#### VIT AP UNIVERSITY, ANDHRA PRADESH

A Project Report On

"Movie Recommendation project"

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#### 1. Abstract

If you use Amazon, Amazon Prime, or Netflix, you're presumably aware that these services use "recommendation engines." A recommendation engine's only objective, as the name suggests, is to "propose" suitable items to consumers — whereas Amazon recommends merchandise, Prime and Netflix recommend material to users based on their past purchase or viewing history.

The main purpose of this R project is to create a recommendation system for users to watch movies. The MovieLens dataset was utilised in this study. There are 105339 ratings for over 10329 films in this database. You will develop an Item Based Collaborative Filter in this project.

The nicest thing about creating this movie recommendation engine from scratch is that it will teach you about a recommendation engine's inner workings and mechanisms.

## 2. Introduction

Recommended systems are one of the most important techniques used to introduce information about user needs, including related services, by analyzing user actions For the recommender system, a collaborative filtering approach is used to introduce information that will meet the needs of the user. The collaborative filtering is based on similarly tasteless users, the same choice, and the idea that users who buy in the past will buy in the future .Data production factors for the collaborative filtering process are user interest or user behavior in the form of the feature vector.

The main purpose of this document is to achieve a more effective solution than collaborative filtering. The proposed movie recommendation system is based on the Logistic regression etc. This was the first time that this method of social network analysis was used to introduce in the movie recommender system, and it is found to be very efficient. This provides the maximum accuracy with the recommender system. For performance evaluation, use MovieLens data, which is general information in movie recommendation systems. To assess the effectiveness of a MovieLens dataset, it is divided into experimental and test data that are widely used in artificial intelligence. Comparison of collaborative filtering methods using k nearest neighbor, to evaluate performance.

# 3. Objective/ Aim

Movie recommendation systems provide a mechanism to assist users in classifying users with similar interests. This makes recommender systems essentially a central part of websites and e-commerce applications. This article focuses on the movie recommendation systems whose primary objective is to suggest a recommender system through ML algorithms and artificial intelligence.

# 4. Proposed idea

Here we employ an Item Based Collaborative Filter. These parameters are of the default type. We utilise the cosine approach by default, but you can alternatively use the Pearson method. We will acquire the recommen model using the getModel() function. The class and dimensions of our similarity matrix, which are contained under model info, will then be determined. Finally, we will create a heatmap with the top 20 items and illustrate the similarity between them. We will compute the sum of rows and columns where the similarity of the objects is greater than 0. A distribution will be used to visualise the total of columns. We generated a top recommendations variable, which will be set to 10, indicating the amount of films recommended to each user. The predict() function will then be used to find comparable items and rank them appropriately. Each rating is treated as a weight in this case.

## 5. Methodology

Loading dataset

We import datasets containing movies and ratings

```
> movie_data <- read.csv("movies.csv",stringsAsFactors=FALSE)
  rating_data <- read.csv("ratings.csv")
 head(movie_data)
  movieId
                                         (1995) Adventure | Animation | Children | Comedy | Fantasy
                              Toy Story
2 3
                                 Jumanji
                                         (1995)
                                                                   Adventure | Children | Fantasy
                      Grumpier Old Men (1995)
                                                                                 Comedy | Romance
4
                     Waiting to Exhale (1995)
                                                                          Comedy | Drama | Romance
        5 Father of the Bride Part II (1995)
5
                                                                                          Comedy
6
                                                                         Action|Crime|Thriller
                                   Heat (1995)
> head(rating_data)
 userId movieId rating timestamp
                     4.0 1217897793
1.5 1217895807
       1
               16
2
       1
               24
3
               32
                     4.0 1217896246
4
                     4.0 1217896556
5
                     4.0 1217896523
6
                     4.0 1217896150
              110
```

