it above twice the number of dimensions. However, due to the dataset's unbalanced nature and the sparsity of high-dimensional data, reducing $Minpts$ to 11 allowed the formation of smaller clusters while preventing the risk of detecting only one dominant cluster and classifying many minority groups as noise instead of distinct clusters. To determine eps , the k^{th} nearest neighbors plot with $k = 11$ was analyzed (figure 2.3a). While the "knee" point suggested an eps of around 0.1, this value would have resulted in excessive noise and a single dominant cluster. To address this, eps was set to 1.564, allowing for meaningful connectivity while preserving the detection of smaller clusters without merging them

into a single entity. The algorithm identified 4 groups in the dataset, including one representing noise (1,753 points). The largest cluster contains 13,198 points, while the smaller clusters consist of 733 and 747 points, respectively. The results are shown in figure 2.3b

To conclude, by adjusting *eps* and *Minpts* appropriately, the clustering results achieved a Silhouette score of 0.139 (**SIL CONTANDO OUTLIERS**), indicating little improved cluster separation and reduced noise, which is considered good enough for an unbalanced, high-dimensional dataset.

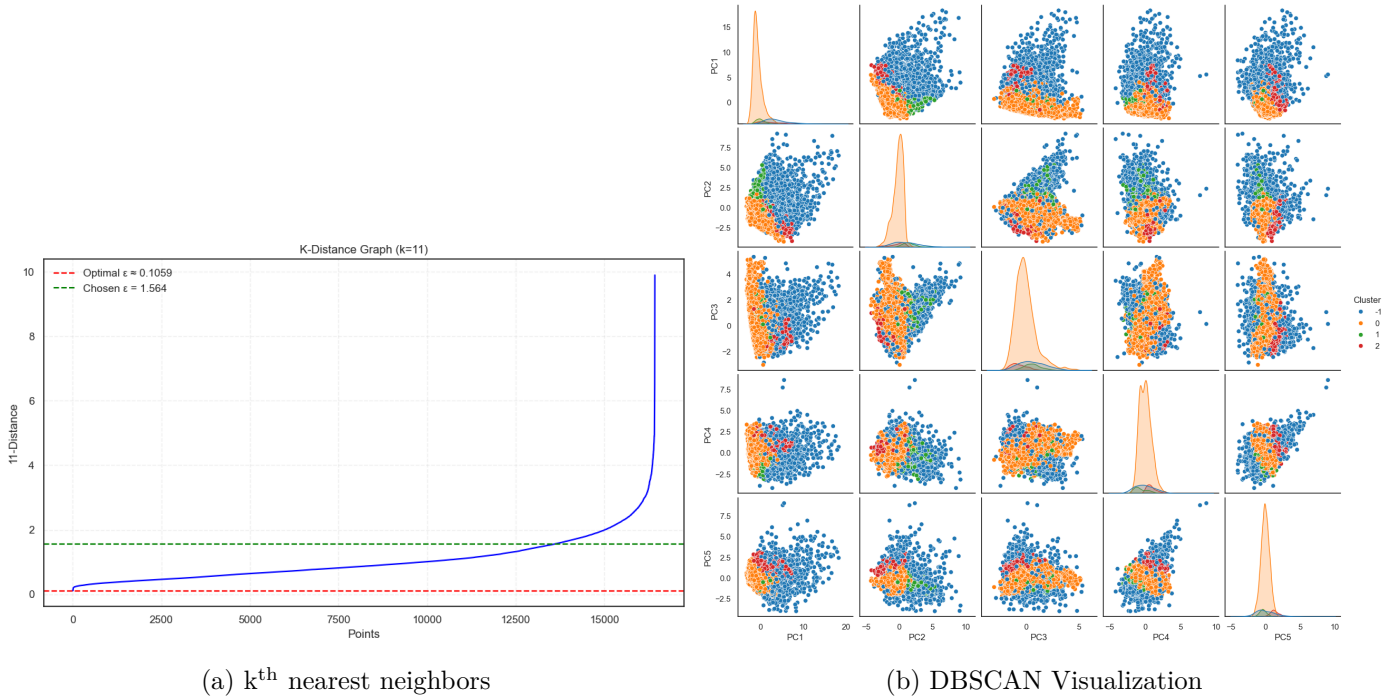


Figure 2.3: DBSCAN clustering analysis

2.3 Hierarchical clustering

2.4 General considerations

3. Classification

Classification was performed on the available training set using three different algorithms: K-NN (*K-Nearest Neighbours*), Naïve Bayes and Decision Trees. For K-NN **and Naïve Bayes**, a portion of the training set (referred to as the validation set) was used to select the best hyperparameters **each** model. The features used in K-NN and Naïve Bayes were normalized, as these models are sensitive to unscaled values. In particular, a log-transformation and **SCRIVERE SE StandardScaler O MINMAX** were applied to data. After training, the models were evaluated on the test set using standard performance metrics. The target variables chosen for this task are 2: `titleType`, and `has.LowEngagement`. These will be discussed in more detail in the corresponding sections below.

3.1 Binary classification

The binary target variable used in this task, `has.LowEngagement`, was specifically defined for this purpose. It identifies records where the `numVotes` attribute is less than 100.

K-NN

Naïve Bayes

Decision Trees

Table 3.1: Classification report for binary classification (`has.LowEngagement`)

Class	Precision	Recall	F1-score	Support
Low engagement	0.86	0.91	0.88	3686
High engagement	0.78	0.66	0.72	1698
Macro avg	0.82	0.79	0.80	5384
Weighted avg	0.83	0.83	0.83	5384
Accuracy			0.83	5384

3.2 Multiclass classification

