Netflix Project

October 26, 2024

```
# Netflix Data Analysis Project
     # Purpose: Analyze Netflix data to predict and visualize trends
     # Author: Maya Buchanan
     # October 2024
[38]: import pandas as pd
     #Load dataset
     df = pd.read_csv('netflix_titles.csv', encoding='latin1')
     #Remove Unnamed columns
     df = df.loc[:, ~df.columns.str.contains('^Unnamed')]
     #Check remaining columns to ensure cleanup
     print(df.columns)
     Index(['show_id', 'type', 'title', 'director', 'cast', 'country', 'date_added',
           'release_year', 'rating', 'duration', 'listed_in', 'description'],
          dtype='object')
[57]: !pip install sklearn
     !pip install gensim
     Defaulting to user installation because normal site-packages is not writeable
     Looking in links: /usr/share/pip-wheels
     Collecting sklearn
       Downloading sklearn-0.0.post12.tar.gz (2.6 kB)
      Preparing metadata (setup.py) ... error
       error: subprocess-exited-with-error
       x python setup.py egg_info did not run successfully.
        exit code: 1
       > [15 lines of output]
          The 'sklearn' PyPI package is deprecated, use 'scikit-learn'
          rather than 'sklearn' for pip commands.
```

Here is how to fix this error in the main use cases:

- use 'pip install scikit-learn' rather than 'pip install sklearn'
- replace 'sklearn' by 'scikit-learn' in your pip requirements files

(requirements.txt, setup.py, setup.cfg, Pipfile, etc ...)

 if the 'sklearn' package is used by one of your dependencies, it would be great if you take some time to track which package

 $\mbox{'sklearn'}$ instead of 'scikit-learn' and report it to their issue tracker

 as a last resort, set the environment variable SKLEARN_ALLOW_DEPRECATED_SKLEARN_PACKAGE_INSTALL=True to avoid this error

More information is available at https://github.com/scikit-learn/sklearn-pypi-package [end of output]

note: This error originates from a subprocess, and is likely not a problem with pip.

error: metadata-generation-failed

- × Encountered error while generating package metadata.
- > See above for output.

note: This is an issue with the package mentioned above, not pip.

hint: See above for details.

Defaulting to user installation because normal site-packages is not writeable

Looking in links: /usr/share/pip-wheels

Requirement already satisfied: gensim in

/opt/conda/envs/anaconda-2024.02-py310/lib/python3.10/site-packages (4.3.0)

Requirement already satisfied: numpy>=1.18.5 in

/opt/conda/envs/anaconda-2024.02-py310/lib/python3.10/site-packages (from gensim) (1.26.4)

Requirement already satisfied: scipy>=1.7.0 in

/opt/conda/envs/anaconda-2024.02-py310/lib/python3.10/site-packages (from gensim) (1.12.0)

Requirement already satisfied: smart-open>=1.8.1 in

/opt/conda/envs/anaconda-2024.02-py310/lib/python3.10/site-packages (from gensim) (5.2.1)

Collecting FuzzyTM>=0.4.0 (from gensim)

Downloading FuzzyTM-2.0.9-py3-none-any.whl.metadata (7.9 kB)

Requirement already satisfied: pandas in

/opt/conda/envs/anaconda-2024.02-py310/lib/python3.10/site-packages (from FuzzyTM>=0.4.0->gensim) (2.1.4)

