A Project Report On

Predicting the Conceptual Appeal of movies

Using Data Analytics

Submitted in partial fulﬁlment of the requirement for 8th semester

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CERTIFICATE

This is to certify that the project entitled Predicting the Conceptual Quality of Movies Using Data Analytics is a bonaﬁde work carried out by M.Vaishnavi [1DS16CS052] and Sourabh S Kulkarni [1DS16CS110] in partial fulﬁlment of 8th semester, Bachelor of Engineering in Computer Science and Engineering under Visvesvaraya Technological University, Belgaum during the year 2019-20.

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1........................................... .....................................

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**ABSTRACT**

With growing volumes and types of data and piquing interest in using data to produce valuable insights, it has become one of the most important areas of study in today’s era. Huge datasets are available for predictive analysis of several aspects of movies and many domains are available for making predictions. It is beneficial to all varieties of people associated with the art of movie making and watching. Stakeholders like producers can know the risks and advantages of investing in particular movies. Movie watchers can determine if the movie is up to the mark and worth their money. This paper aims to explore the different techniques used for predictive analysis. We also seek to explore what factors are necessary to predict the quality of a movie in terms of its concept and how to establish a relation between different categories.

The objective of this project is to work on the dataset available and identify various factors affecting movie ratings and thereby the quality. These parameters are further used to predict the ratings of the movie before it is released.

We used data analytics to achieve this objective. Data analytics comprises of many different ways to analyse a given dataset. For getting appropriate results from our datasets, we used multiple linear regression to train the model and then predict the results.

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**1**

Introduction

* 1. **Movie Prediction**

Movie making involves huge investment thus movie prediction plays a vital role in the movie industry. Movies are the most convenient way to entertain people. However, only few movies get high success and are ranked high. Many movies are produced by the movie industry in a year.

Movie revenue depends on various components such as cast acting in a movie, director of the movie, film critics’ review, rating for the movie, genre of the movie, etc. Due to these multiple components there is no formula that helps us to provide analysis for predicting how much revenue a particular movie will generate.

However, by analysing the IMDB score generated by previous movies, a model can be built which can help us predict the expected quality for a particular movie. As we know in today’s world, movies are one of the biggest sources of entertainment and business. To expand this business further, we need the technology through which we can predict the success rate of the movie.

Success rate of movies, models and mechanisms can be used to predict the success of a movie. It will help the viewers whether to watch the movie or not as the quality of the movie will be predicted. Stakeholders such as actors, producers, director etc. can use these predictions to make more informed decisions. They can make the decision before the movie is released.

This proposed work aims to develop a model based upon the data mining techniques that may help in predicting the success of a movie in advance thereby reducing certain level of uncertainty. This is an excellent way to find detailed information about almost every film ever made is through IMDB.

**1.2 Multiple Linear Regression**

Multiple linear regression (MLR), also known simply as multiple regression, is a statistical technique that uses several explanatory variables to predict the outcome of a response variable. The goal of multiple linear regression (MLR) is to model the linear relationship between the explanatory (independent) variables and response (dependent) variable.

In essence, multiple regression is the extension of ordinary least-squares (OLS) regression that involves more than one explanatory variable.

The Formula for Multiple Linear Regression is

​*yi* ​= *β*0 + *β*1​*xi*1 + *β*2​*xi*2 ​+ ... + *βp*​*xip* ​+ *ϵ*

where, for *i* = *n* observations:

*yi*​ = dependent variable

*xi*​ = expanatory variables

*β*0​ = y-intercept (constant term)

*βp* = slope coefficients for each explanatory variable

*ϵ* = the model’s error term (also known as the residuals)​

A simple linear regression is a function that allows an analyst or statistician to make predictions about one variable based on the information that is known about another variable. Linear regression can only be used when one has two continuous variables—an independent variable and a dependent variable. The independent variable is the parameter that is used to calculate the dependent variable or outcome. A multiple regression model extends to several explanatory variables.