#### **Data Preprocessing**

We can see that the userId and movieId columns are both made up of numbers. Furthermore, we must change the genres included in the movie data dataframe into a more user-friendly format. To do so, we will first develop a one-hot encoding to generate a matrix of associated genres for each of the films. We constructed a'search matrix' that will allow us to easily search the films in our list by choosing the genre. We must turn our matrix into a sparse matrix in order to receive ratings from recommenderlabs. This new matrix belongs to the'realRatingMatrix' class. Item Based Collaborative Filtering was implemented.

```
novie_genre <- as.data.frame(movie_data$genres, stringsAsFactors=FALS)
                                                                                                  Action Adventure Animation Children Comedy Crime Documentary Drama Fantasy Film-Noir Horror Musical Mystery
head(movie_genre)
                                 movie_dataSgenres
Adventure Animation Children Comedy Fantasy
                      Adventure | Children | Fantasy
                                     Comedy Romance
                             Comedy | Drama | Romance
                                                                                                 Romance Sci-Fi Thriller war Western
                            Action|Crime|Thriller
 library(data.table)
 movie_genre2 <- as.data.frame(tstrsplit(movie_genre[,1], '[|]',</pre>
                                                   type.convert=TRUE),
                                      stringsAsFactors=FALSE)
 colnames(movie_genre2) <- c(1:10)
SearchMatrix <- cbind(movie_data[,1:2], genre_mat2[])</pre>
                                                                                                                                             title Action Adventure Animation Children Comedy Crime Documentary Dra
                                                                                                 movield
                                                                                                                        Toy Story (1995)
Jumanji (1995)
Grumpier Old Men (1995)
genre_mat1 <- matrix(0,10330,18)
genre_mat1[1,] <- list_genre
colpames(cappa = 221)
                                                                                                 4 waiting to Exhale (1995) 0 0 0 0 5 5 Father of the Bride Part II (1995) 0 0 0 0 6 6 Heat (1995) 1 0 0 0 Fantasy Film-Noir Horror Musical Mystery Romance Sci-Fi Thriller War Western
 colnames(genre_mat1) <- list_genre
  or (index in 1:nrow(movie_genre2)) (
for (col in 1:ncol(movie_genre2)) {
     gen_col = which(genre_mat1[1,] == movie_genre2[index,col])
     genre_matl[index+1,gen_col] <- 1</pre>
 genre_mat2 <- as.data.frame(genre_mat1[-1,], stringsAsFactors=FAL5E)
for (col in 1:ncol(genre_mat2)) {</pre>
                                                                                               > ratingMatrix <- dcast(rating_data, userId-movieId, value.var = "rating", na.rm=FALSE)
                                                                                                > ratingmatrix <- as natrix(ratingmatrix(-1])
> ratingmatrix <- as(ratingmatrix, "realmatingmatrix")
> head(ratingmatrix)
   genre_mat2[,col] <- as.integer(genre_mat2[,col])
                                                                                               > head(rating-actin)
> head(rating_data)
userId movieId rating_timestamp
               10329 obs. of 18 variables:
: int 0 0 0 0 0 1 0 0 1 1 ...
: int 1 1 0 0 0 0 0 1 0 1 ...
data.frame':
5 Action
                                                                                                                      1.5 1217895807
4.0 1217896246
4.0 1217896556
 Animation : int
                        1011101000...
 Conedy
                 int
                                                                                                                      4.0 1217896523
                                                                                                                      4.0 1217896150
                        00000000000...
  Documentary: int
                                                                                               > recommendation_model <- recommenderRegistrySget_entries(dataType = "realRatingMatrix")
> names(recommendation_model)
                                                                                               Fantasy
               : int
                                                                                                                                          "ALS_realRatingMatrix" "ALS_implicit_realRat"
"LIBMF_realRatingMatrix" "POPULAE_realRatingWatrix"
"BERECOMMEND_realRatingMatrix" "SVD_realRatingMatrix"
"UBCF_realRatingMatrix"
                                                                                                                                                                               "ALS_implicit_realRatingMatrix"
               : int
  Horror
               : int 00000000000...
 Mystery
               : int
Romance
Sci-Fi
                                                                                               [1] "Hybrid recommender that aggegates several recommendation strategies using weighted averages."
                        0000010001...
  Thriller
                                                                                               $ALS_realRatingMatrix
              : int 00000000000...
```