Collecting pyfume (from FuzzyTM>=0.4.0->gensim)

```
Downloading pyFUME-0.3.4-py3-none-any.whl.metadata (9.7 kB)
Requirement already satisfied: python-dateutil>=2.8.2 in
/opt/conda/envs/anaconda-2024.02-py310/lib/python3.10/site-packages (from
pandas->FuzzyTM>=0.4.0->gensim) (2.8.2)
Requirement already satisfied: pytz>=2020.1 in
/opt/conda/envs/anaconda-2024.02-py310/lib/python3.10/site-packages (from
pandas->FuzzyTM>=0.4.0->gensim) (2023.3.post1)
Requirement already satisfied: tzdata>=2022.1 in
/opt/conda/envs/anaconda-2024.02-py310/lib/python3.10/site-packages (from
pandas->FuzzyTM>=0.4.0->gensim) (2023.3)
Collecting scipy>=1.7.0 (from gensim)
  Downloading
scipy-1.10.1-cp310-cp310-manylinux_2_17_x86_64.manylinux2014_x86_64.whl.metadata
(58 kB)
                           58.9/58.9
kB 1.4 MB/s eta 0:00:00.9 MB/s eta 0:00:01
Collecting numpy>=1.18.5 (from gensim)
 Downloading
numpy-1.24.4-cp310-cp310-manylinux_2_17_x86_64.manylinux2014_x86_64.whl.metadata
(5.6 kB)
Collecting simpful==2.12.0 (from pyfume->FuzzyTM>=0.4.0->gensim)
  Downloading simpful-2.12.0-py3-none-any.whl.metadata (4.8 kB)
Collecting fst-pso==1.8.1 (from pyfume->FuzzyTM>=0.4.0->gensim)
  Downloading fst-pso-1.8.1.tar.gz (18 kB)
  Preparing metadata (setup.py) ... done
Collecting pandas (from FuzzyTM>=0.4.0->gensim)
  Downloading
pandas-1.5.3-cp310-cp310-manylinux 2_17_x86_64.manylinux2014_x86_64.whl.metadata
(11 kB)
Collecting miniful (from fst-pso==1.8.1->pyfume->FuzzyTM>=0.4.0->gensim)
 Downloading miniful-0.0.6.tar.gz (2.8 kB)
 Preparing metadata (setup.py) ... done
Requirement already satisfied: six>=1.5 in
/opt/conda/envs/anaconda-2024.02-py310/lib/python3.10/site-packages (from
python-dateutil>=2.8.2->pandas->FuzzyTM>=0.4.0->gensim) (1.16.0)
Downloading FuzzyTM-2.0.9-py3-none-any.whl (31 kB)
Downloading pyFUME-0.3.4-py3-none-any.whl (60 kB)
                         60.3/60.3
kB 1.3 MB/s eta 0:00:007.4 MB/s eta 0:00:01
Downloading
numpy-1.24.4-cp310-cp310-manylinux_2_17_x86_64.manylinux2014_x86_64.whl (17.3
MB)
                         17.3/17.3
MB 22.6 MB/s eta 0:00:00 0:00:01 [36m0:00:01
Downloading
scipy-1.10.1-cp310-cp310-manylinux_2_17_x86_64.manylinux2014_x86_64.whl (34.4
```