A multiple regression model is based on the following assumptions:

* There is a linear relationship between the dependent variables and the independent variables.
* The independent variables are not too highly correlated with each other.
* yi observations are selected independently and randomly from the population.
* Residuals should be normally distributed with a mean of 0 and variance σ.

The coefficient of determination (R-squared) is a statistical metric that is used to measure how much of the variation in outcome can be explained by the variation in the independent variables. R2 always increases as more predictors are added to the MLR model even though the predictors may not be related to the outcome variable.

R2 by itself can't thus be used to identify which predictors should be included in a model and which should be excluded. R2 can only be between 0 and 1, where 0 indicates that the outcome cannot be predicted by any of the independent variables and 1 indicates that the outcome can be predicted without error from the independent variables.

When interpreting the results of a multiple regression, beta coefficients are valid while holding all other variables constant ("all else equal"). The output from a multiple regression can be displayed horizontally as an equation, or vertically in table form.

1.3 Organisation of the Project Report

To be done at last

**TO BE USED FOR SOME OTHER PURPOSE (EVEN YOU CAN USE IT)**

Vast amount of data, which contains much valuable information about general trends in films. Data mining techniques enable us to uncover information which will both confirm or disprove common assumptions about movies, and also allow us to predict the success of a future film given select information about the film before its release. So here we are developing the software for data analytics through which we can predict the success rate of the movie with high accuracy. Here we are using the R-software to predicting the movie success rate into which first we have downloaded the data set from kaggle.com and after that we are generating the training and test data set. In a dataset, a training set is implemented to build up a model, while a test (or validation) set is to validate the model built. The main attributes selected for building model are critics\_score, imdb\_rating, imdb\_num\_votes, audience\_score. Data points in the training set are excluded from the test (validation) set. Usually, a dataset is divided into a training set, a validation set (some people use 'test set' instead) in each iteration, or divided into a training set, a validation set and a test set in each iteration. These training and test dataset is used to build model for selected set of attributes. On the basis of the generated model prediction have been done and result have been generated. Through the acquired result we can easily conclude that the movie is hit, superhit, blockbuster or flop. The outcome of this research is therefore twofold, it provides tools and techniques to transform the database data into a format suitable for data mining, and provides a selection of information mined from this refined data.

**2**

**Problem Statement and Proposed Solution**

**2.1. Problem Statement**

To identify the categories that affect the quality of a movie and develop a model that takes the required parameters to predict the quality of an upcoming movie based on IMDB score.

**2.2. Proposed Solution**

The proposed solution for the problem is using data analytics. The model takes in the identified parameters which affect the quality of movies. The multiple linear regression model takes these inputs and predicts the score based on weights assigned by the model during training.

Input the identified parameters

Predict the score of the movie using the weights obtained.

Calculate the weightage for each parameter based on multiple linear regression.

Figure 2.1: Block Diagram of The Proposed Solution

The proposed solution has two phases – Training phase and Testing phase. The processing in each phase is shown as in fig. 2.2.

**Training Phase Testing Phase**

Input Parameters

Input Parameters

Estimate weights

MLR Model

Predict the score

Update the weights to correct the model.

Compare predicted output with observed output.

Figure 2.2: Phases in the Proposed Solution

We predict different measures of quality, based solely on what we know about a movie before its debut. Many attributes reveal themselves after a movie premier, but our input features include only from a dataset that is available. Our measures of movie success are diverse enough to cover a variety of perspectives, from directors’ experience to acting skills to genres.

To determine the quality of the movie, we take a complete dataset of movies with parameters such as movie name, cast, director, genre and rating. We first predict the quality of movie produced by a director in different genres. Here, we generate different values for each genre.

Similarly, we apply this to the actors/actresses present in dataset as well. This process is very important since it is illogical to determine how good a movie is just on the basis of an actor’s success in all movies. He might be talented to act in a particular genre of movie but might be quite the contrary in another genre. Analysing the ratings of different genres for an actor would help in getting a better understanding of how well an actor can act in a movie.

Now, we have predicted for many actors as well as directors based on specific genres. If a new movie is about to be released, the details of the movie are available on the internet or from the trailers. One can easily know who has directed the movie and the cast of the same.