#### **Data Exploration**

• In this step, we are able to discover the information this is contained withinside the datasets. We will use the str() function to display information about the movie\_data and rating\_data dataframes . We will use summary() function to summarize 2 datasets.

```
> str(movie_data)
 'data.frame': 10329 obs. of 3 variables:

$ movieId: int 1 2 3 4 5 6 7 8 9 10 ...

$ title : chr "Toy Story (1995)" "Jumanji (1995)" "Grumpier Old Men (1995)" "Waiting to Exhale

$ genres : chr "Adventure|Animation|Children|Comedy|Fantasy" "Adventure|Children|Fantasy" "Comedy
Drama | Romance"
> summary(movie_data)
                                                                            title
             movieId
                                                                                                                                                  genres
                                             1
                                                             Length:10329
                                                                                                                                    Length:10329
    Min.
                           :
    1st Qu.: 3240
                                                                7088
    Median :
                          : 31924
    Mean
    3rd Qu.: 59900
                           :149532
   Max.
 > str(rating_data)
  'data.frame': 105339 obs. of 4 variables:

$ userId : int 1 1 1 1 1 1 1 1 1 ...

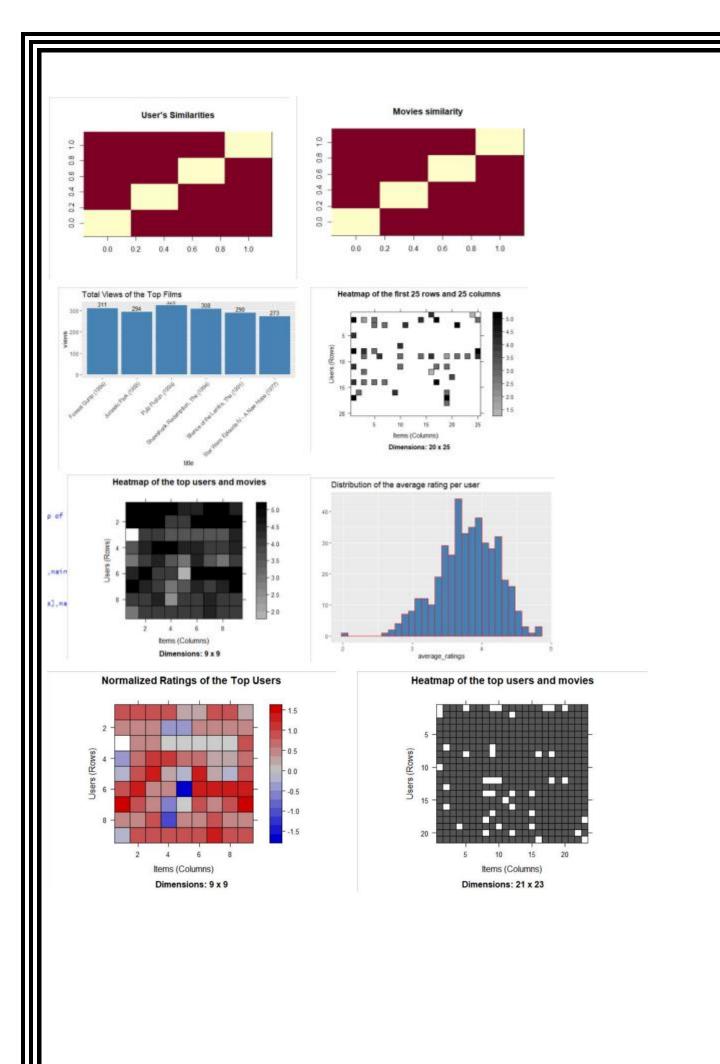
$ movieId : int 16 24 32 47 50 110 150 161 165 204 ...

$ rating : num 4 1.5 4 4 4 4 3 4 3 0.5 ...

$ timestamp: int 1217897793 1217895807 1217896246 1217896556 1217896523 1217896150 1217895940 12
   1217895786 ...
> summary(rating_data)
                                                                       movieId
                userId
                                                                                                                                         rating
                                                                                                                                                                                             timestamp
                                                             Min.
                                                                                                                                                                                     Min. :8.286e+08
1st Qu.:9.711e+08
                        : 1.0
                                                                                                           1
    Min.
                                                             Min. : 1
1st Qu.: 1073
                                                                                                                           Min. :0.500
    1st Qu.:192.0
                                                                                                                            1st Qu.:3.000
                                                             Median :
                                                                                                 2497
    Median :383.0
                                                                                                                            Median :3.500
                                                                                                                                                                                       Median :1.115e+09
                                                             Mean : 13381
    Mean
                         :364.9
                                                                                                                            Mean :3.517
                                                                                                                                                                                       Mean :1.130e+09
    3rd Qu.:557.0