34.4/34.4

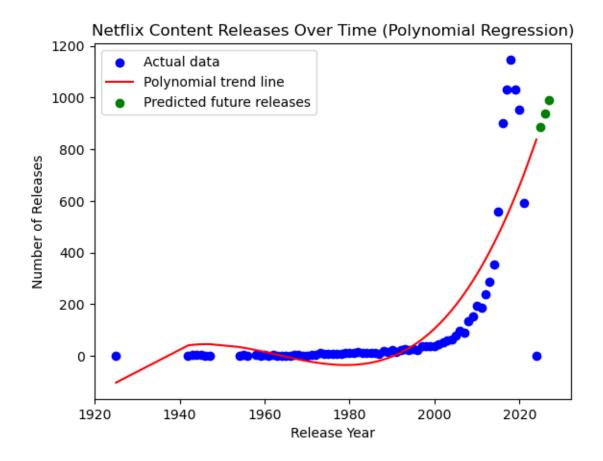
MB 31.0 MB/s eta 0:00:00 0:00:01 [36m0:00:01 Downloading pandas-1.5.3-cp310-cp310-manylinux_2_17_x86_64.manylinux2014_x86_64.whl (12.1 MB) 12.1/12.1 MB 56.7 MB/s eta 0:00:00 0:00:0136m0:00:01 Downloading simpful-2.12.0-py3-none-any.whl (24 kB) Building wheels for collected packages: fst-pso, miniful Building wheel for fst-pso (setup.py) ... done Created wheel for fst-pso: filename=fst_pso-1.8.1-py3-none-any.whl size=20430 sha256=a0f5c5d0d49914af2b17c4855580ab75ddc84755614163d8201173feadce6be5 Stored in directory: /home/973bca21-bf4b-487c-bf96-64fcfb0d18bd/.cache/pip/wheels/2d/1b/42/88a19f6b3896c2230d5053832f208976cddf7062 5885201d06 Building wheel for miniful (setup.py) ... done Created wheel for miniful: filename=miniful-0.0.6-py3-none-any.whl size=3507 sha256=05497db49f6348d430801eecd1e044f9f1a47cd903d87cf161bdbfdbb96ddb0d Stored in directory: /home/973bca21-bf4b-487c-bf96-64fcfb0d18bd/.cache/pip/wheels/5b/86/8f/7bb7f6472e2c84de7addfc1a5cd7fd647f00d8fb 640da9ea9a Successfully built fst-pso miniful Installing collected packages: numpy, scipy, pandas, simpful, miniful, fst-pso, pyfume, FuzzyTM WARNING: The scripts f2py, f2py3 and f2py3.10 are installed in '/home/973bca21-bf4b-487c-bf96-64fcfb0d18bd/.local/bin' which is not on PATH. Consider adding this directory to PATH or, if you prefer to suppress this warning, use --no-warn-script-location. Successfully installed FuzzyTM-2.0.9 fst-pso-1.8.1 miniful-0.0.6 numpy-1.24.4 pandas-1.5.3 pyfume-0.3.4 scipy-1.10.1 simpful-2.12.0 [40]: #SENTIMENT ANALYSIS ON MOVIE DESCRIPTIONS USING TOPIC MODELING LDA from sklearn.feature extraction.text import CountVectorizer