Among the multiclass features of the training set, `titleType` was chosen as the target variable for this task due to its relevance in the dataset.

An important aspect to highlight is the usage of `fill_runtimeMinutes_notitleType` as one of the variables to train the models. This feature was created to impute the missing values of the original `runtimeMinutes` variable, but without using the median value according to the `titleType`. Instead, the missing values were

imputed using the help of two variables: `canHaveEpisodes` and `is_Short` (as one of the resulting variables of the multi-label one-hot encoding process of the `genres` attribute). In particular, **SCRIVERE COME E' STATA IMPUTATA NO_TT - con canhaveepisodes e is_short preso dai generi**. This approach prevents a significant error, as it would be methodologically incorrect to use `titleType`-based imputation for an attribute when `titleType` itself is the target variable to predict.

K-NN

Naïve Bayes

Decision Trees

Table 3.2: Classification report for multiclass classification (`titleType`)

Class	Precision	Recall	F1-score	Support
movie	0.85	0.88	0.87	1877
short	0.92	0.94	0.93	766
tvEpisode	0.89	0.92	0.90	1599
tvMiniSeries	0.51	0.35	0.41	81
tvMovie	0.36	0.29	0.32	299
tvSeries	0.89	0.94	0.91	447
tvShort	0.00	0.00	0.00	16
tvSpecial	0.32	0.12	0.18	49
video	0.55	0.46	0.50	250
Macro avg	0.59	0.54	0.56	5384
Weighted avg	0.82	0.84	0.83	5384
Accuracy			0.84	5384

3.3 General considerations

4. Regression

4.1 General considerations

5. Pattern Mining

The pattern mining technique chosen for this task was Apriori. To perform this task, continuous attributes were discretized according to their distributions. The objective of this process was creating bins that were both meaningful and balanced in terms of number of attributes for each bin. Among all the available attributes, the ones chosen for the pattern mining task are the following (with their corresponding binning): **AGGIUSTARE QUANDO VERRANNO GESTITI OUTLIER e quando avremo var definitive - cambiare nome var runtimebruno**

- **runTimeMinutes_Bruno**: VeryLowRT (0-25), LowRT (26-60), MediumRT (61-120), HighRT (121-180), VeryHighRT (181-3000)
- **numVotes**: VeryLowV (5-15), LowV (16-50), MediumV (51-150), HighV (151-997), VeryHighV (1001-966565)
- **rating**: VeryLowR (1-3), LowR (4-6), MediumR (7), HighR (8), VeryHighR (9-10)
- **userReviewsTotal**: NoUR (0), FewUR (1-2), ManyUR (4-13), VeryManyUR (31-149)
- **countryOfOrigin_EU, _NA, _OC, _AS, _AF, _SA**: not_from_[continent name], is_from_[continent name]

In addition, **titleType** was **come l'abbiamo gestita per PM? non c'è one hot encoding quindi l'abbiamo usata così com'è**. The data on which this task was performed was not normalized.

5.1 Extraction of frequent patterns

5.2 Extraction of rules

5.3 Exploiting rules for target prediction