                                                                                                                            3rd Qu.:4.000
                                                             3rd Qu.:
                                                                                                 5991
                                                                                                                                                                                       3rd Qu.:1.275e+09
                          :668.0 Max. :149532
   Max.
                                                                                                                           Max.
                                                                                                                                                    :5.000
                                                                                                                                                                                   Max.
                                                                                                                                                                                                            :1.452e+09
     > similarity_mat <- similarity(ratingMatrix(1:4, ],method = "cosine",which = "users")
> as.matrix(similarity_mat)
   > as.matrix(similarity_mat)
1 0.0000000 0.9760860 0.9641723 0.9914398
2 0.9760860 0.0000000 0.9925732 0.9374253
3 0.9641723 0.9925732 0.0000000 0.3888968
4 0.9914398 0.9374253 0.9888968 0.0000000
> image(as.matrix(similarity_mat), main = "User's Similarities")
> movie_similarity <= similarity(ratingMatrix(, 1:4), method ="cosine", which = "items")
> as.matrix(movie_similarity)
3 4
  - as.matrix(novie_similarity(ratingMatrix[, 1:4], method e"c:
1 0.000000 0.9669732 0.955934 0.9101276
2 0.9669732 0.0000000 0.9658757 0.9412416
3 0.9559341 0.9658757 0.0000000 0.964877
4 0.9101276 0.9412416 0.9864877 0.0000000
image(as.matrix(novie_similarity), main = "Movies similarity")
rating_values <- as.wettor(ratingMatrix@data)
unique(rating_values)
[1] 0.5:0 4:0 3:0 4:5 1:5 2:0 3:5 1:0 2:5 0:5
> Table_of_Ratings <- table(rating_values)
rating_values
0 0:5 1 1:5
6791761 1:26
      0 0.5 1 1.5 2 2.5 3 3.5 4 4.5 5
6791761 1198 3258 1567 7943 5484 21729 12237 2880 8187 14856
> library(ggplot2)
> movie_views <- colCounts(ratingMatrix)
> table_views <- data_frame(movie = names(movie_views), views = movie_views)
> table_views <- table_views(order(table_views)views, decreasing = TRUE), 2
> table_views(stitle <- NA
- for (index in 1103253){
- table_views[index,3] <- as.character(subset)
- table_views[index,3] <- as.character(subset)
- table_views[index,3] <- as.character(subset)
      6791761 1198
                                                                                    as.character(subset(novie_data,novie_dataSnovieId == table_views(index,1))Stitle)
   movie views

256 296 325

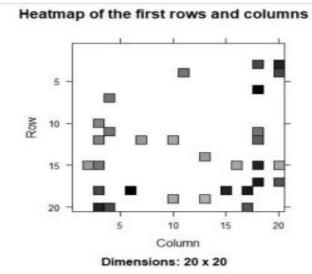
Pulp Fiction (1994)
318 318 305
311 Forrest Gump (1994)
318 318 305 Shawshank Redemption, The (1994)
480 480 294
318 318 305 Silence of the Lambs, The (1991)
260 260 273 Star Wars: Episode IV - A New Hope (1977)
3 ggalot(table_viewslis6, 1, mes(x = title, y = views)) +
3 geom_bar(statw identity', fill = 'state|blue') +
3 geom_bar(statw identity', fill = 'state|blue') +
4 geom_bar(statw identity', fill = 'state|blue') +
5 geom_bar(statw identity', fill = 'state|blue') +
6 geom_bar(statw identity', fill = 'state|blue') +
7 geom_bar(statw
      [13] 0
> image(normalized_ratings[rowCounts(normalized_ratings) > minimum_movies.colCounts(normalized_ratings) > minimum_users],main
> binary_minimum_movies <- quantile(rowCounts(movie_ratings), 0.95)
> binary_minimum_users <- quantile(colCounts(movie_ratings), 0.95)
> good_rated_ffilms <- binarize(novie_ratings, minRating = 3)
> image(good_rated_ffilms[rowCounts(movie_ratings) > binary_minimum_movies.colCounts(movie_ratings) > binary_minimum_users],ma
```