from gensim import corpora from gensim.models import LdaModel import re #Preprocess text: Clean the description, tokenize, and remove stop words from sklearn.feature_extraction.text import ENGLISH_STOP_WORDS

```
#Enhanced cleaning function to handle unwanted characters
     def clean_for_lda(text):
         text = text.encode('ascii', 'ignore').decode('ascii') #Remove any
       ⇔non-ascii characters
         text = re.sub(r'[^\w\s]', '', text) #Remove punctuation
         tokens = text.lower().split() #Tokenize and convert to lowercase
         tokens = [word for word in tokens if word not in ENGLISH_STOP_WORDS] #_
       \hookrightarrowRemove stop words
         return tokens
      #Apply the enhanced clean function to the description column
     df['cleaned_description'] = df['description'].apply(clean_for_lda)
     #Recreate dictionary and corpus for LDA
     dictionary = corpora.Dictionary(df['cleaned_description'])
     corpus = [dictionary.doc2bow(text) for text in df['cleaned_description']]
      #Train LDA model again
     lda_model = LdaModel(corpus, num_topics=5, id2word=dictionary, passes=10)
     #Display updated topics
     topics = lda_model.print_topics(num_words=10)
     for topic in topics:
         print(f"Topic {topic[0]}: {topic[1]}")
     Topic 0: 0.007*"life" + 0.004*"series" + 0.003*"documentary" + 0.003*"special" +
     0.003*"family" + 0.003*"takes" + 0.003*"new" + 0.003*"years" + 0.003*"history" +
     0.003*"standup"
     Topic 1: 0.008*"new" + 0.008*"young" + 0.007*"school" + 0.007*"friends" +
     0.006*"family" + 0.005*"woman" + 0.005*"high" + 0.005*"man" + 0.005*"help" +
     0.004*"love"
     Topic 2: 0.012*"young" + 0.006*"man" + 0.006*"world" + 0.005*"woman" +
     0.005*"new" + 0.004*"murder" + 0.004*"death" + 0.003*"war" + 0.003*"family" +
     0.003*"love"
     Topic 3: 0.009*"life" + 0.005*"new" + 0.004*"family" + 0.004*"love" +
     0.004*"documentary" + 0.004*"series" + 0.003*"young" + 0.003*"women" +
     0.003*"years" + 0.003*"man"
     Topic 4: 0.008*"documentary" + 0.006*"world" + 0.006*"series" + 0.005*"life" +
     0.004*"war" + 0.003*"new" + 0.003*"takes" + 0.003*"lives" + 0.002*"love" +
     0.002*"film"
[46]: #GRAPH # OF NETFLIX RELEASES OVER TIME USING LINEAR REGRESSION W/ POLYNOMIAL
       →PROCESSING
      #Group data by release year and count the number of releases for each year
     content_by_year = df.groupby('release_year').size().
       ⇔reset index(name='num releases')
```

```
#Polynomial regression
from sklearn.preprocessing import PolynomialFeatures
from sklearn.linear_model import LinearRegression
import numpy as np
import matplotlib.pyplot as plt
#Prepare data for polynomial regression
X = np.array(content by year['release year']).reshape(-1, 1) # Release year
y = np.array(content_by_year['num_releases']) # Number of releases
#Apply polynomial preprocessing (start with degree 3)
poly = PolynomialFeatures(degree=3)
X_poly = poly.fit_transform(X)
#Fit the polynomial regression model
poly_reg = LinearRegression()
poly_reg.fit(X_poly, y)
#Predict future releases for 2025, 2026, and 2027
X_future = np.array([[2025], [2026], [2027]])
X_future_poly = poly.transform(X_future)
predictions = poly_reg.predict(X_future_poly)
print(f"Predicted releases for 2025: {predictions[0]}")
print(f"Predicted releases for 2026: {predictions[1]}")
print(f"Predicted releases for 2027: {predictions[2]}")
#Plot actual data, polynomial trend, and future predictions
plt.scatter(X, y, color='blue', label='Actual data')
plt.plot(X, poly_reg.predict(X_poly), color='red', label='Polynomial trend_
 ⇔line')
plt.scatter(X_future, predictions, color='green', label='Predicted future_
 →releases')
plt.xlabel('Release Year')
plt.ylabel('Number of Releases')
plt.title('Netflix Content Releases Over Time (Polynomial Regression)')
plt.legend()
plt.show()
```