**2.3. System Characteristics**

Figure 2.3: Use Case Diagram

The system should be able to:

1. Accept the input parameters

2. Calculate the weights of the input parameters

3. Predict the IMDB score of a new movie given its input parameters.

4. Display score.

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**Literature Survey**

**[1] Sentiment Analysis of Movie Review Comments**

**Authors: K. Yessenov and S. Misailovic**

**Description:** This paper presents an empirical study of efﬁcacy of machine learning techniques in classifying text messages by semantic meaning. They use movie review comments from popular social network Digg as our data set and classify text by subjectivity/objectivity and negative/positive attitude. They propose different approaches in extracting text features such as bag-of-words model, using large movie reviews corpus, restricting to adjectives and adverbs, handling negations, bounding word frequencies by a threshold, and using WordNet synonyms knowledge. They evaluate their effect on accuracy of four machine learning methods-Naïve Bayes, Decision Trees, Maximum-Entropy, and K-Means clustering. They conclude our study with explanation of observed trends in accuracy rates and providing directions for future work.

**[2] Deep Learning for Sentiment Analysis of Movie Reviews**

**Authors: H. Pouransari, & S. Ghili**

**Description:** In this study, they explore various natural language processing (NLP) methods to perform sentiment analysis. We look at two different datasets, one with binary labels, and one with multi-class labels. For the binary classiﬁcation, they applied the bag of words, and skip-gram word2vec models followed by various classiﬁers, including random forest, SVM, and logistic regression. For the multi-class case, they implemented the recursive neural tensor networks (RNTN). To overcome the high computational cost of training the standard RNTN they introduce the low-rank RNTN, in which the matrices involved in the quadratic term of RNTN are substituted by symmetric low-rank matrices. They show that the low-rank RNTN leads to signiﬁcant saving in computational cost, while having a similar accuracy as that of RNTN.

**[3] Rating based Mechanism to Contrast Abnormal Posts on Movies Reviews using MapReduce Paradigm**

**Author: Piyush Gupta, Atul Sharma, Jitender Grover**

**Description:** BigData contains large amount of unstructured data in the form of movie data, facebook data, and industry data and so on. There are number of posts are posted on twitter about movies by different users. Out of these posts some of posts may be inappropriate. These posts contain negative comments as well as positive comments about movies. It is difficult to distinguish large number of positive and negative posts. To overcome this kind of problem we proposed a rating based mechanism that distinguishes abnormal posts with the help of users rating. If rating is positive then post is normal otherwise it is abnormal. To implement proposed mechanism we used hadoop platform and MapReduce paradigm.

**[4] Movie Success Prediction using Machine Learning Algorithms and their Comparison**

**Authors: Rijul Dhir, Anand Raj**

**Description:** The number of movies produced in the world is growing at an exponential rate and success rate of movie is of utmost importance since billions of dollars are invested in the making of each of these movies. In such a scenario, prior knowledge about the success or failure of a particular movie and what factor affect the movie success will benefit the production houses since these predictions will give them a fair idea of how to go about with the advertising and campaigning, which itself is an expensive affair altogether. So, the prediction of the success of a movie is very essential to the film industry. In this proposed research, we give our detailed analysis of the Internet Movie Database (IMDb) and predict the IMDb score. This database contains categorical and numerical information such as IMDb score, director, gross, budget and so on and so forth. This research proposes a way to predict how successful a movie will be prior to its arrival at the box office instead of listening to critics and others on whether a movie will be successful or not. The proposed research provides a quite efﬁcient approach to predict IMDb score on IMDb Movie Dataset. We will try to unveil the important factors inﬂuencing the score of IMDb Movie Data. We have used different algorithms in the research work for analysis but among all Random forest gave the best prediction accuracy, which is better in comparison to the previous studies.