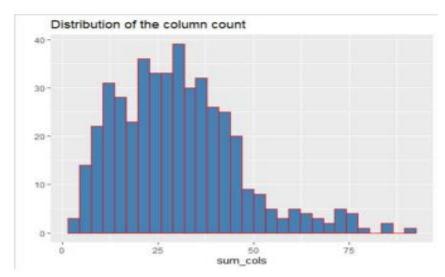


## **Data Modeling**

• Once we have standardized the dataset, we will divide our dataset into training sets and test sets with a divide ratio of 0.80. This means that 80% of our data will be attributed to train data while 20% will be attributed to test data.

```
> sampled_data<- sample(x = c(TRUE, FALSE),size = nrow(movie_ratings),replace = TRUE,prob = c(0.8, 0.2))
> training_data <- movie_ratings[sampled_data,]
> testing_data <- movie_ratings[!sampled_data,]</pre>
```



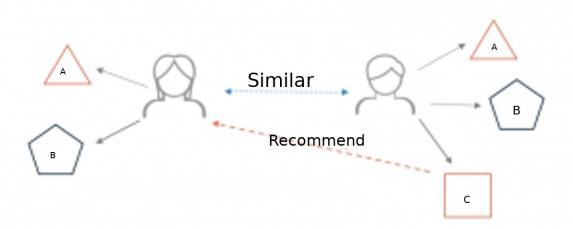


# **6.Experimental Framework**

## i. Implementation Details

A recommender system is a simple algorithm whose aim is to provide the most relevant information to a user by discovering patterns in a dataset. The algorithm rates the items and shows the user the items that they would rate highly. An example of recommendation in action is when you visit Amazon and you notice that some items are being recommended to you or when Netflix recommends certain movies to you. They are also used by Music streaming applications such as Spotify and Deezer to recommend music that you might like.

Below is a very simple illustration of how recommender systems work in the context of an e-commerce site.



Two users buy the same items A and B from an e-commerce store. When this happens the similarity index of these two users is computed. Depending on the score the system can recommend item C to the other user because it detects that those two users are similar in terms of the items they purchase.

#### **Different types of recommendation engines**

The most common types of recommendation systems are content-based and collaborative filtering recommender systems. In collaborative filtering, the behavior of a group of users is used to make recommendations to other users. The recommendation is based on the preference of other users. A simple example would be recommending a movie to a user based on the fact that their friend liked the movie. There are two types of collaborative models Memory-based methods and Model-based methods. The advantage of memory-based techniques is that they are simple to implement and the resulting recommendations are often easy to explain. They are divided into two:

User-based collaborative filtering: In this model, products are recommended to a user based on the fact that the products have been liked by users similar to the user. For example, if Derrick and Dennis like the same movies and a new movie come out that Derick like, then we can recommend that movie to Dennis because Derrick and Dennis seem to like the same movies. Item-based collaborative filtering: These systems identify similar items based on users' previous ratings. For example, if users A, B, and C gave a 5-star rating to books X and Y then when a user D buys book Y they also get a recommendation to purchase book X because the system identifies book X and Y as similar based on the ratings of users A, B, and C.

Model-based methods are based on Matrix Factorization and are better at dealing with sparsity. They are developed using data mining, machine learning

algorithms to predict users' rating of unrated items. In this approach techniques such as dimensionality reduction are used to improve accuracy. Examples of such model-based methods include Decision trees, Rule-based Model, Bayesian Model, and latent factor models.

Content-based systems use metadata such as genre, producer, actor, musician to recommend items say movies or music. Such a recommendation would be for instance recommending Infinity War that featured Vin Diesel because someone watched and liked The Fate of the Furious. Similarly, you can get music recommendations from certain artists because you liked their music. Content-based systems are based on the idea that if you liked a certain item you are most likely to like something that is similar to it.

#### Datasets to use for building recommender systems

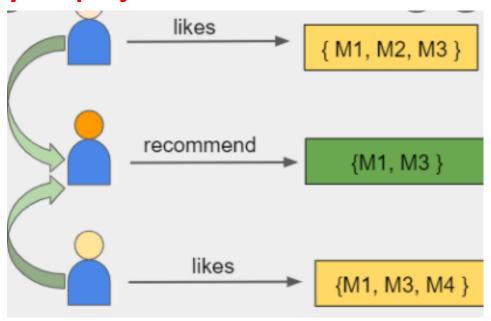
In this tutorial, we are going to use the Movie Lens Data Set. This dataset was put together by the Group lens research group at the University of Minnesota. It contains 1, 10, and 20 million ratings. Movie lens also has a website where you can sign up, contribute reviews and get movie recommendations.

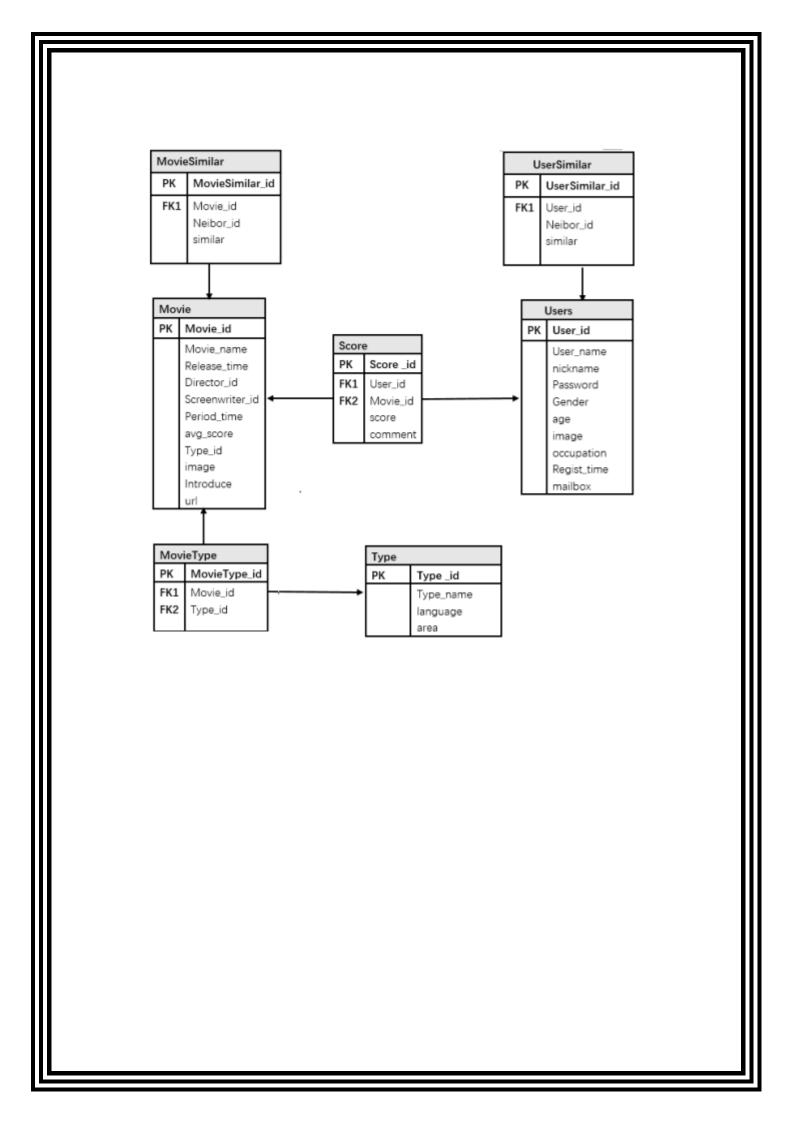
#### ii. Dataset Description

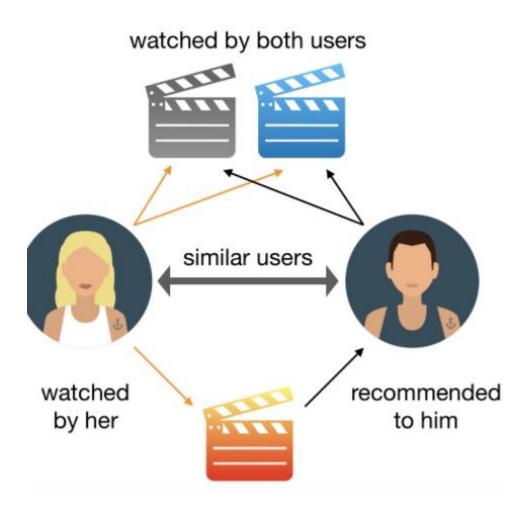
Here we use the Movie Lens Data Set. This dataset was put together by the Group lens research group at the University of Minnesota. It contains 1, 10, and 20 million ratings. Movie lens also has a website where you can sign up, contribute reviews and get movie recommendations.

movield	title	genres
1	Toy Story (1995)	Adventure   Animation   Children   Comedy   Fantasy
2	Jumanji (1995)	Adventure   Children   Fantasy
3	Grumpier Old Men (1995)	Comedy Romance
4	Waiting to Exhale (1995)	Comedy Drama Romance
5	Father of the Bride Part II	Comedy
6	Heat (1995)	Action Crime Thriller
7	Sabrina (1995)	Comedy Romance
8	Tom and Huck (1995)	Adventure   Children
9	Sudden Death (1995)	Action
10	GoldenEye (1995)	Action Adventure Thriller
11	American President, The (	1 Comedy   Drama   Romance
12	Dracula: Dead and Loving	Comedy Horror
13	Balto (1995)	Adventure   Animation   Children
14	Nixon (1995)	Drama
15	Cutthroat Island (1995)	Action Adventure Romance

# 7. Flowchart / Schematic representation of your project







# 8. Conclusion

We implemented this model using ML algorithm and plotted some visualizations of data and predictions. We learned how to analyse and visualise data in order to recommend movies to the users

## 9. References

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