Predicted releases for 2025: 886.5815372765064 Predicted releases for 2026: 937.3420465737581 Predicted releases for 2027: 989.8526874780655



```
import seaborn as sns
import matplotlib.pyplot as plt

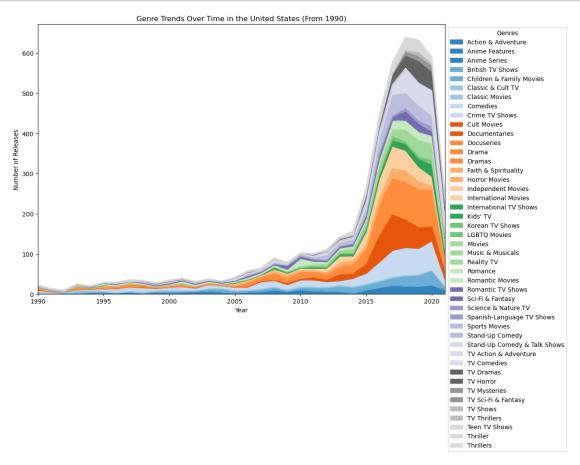
#Filter the grouped data to only include releases from 1990 onwards
grouped_data_filtered = grouped_data[grouped_data['release_year'] >= 1990]

#Further filter for a specific country (e.g., 'United States')
country_data = grouped_data_filtered[grouped_data_filtered['country'] == ____
-'United States']

#Pivot data for a stacked area plot (genre-wise releases over time)
pivot_data = country_data.pivot_table(index='release_year',____
-columns='genre_list', values='count', aggfunc='sum').fillna(0)

#Plot stacked area chart starting from 1990
pivot_data.plot(kind='area', stacked=True, figsize=(12, 8), colormap='tab20c')
plt.title('Genre Trends Over Time in the United States (From 1990)')
plt.ylabel('Number of Releases')
```

```
plt.xlabel('Year')
plt.xlim(1990, pivot_data.index.max()) # Ensure the x-axis starts at 1990
plt.legend(title='Genres', loc='upper left', bbox_to_anchor=(1.0, 1.0))
plt.show()
```



```
[84]: #GRAPH RELEASE TRENDS OVER TIME FOR TOP TEN COUNTRIES BY RELEASE COUNT

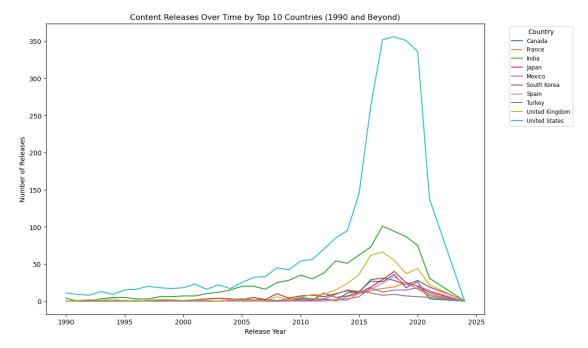
import pandas as pd
import matplotlib.pyplot as plt

#Filter data to only include releases from 1990 onward

df_filtered = df[df['release_year'] >= 1990]

#Count # of releases per country and identify the top 10 countries
top_countries = df_filtered['country'].value_counts().head(10).index.tolist()

#Filter data to only include the top 10 countries
df_top_countries = df_filtered[df_filtered['country'].isin(top_countries)]
```



```
[92]: #Merge Netflix and IMDb data in order to train an MLP regressor to predict
→popularity scores based on release year, duration, and type
#Evaluating the model with Mean Squared Error

import pandas as pd
from sklearn.model_selection import train_test_split
from sklearn.neural_network import MLPRegressor
from sklearn.metrics import mean_squared_error
from sklearn.preprocessing import LabelEncoder

#Load datasets
```

```
df_netflix = pd.read_csv('netflix_titles.csv', encoding='ISO-8859-1') # Adjust_
 ⇔encoding if needed
df_imdb = pd.read_csv('Netflix IMDB Ratings.csv', encoding='ISO-8859-1') #__
 →Adjust encoding if needed
#Merge datasets on 'title', now using 'imdb_score'
df_merged = pd.merge(df_netflix, df_imdb[['title', 'imdb_score']], on='title',__
 ⇔how='inner')
#Separate Movies and TV Shows for handling 'duration'
df_merged['is_movie'] = df_merged['type'] == 'Movie'
#For Movies, extract the number of minutes from the 'duration' column
df_merged.loc[df_merged['is_movie'], 'duration'] = df_merged.
 →loc[df_merged['is_movie'], 'duration'].str.replace(' min', '').astype(float)
#For TV Shows, extract the number of seasons
df_merged.loc[~df_merged['is_movie'], 'duration'] = df_merged.
 -loc[~df_merged['is_movie'], 'duration'].str.replace(' Season', '').str.
→replace('s', '').astype(float)
#Prepare features and target
le_type = LabelEncoder()
df_merged['type_encoded'] = le_type.fit_transform(df_merged['type']) # Encode_\( \)
 → 'type' (Movie/TV Show)
#Define features (e.g., release_year, duration, type_encoded)
X = df_merged[['release_year', 'duration', 'type_encoded']]
#Define target variable (IMDB score)
y = df_merged['imdb_score']
#Drop rows with missing values in X or y
X_y_combined = pd.concat([X, y], axis=1).dropna()
X_cleaned = X_y_combined.iloc[:, :-1] # All columns except the last (y)
y_cleaned = X_y_combined.iloc[:, -1] # The last column is the target (y)
#Split cleaned data into training and testing sets (80% train, 20% test)
X_train, X_test, y_train, y_test = train_test_split(X_cleaned, y_cleaned, u
#Train MLP Regressor
mlp = MLPRegressor(hidden_layer_sizes=(100,), max_iter=500, random_state=42)
mlp.fit(X_train, y_train)
#Make predictions on test set
```