4

Architecture and Design

4.1 System Overview

model.py

app.py

request.py

Datasets

UI

Input parameters like genre, director name, actor’s name

Predicted IMDB score

model.pkl

Train

Figure 4.1:System Overview

The overview of the system is represented in Fig.4.1. It shows the modules involved in building the system i.e,

* User interface
* Request.py
* App.py
* Model.py
* Training modules and datasets

4.2 Software Architecture

**4.2.1** **System Block Diagram**

UI

Input details Output IMDB score

to the system from the system

Linear Regression

Multiple Linear

Regression

Input Processing

Figure 4.2: System Block Diagram

The overall block diagram of the proposed system is shown in the Fig.4.2.

-User inputs the details to the system through UI.

-The overall system is represented as a Linear Regression. It consists of: Input processing and Multiple Linear Regression.

-Input details are processed and then a value is predicted from the model that is built from multiple linear regression.

-Output IMDB score will be displayed in the UI.

**4.2.2 Data Flow Diagram**

User

Figure 4.3: Data Flow Diagram

A data ﬂow diagram (DFD) is a graphical representation of the ﬂow of data through an information system. A DFD gives the preliminary overview of the system without going into great detail. Fig.4.3 represents the DFD of our proposed system. The ﬂow of the system is as follows:

1) User chooses the genre and inputs director and actor’s names.

2) The inputs will be sent to app.py.

3) Processing of the inputs and predicting output from the model which has been obtained after multiple linear regression takes place.

4) The predicted IMDB score will be displayed to the user.

**4.2.3 Sequence Diagram**

User UI Server

Choose genre(index.html) genre\_name

genre\_name.html genre\_name.html

5

**Implementation**

**5.1. Implementation Details**

**5.1.1 Hardware**

* **Processor**: Intel Core i7
* **Ram**: 8GB
* **GPU**: NVIDIA

**5.1.2 Software**

* **Operating System**: Windows 10 (64bit)
* **Programming Languages**: Python, HTML, CSS
* **Data Analysis Framework**: Spyder, Flask

**5.2 Implementation Details**

**5.2.1 Organization of implementation files**

Movie-master

templates

movie\_metadata.xlsx

request.py

model.py

app.py

Deployment-flask-master

action.html

adventure.html

comedy.html

index.html

romantic.html

static

style.css

css

model.pkl

Figure 5.1: Directory structure

The above diagram shows the organization of the implementation ﬁles. The detailed explanation of the ﬁgure is given in further sections.

**5.2.2 Dataset Collection**

The training dataset comprises of list of around 5000 movies with a number of attributes like director name, actor names, duration of the movie, year of release, genre, revenue collected, budget etc, along with the IMDB scores of the movies. The dataset consists of many genres and many movies which enables our learning algorithm to train with more amount of information.

The movie dataset is stored in the movie\_metadata.xlsx in the form of Excel file.

The dataset is divided in the ratio 80:20 for training and testing respectively.

The app.py, model.py and request.py contain the files for our flask application.

The template ﬁle contains all the webpages in our website.

**5.2.3 Dataset Annotation**

The script app.py uses the converted version of model.py which is in the following format: model.pkl.

**5.2.4 Weight Extraction**

The weights i.e the coefficients that correspond to the features which are extracted from pre-trained data are trained on the movie dataset. These weights are then used as the base weights to further train and reﬁne the multiple linear regression model.

**5.2.5 Training the model**

For training the model, the dataset is split into 80:20 ratios for training and testing respectively.

A multiple linear regression model is used which is present in the in-built scikit library of spyder. The parameters obtained from the pre-processed data are fed as input to this model along with output which is the IMDB score. model.py file consists of the pre-processing steps and the model used. On typing the command given below in Anaconda prompt, the training of the model takes place-

**python model.py**

**5.2.5 Testing the model**

The model can be tested using the test data available. It validates the correctness of our model by comparing observed values against actual values.

**5.2.6 Running the flask application**

To display the user interface, we need a local host which can be started by using the following command-

**python app.py**

It provides a URL for the local host which can opened using a web browser.

**5.2.7 User Interface**

The user interface consists of a flask application which is a website to provide user friendly interface. The source code for the web pages are present in the templates folder, where index.html is the home page.

The app.py folder consists of methods to render appropriate result and web page by clicking on the predict button provided in all the pages.