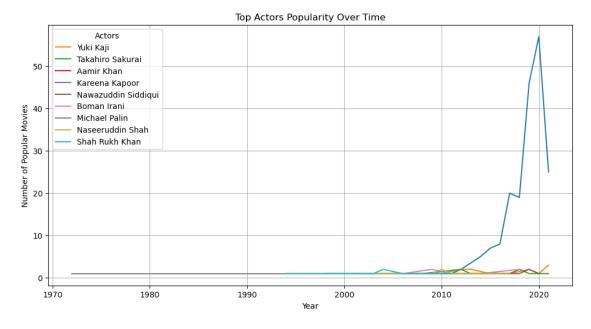
```
y_pred = mlp.predict(X_test)
     #Evaluate model
     mse = mean_squared_error(y_test, y_pred)
     print(f'MLP Regressor Mean Squared Error: {mse}')
     #Inspect predictions
     df_predictions = pd.DataFrame({'Actual Score': y_test, 'Predicted Score':
      y pred})
     print(df_predictions.head())
     MLP Regressor Mean Squared Error: 1.1345233586528307
           Actual Score Predicted Score
                   5.3
                               6.775695
     1582
                   5.9
     3538
                               6.229175
                   4.8
                               6.318976
     263
     2474
                   6.5
                               7.245180
                   6.9
                               7.222330
     3140
[94]: #GRAPH TOP ACTORS POPULARITY OVER TIME
     #Uses merged Netflix-IMDb dataset to identify top actors by popular movie
      \hookrightarrowappearances
     import pandas as pd
     import matplotlib.pyplot as plt
     #df is the merged Netflix-IMDb dataset
     #Split cast column into individual actors
     df['cast'] = df['cast'].fillna('') # Handle missing values
     df['cast_list'] = df['cast'].str.split(', ') # Split actors by comma and space
     #Explode cast list to have one actor per row
     df_actors = df.explode('cast_list')
     #Filter only popular movies (popularity == 1)
     popular_actors = df_actors[df_actors['popularity'] == 1]
     #Group by actor and release year, then count number of popular movies
     actor_popularity_over_time = popular_actors.groupby(['cast_list',_
```

top_actors = actor_popularity_over_time.groupby('cast_list')['popular_movies'].

#Find top 10 actors by total number of popular movies over time

⇒sum().nlargest(10).index

#Filter data to keep only the top actors



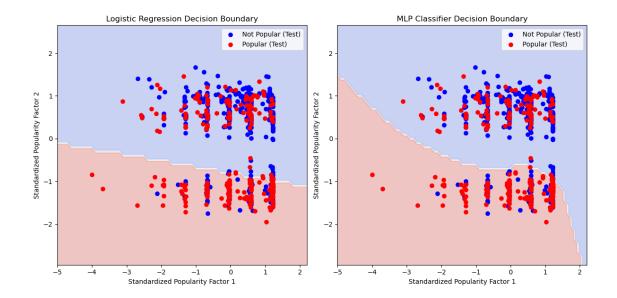
```
[90]: #Visualize deecision boundaries for two moelds: Logistic Regression and an MLPL Classifier, predicting popularity of titles

#uses a pipeline with TruncatedSVD and standardization to reduce NetflixL dataset features to two components for 2D visualization

from sklearn.decomposition import TruncatedSVD from sklearn.preprocessing import StandardScaler import numpy as np import matplotlib.pyplot as plt
```

```
from sklearn.model_selection import train_test_split
from sklearn.pipeline import Pipeline
from sklearn.linear_model import LogisticRegression
from sklearn.neural_network import MLPClassifier
#Adjust pipeline to use TruncatedSVD and then Standardize the SVD components
model_pipeline_log_reg = Pipeline(steps=[
    ('preprocessor', preprocessor),
    ('scaler', StandardScaler(with mean=False)), # Standardize the original,
 ⇒data before SVD
    ('svd', TruncatedSVD(n_components=2)) # Use TruncatedSVD for
 \hookrightarrow dimensionality reduction
1)
model_pipeline_mlp = Pipeline(steps=[
    ('preprocessor', preprocessor),
    ('scaler', StandardScaler(with_mean=False)), # Standardize the original_
 ⇔data before SVD
    ('svd', TruncatedSVD(n_components=2)) # Use TruncatedSVD for⊔
\hookrightarrow dimensionality reduction
1)
#Select features and target variable
X = df[features]
y = df['popularity']
#Split data
X_train, X_test, y_train, y_test = train_test_split(X, y, test_size=0.2,_
 →random_state=42)
#Fit the preprocessing and dimensionality reduction pipeline
X_train_reduced = model_pipeline_log_reg.fit_transform(X_train)
X_test_reduced = model_pipeline_log_reg.transform(X_test)
#Standardize reduced data (SVD-transformed components)
svd_scaler = StandardScaler()
X_train_reduced_std = svd_scaler.fit_transform(X_train_reduced)
X_test_reduced_std = svd_scaler.transform(X_test_reduced)
#Train Logistic Regression on standardized SVD-reduced data
log_reg = LogisticRegression(random_state=42)
log_reg.fit(X_train_reduced_std, y_train)
#Train MLP Classifier on standardized SVD-reduced data
mlp_clf = MLPClassifier(hidden_layer_sizes=(100,), max_iter=500,__
 →random_state=42)
```

```
mlp_clf.fit(X_train_reduced_std, y_train)
#Generate grid for plotting decision boundaries
x min, x max = X test reduced std[:, 0].min() - 1, X test_reduced_std[:, 0].
 \rightarrowmax() + 1
y min, y max = X test reduced std[:, 1].min() - 1, X test reduced std[:, 1].
 \rightarrowmax() + 1
xx, yy = np.meshgrid(np.arange(x_min, x_max, 0.1),
                  np.arange(y_min, y_max, 0.1))
#Predictions for logistic regression and MLP on the grid
Z log reg = log reg.predict(np.c [xx.ravel(), yy.ravel()])
Z_mlp = mlp_clf.predict(np.c_[xx.ravel(), yy.ravel()])
#Reshape predictions to match the grid shape
Z_log_reg = Z_log_reg.reshape(xx.shape)
Z_mlp = Z_mlp.reshape(xx.shape)
#Plot decision boundary for Logistic Regression
plt.figure(figsize=(12, 6))
plt.subplot(1, 2, 1)
plt.contourf(xx, yy, Z_log_reg, alpha=0.3, cmap=plt.cm.coolwarm)
plt.scatter(X_test_reduced_std[:, 0][y_test == 0], X_test_reduced_std[:, __
 plt.scatter(X_test_reduced_std[:, 0][y_test == 1], X_test_reduced_std[:, u
 plt.xlabel('Standardized Popularity Factor 1')
plt.ylabel('Standardized Popularity Factor 2')
plt.title('Logistic Regression Decision Boundary')
plt.legend()
#Plot decision boundary for MLP Classifier
plt.subplot(1, 2, 2)
plt.contourf(xx, yy, Z_mlp, alpha=0.3, cmap=plt.cm.coolwarm)
plt.scatter(X test reduced std[:, 0][y test == 0], X test reduced std[:, |
 plt.scatter(X_test_reduced_std[:, 0][y_test == 1], X_test_reduced_std[:, __
plt.xlabel('Standardized Popularity Factor 1')
plt.ylabel('Standardized Popularity Factor 2')
plt.title('MLP Classifier Decision Boundary')
plt.legend()
plt.tight_layout()
plt.show()
```



[]: