IMDB 5000 metadata

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1 IMDB 5000 movie metadata

We will start by loading the dataset into a pandas dataframe, and inspect the attributes of the first entry

```
In [1]: import pandas as pd
    import seaborn as sns
    import numpy as np
    import matplotlib.pyplot as plt
    from sklearn.decomposition import PCA # Principal component analysis
    from sklearn.preprocessing import StandardScaler # to standardize the data

df = {}
    df = {}
    df['raw'] = pd.read_csv("./data/movie_metadata.csv")
```

2 1. A description of the data set. (Jakob)

2.0.1 Problem of interest

The data consists of 28 attributes, regarded as meta data of movies.

2.0.2 Where the dataset was obtained

The dataset was provided by kaggle.com After obtaining the dataset, it has been removed due to a DMCA complaint, and replaced with an alternative dataset. This project is not compatible with the new dataset.

2.0.3 What have previously been done to the data

The data has been scraped from the IMDB web site, using a python script. The data has not been pre-processed, which means we will expect some NaN values.

2.0.4 Aim and relevant attributes

Our aim is to do a classification, to predict what score a movie will get on IMDB. We also want to do a linear regresion of the gross of a movie. To consider which attributes are relevant, we will print out the first movie, and look at what attributes will be relevant.

In [2]: print(df['raw'].iloc[0])

| _ | a - |
|---------------------------|--|
| color | Color |
| director_name | James Cameron |
| num_critic_for_reviews | 723 |
| duration | 178 |
| director_facebook_likes | 0 |
| actor_3_facebook_likes | 855 |
| actor_2_name | Joel David Moore |
| actor_1_facebook_likes | 1000 |
| gross | 7.60506e+08 |
| genres | Action Adventure Fantasy Sci-Fi |
| actor_1_name | CCH Pounder |
| movie_title | Avatar |
| num_voted_users | 886204 |
| cast_total_facebook_likes | 4834 |
| actor_3_name | Wes Studi |
| facenumber_in_poster | 0 |
| plot_keywords | avatar future marine native paraplegic |
| movie_imdb_link | http://www.imdb.com/title/tt0499549/?ref_=fn_t |
| num_user_for_reviews | 3054 |
| language | English |
| country | USA |
| content_rating | PG-13 |
| budget | 2.37e+08 |
| title_year | 2009 |
| actor_2_facebook_likes | 936 |
| imdb_score | 7.9 |
| aspect_ratio | 1.78 |
| movie_facebook_likes | 33000 |
| Name: O, dtype: object | |

From this data, we will chose to focus on numerical data. We do this, partly because we feel some of the categorical data is better explained by the numerical data, I.E. wether or not the instructor is James cameron or not, might not be as relevant as measuring the popularity of a director through facebook likes. This might not be true for categories like genre, but we hope to build a more simple model of prediction, by limiting the prediction to numerical data.

3 2. Detailed explanation of the attributes (Mattias)

This dataset consists of 28 different attributes and they together hold information about a movie.

3.1 Attribute description

A detailed explination of the attributes is shown in the table below. Where each attribute can be discrete or continous, and each attributes' objects are of different types.

Attribute description

| Attribute | Description | Discrete/Continous | Type of attribute |
|---------------------------|---|--------------------|-------------------|
| movie_title | Holds title of the movie. | Discrete | Nominal |
| director_name | Name of director of the movie. | Discrete | Nominal |
| color | Shown in color or black and white. | Discrete | Nominal |
| duration | Duration of the movie in minutes. | Discrete | Rati |
| actor_1_name | Name of lead actor. | Discrete | Nominal |
| actor_2_name | Name of second actor. | Discrete | Nominal |
| actor_3_name | Name of third actor. | Discrete | Nominal |
| title_year | Year of release. | Discrete | Interval |
| genres | Genres the movie belongs to. | Discrete | Nominal |
| aspect_ratio | Aspect ratio | Discrete | Nominal |
| facenumber_in_poster | Number of faces shown in movie poster. | Discrete | Ratio |
| language | Language spoken in the movie. | Discrete | Nominal |
| country | Country where the movie is filmed. | Discrete | Nominal |
| budget | Cost of the movie. | Continous | Ratio |
| gross | Income of the movie. | Continous | Ratio |
| movie_facebook_likes | Count of facebook likes for the movie. | Discrete | Ratio |
| director_facebook_likes | Count of facebook likes the director has. | Discrete | Ratio |
| actor_1_facebook_likes | Facebook likes actor 1 has. | Discrete | Ratio |
| actor_2_facebook_likes | Facebook likes actor 2 has. | Discrete | Ratio |
| actor_3_facebook_likes | Facebook likes actor 3 has. | Discrete | Ratio |
| cast_total_facebook_likes | Total facebook likes for the whole cast of the movie. | Discrete | Ratio |
| plot_keywords | Keywords describing the movie. | Discrete | Nominal |
| content_rating | Rating of the movie. | Discrete | Nominal |
| num_user_for_reviews | Number of users who wrote reviews. | Discrete | Ratio |
| num_critic_for_reviews | Number of critics who wrote reviews. | Discrete | Ratio |
| num_voted_users | Count of users who have voted the movie. | Discrete | Ratio |
| movie_imdb_link | Holds a link to the movie on the site imdb. | Discrete | Nominal |
| imdb_scoreMovie | score on IMDB | Continous | Ordinal |

3.2 Summary statistics

A summary over the different numerical attributes of the dataset.

In [21]: df['raw'].describe()

| Out[21]: | num_critic_for_reviews | duration direc | tor_facebook_likes \ | |
|----------|------------------------|---------------------|------------------------------|--|
| count | 4993.000000 | 5028.000000 | 4939.000000 | |
| mean | 140.194272 | 107.201074 | 686.509212 | |
| std | 121.601675 | 25.197441 | 2813.328607 | |
| min | 1.000000 | 7.000000 | | |
| 25% | 50.000000 | 93.000000 | | |
| 50% | 110.000000 | 103.000000 | 49.00000 | |
| 75% | 195.000000 | 118.000000 | 194.500000 | |
| max | 813.000000 | 511.000000 | 23000.000000 | |
| | actor_3_facebook_likes | actor_1_facebook_l | ikes gross \ | |
| count | 5020.000000 | 5036.00 | 00000 4.159000e+03 | |
| mean | 645.009761 | 6560.04 | .7061 4.846841e+07 | |
| std | 1665.041728 | 15020.75 | 9120 6.845299e+07 | |
| min | 0.000000 | 0.00 | 00000 1.620000e+02 | |
| 25% | 133.000000 | 614.00 | 00000 5.340988e+06 | |
| 50% | 371.500000 | 988.00 | 00000 2.551750e+07 | |
| 75% | 636.000000 | 11000.00 | 00000 6.230944e+07 | |
| max | 23000.000000 | 640000.00 | 00000 7.605058e+08 | |
| | num_voted_users cast_t | otal_facebook_likes | facenumber_in_poster \ | |
| count | 5.043000e+03 | 5043.000000 | 5030.000000 | |
| mean | 8.366816e+04 | 9699.063851 | 1.371173 | |
| std | 1.384853e+05 | 18163.799124 | 2.013576 | |
| min | 5.000000e+00 | 0.000000 | 0.00000 | |
| 25% | 8.593500e+03 | 1411.000000 | 0.00000 | |
| 50% | 3.435900e+04 | 3090.000000 | 1.000000 | |
| 75% | 9.630900e+04 | 13756.500000 | 2.000000 | |
| max | 1.689764e+06 | 656730.000000 | 43.000000 | |
| | num_user_for_reviews | budget title | e_year \ | |
| count | | 551000e+03 4935.0 | 00000 | |
| mean | 272.770808 3 | 3.975262e+07 2002.4 | 70517 | |
| std | | | 74599 | |
| min | 1.000000 2 | 2.180000e+02 1916.0 | | |
| 25% | | 3.000000e+06 1999.0 | | |
| 50% | | 2.000000e+07 2005.0 | | |
| 75% | | 500000e+07 2011.0 | | |
| max | 5060.000000 1 | 221550e+10 2016.0 | 000000 | |
| | actor_2_facebook_likes | imdb_score aspec | t_ratio movie_facebook_likes | |
| count | 5030.000000 | - | 5043.00000 | |
| mean | 1651.754473 | | 2.220403 7525.964505 | |

| std | 4042.438863 | 1.125116 | 1.385113 | 19320.445110 |
|-----|---------------|----------|-----------|---------------|
| min | 0.00000 | 1.600000 | 1.180000 | 0.000000 |
| 25% | 281.000000 | 5.800000 | 1.850000 | 0.000000 |
| 50% | 595.000000 | 6.600000 | 2.350000 | 166.000000 |
| 75% | 918.000000 | 7.200000 | 2.350000 | 3000.000000 |
| max | 137000.000000 | 9.500000 | 16.000000 | 349000.000000 |

4 3. data visualization(Jakob) and PCA(Mattias)

Before we start, we will take alle the numeric data of the dataset, and drop the lines with NA. We drop the lines, because it is assumed the web scrapper made an error while scraping for the movie.

```
In [23]: df['numeric'] = df['raw']._get_numeric_data()
         df['numeric'] = df['numeric'].dropna()
         df['numeric_std'] = (df['numeric'] - df['numeric'].mean())/df['numeric'].std()
         print(100-(df['raw'].shape[0]-df['numeric'].shape[0])/df['raw'].shape[0],"% of the data
         list(df['numeric'])
99.75371802498513 \% of the dataset remain, after dropping NA's.
A list of the remaining attributes are shown below
Out[23]: ['num_critic_for_reviews',
          'duration',
          'director_facebook_likes',
          'actor_3_facebook_likes',
          'actor_1_facebook_likes',
          'gross',
          'num_voted_users',
          'cast_total_facebook_likes',
          'facenumber_in_poster',
          'num_user_for_reviews',
          'budget',
          'title_year',
          'actor_2_facebook_likes',
          'imdb_score',
          'aspect_ratio',
          'movie_facebook_likes']
```

The list printout of the dataset only with the numerical data, shows that the analysation of the data will only include these 16 attributes.

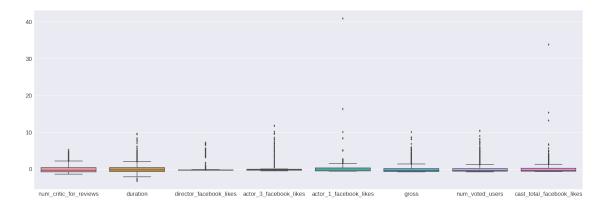
4.1 Boxplot

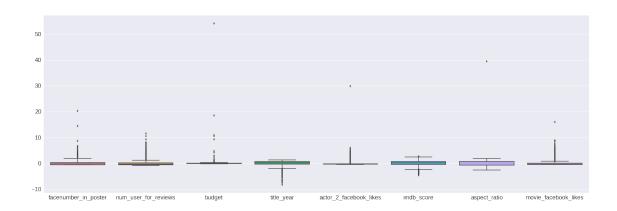
We will use boxplots, to investigete wether or not the dataset contains outliers

```
In [5]: %matplotlib inline
          plt.figure(figsize=(30,10))
```

```
sns.boxplot(data = df['numeric_std'].iloc[:,:8]);
plt.tick_params(labelsize=18)

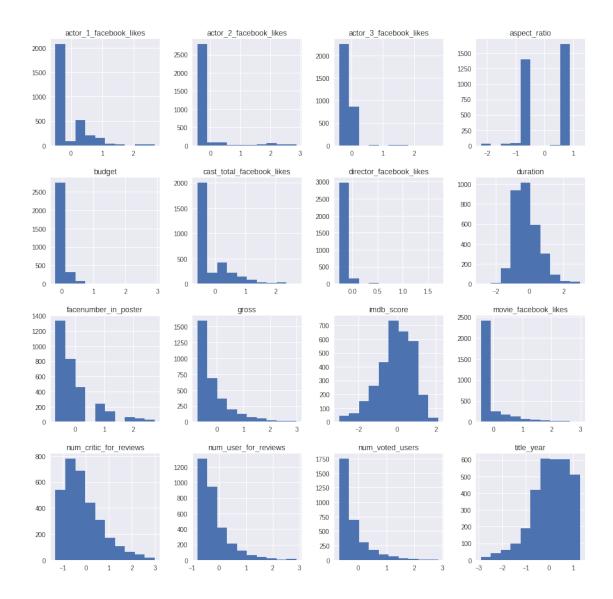
plt.figure(figsize=(30,10))
sns.boxplot(data = df['numeric_std'].iloc[:,8:]);
plt.tick_params(labelsize=18)
```





4.2 Histogram

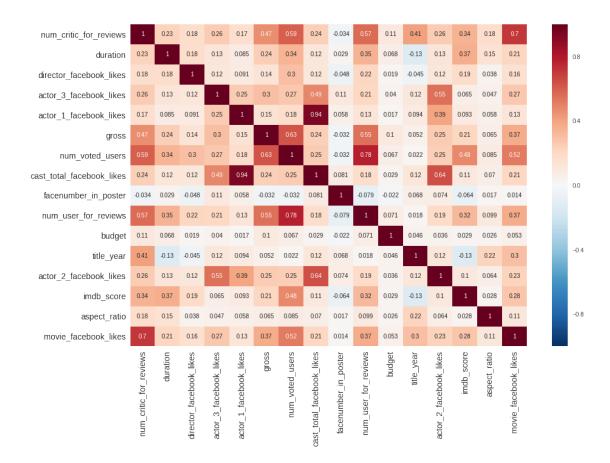
The boxplot tells us that all the attributes contain outliers. These will have to be removed from the dataset, before plotting the histograms, to give a meaningfull insight as to wether or not the attributes are normally distributed.



From the histograms, it is clear that only IMDB_score and duration is somewhere normally distributed. IMDB_score seemes to be a little left-skewed, which tells us that most movies are good movies, while not so many bad movies are included. Duration on the other hand, seems to be slightly right hand-skewed, which tells us that only a few movies are considered long.

4.3 Heatmap

We will use a heatmap, to investigate what attributes correlate with each other.



From the heatmap, we can identify correlation on the dataset to be: num_user_for_reviews & num_voted_users (medium) num_critics_for_reviews & movie_facebook_likes (low) actor_1_facebook_likes & cast_total_facebook_likes (high) We will now choose a minimum value for the attributes, and see if that changes the correlation. Facebook likes (generel): 100 reviews (generel): 10 votes: 100

By setting these conditions, we removed nearly half of the dataset. This is far from perfect, and could be done more efficiently. We choose to try and map the correlation, to get an undertanding of wether or not this approach changes anything.

This removes 49.72375690607735 % of the data, leaving 1911 rows.



From the new heatmap, it is clear that the correlation is nearly the same. As expected the correlation has generally increased, except for actor 1 vs cast facebook likes, which has decreased. The increased correlation dosent seem to be of a significant magnitude.

4.4 Eigendecomposition

The data is preprocessed, where the eigenvectors and eigenvalues are found with an eigendecomposition of the covariance matrix.

4.4.1 Covariance between features

To be able to perform an eigendecomposition to find the eigenvalues and eigenvectors, we first need to find the covariance between the features.

Covariance matrix: 0 2 3 1 0 1.000000 0.227705 0.176916 0.255086 0.170198 0.468535 0.594990 1.000000 0.179734 0.125771 0.084720 0.244743 1 0.227705 0.338038 0.179734 2 0.176916 1.000000 0.118240 0.090733 0.139938 0.300619 0.125771 0.118240 1.000000 0.301584 3 0.255086 0.253720 0.269455 4 0.170198 0.084720 0.090733 0.253720 1.000000 0.147045 0.182265 5 0.468535 0.244743 0.139938 0.301584 0.147045 1.000000 0.626948 0.338038 0.300619 0.269455 0.626948 6 0.594990 0.182265 1.000000 7 0.241005 0.121171 0.119741 0.490686 0.944925 0.238687 0.251940 -0.034009 0.029100 -0.047619 0.105018 0.057580 -0.032254 -0.032026 8 9 0.566795 0.350391 0.218311 0.207321 0.547107 0.125221 0.779925 0.105681 0.068161 0.018559 0.040478 0.017086 0.100389 10 0.066824 0.410380 -0.129422 -0.044606 0.115535 11 0.093742 0.052368 0.021938 12 0.255837 0.129452 0.116900 0.554182 0.392676 0.254659 0.246660 0.343881 0.366124 0.190838 0.064974 0.093131 0.212124 13 0.477917 14 0.180641 0.153114 0.037871 0.047123 0.057604 0.065260 0.085485 15 0.703969 0.214936 0.162737 0.272513 0.131778 0.368494 0.518691 7 8 9 10 11 12 13 0 0.241005 -0.034009 0.566795 0.105681 0.410380 0.255837 0.343881 0.068161 -0.129422 1 0.121171 0.029100 0.350391 0.129452 0.366124 2 0.119741 -0.047619 0.218311 0.018559 -0.044606 0.116900 0.190838 0.490686 0.105018 0.207321 0.554182 0.064974 3 0.040478 0.115535 4 0.944925 0.057580 0.125221 0.017086 0.093742 0.392676 0.093131 0.547107 0.100389 5 0.238687 -0.032254 0.052368 0.254659 0.212124 0.251940 -0.032026 0.779925 0.066824 0.021938 0.246660 0.477917 6 7 1.000000 0.080985 0.182288 0.029423 0.124015 0.644016 0.106259 1.000000 -0.079404 -0.021757 0.067952 0.074138 -0.064292 8 0.080985 9 0.182288 -0.079404 1.000000 0.071254 0.017594 0.189582 0.322522 0.029423 -0.021757 0.071254 1.000000 0.046293 0.036211 0.029041 10 0.124015 0.067952 0.017594 0.046293 1.000000 0.119739 -0.129265 11 12 0.644016 0.074138 0.189582 0.036211 0.119739 1.000000 0.102060 0.106259 -0.064292 0.322522 0.029041 -0.129265 0.102060 1.000000 13 14 0.069675 0.016620 0.098557 0.025796 0.219779 0.064215 0.028454 15 0.207061 0.014332 0.371970 0.053035 0.302835 0.233632 0.279478 14 15 0.703969 0.180641 0 0.153114 0.214936 1 0.037871 0.162737 2 3 0.272513 0.047123 4 0.057604 0.131778 5 0.065260 0.368494 6 0.085485 0.518691 7 0.069675 0.207061 8 0.016620 0.014332 0.098557 0.371970

```
100.0257960.053035110.2197790.302835120.0642150.233632130.0284540.279478141.0000000.110318150.1103181.000000
```

4.4.2 Eigenvalues and eigenvectors

Now the eigendecomposition of the covariance matrix can be performed.

```
In [17]: eigen_val, eigen_vec = np.linalg.eig(cov_matrix)
         print('Eigenvalues: \n', pd.DataFrame(eigen_val))
         print('Eigenvectors: \n', pd.DataFrame(eigen_vec))
Eigenvalues:
            0
    4.445805
0
    2.136388
1
2
   1.496763
3
   0.001771
4
   0.149833
5
   0.245490
6
   0.415714
7
   0.443200
8
   0.483090
9
   0.591156
10 0.781094
11 1.051047
12 1.013853
13 0.995797
   0.865921
15 0.883081
Eigenvectors:
                               2
                                         3
                     1
  -0.362354 \ -0.155232 \ -0.327054 \ -0.001620 \ -0.331574 \ -0.750503 \ -0.041216
  -0.206547 -0.177457 0.272901 0.001781 -0.082209 0.022426 0.001478
  -0.158009 -0.094838 0.208406 -0.000006 0.057453 -0.049707 -0.031895
3
  -0.252237 0.277675 0.006544 0.111629 -0.007320 -0.052765 0.640803
  -0.222852 0.463064 0.164287 0.616236 0.013754 -0.008826 0.140744
4
5
  -0.317778 -0.135717 0.017333 0.012664 0.150519 -0.075840 -0.205560
  -0.385210 -0.240217 0.093722 -0.001502 -0.659253 0.483335 0.060286
6
7
  -0.284547   0.505361   0.148158   -0.757892   0.013455   -0.004442   0.039677
  -0.004622 0.161083 -0.088785 0.000465 0.027568 -0.051492 -0.042603
8
  -0.340355 -0.257060
                        0.074307 -0.000977 0.542281 -0.049412 0.136651
10 -0.057873 -0.037668 -0.067696 -0.000343  0.006653  0.035775
                                                                0.009101
11 -0.102572  0.114371 -0.667981  0.000974  0.065662  0.271071  0.102190
```

```
12 -0.263037 0.365829
                      0.062501 0.182208 0.001756 0.042682 -0.686442
13 -0.222104 -0.238787
                      0.272306 -0.004567 0.197252 -0.001867 0.072548
14 -0.092043 -0.007484 -0.290456 -0.000429 0.010861
                                                 0.009207 -0.009985
15 -0.317372 -0.122225 -0.300752 0.001010 0.289985
                                                  0.331305 -0.108632
                  8
                                     10
                                              11
                                                        12
0
  -0.116389
             0.036545 -0.029760
                               0.071827 -0.061316
                                                  0.037905
                                                           0.081510
1
   0.068313 -0.101619 -0.703490
                               0.249215
                                        0.480791 -0.061195 -0.157182
   0.093815 -0.012812 -0.034403 -0.273099 0.126949
2
                                                 0.120085
                                                           0.160521
3
   0.045459
            0.056373 0.076949 0.343233 -0.138729 -0.284859 -0.135369
4
   0.040965
            0.103225 -0.075917 -0.261221 0.078790 0.287897 0.113896
            0.092710 -0.024031 -0.296164 -0.248506 -0.109607 -0.126009
5
   0.715876
6
  -0.143677 -0.060834
                      0.163757 -0.202532 -0.102664 -0.064023
                                                           0.037687
7
            0.040474 -0.030542 -0.093371 0.023544 0.164534 0.054089
   0.004679
                      -0.024626 -0.010567
  -0.511961 -0.285736 -0.027260 -0.303659 -0.110103 -0.017139 -0.005135
10 -0.050465
            0.029301
                      0.084763 -0.009318 -0.066195 0.321987 -0.900841
  0.222318 -0.561258 -0.183168 0.011778 0.024169 0.089325 0.090690
12 -0.196303 -0.228572 0.107281
                               0.309857 -0.067118 -0.102478 -0.065726
13 0.268416 -0.242306
                      0.517461
                               0.416090 0.199927
                                                  0.049891 0.102415
14 -0.022946
            0.190690
                      0.330770 -0.110311 0.682436 0.255166 -0.006485
            15 -0.101522
         14
                  15
0
  -0.164751 -0.053200
   0.065932 -0.090268
1
2
  -0.252499
            0.843224
3
   0.313751
            0.295252
4
  -0.229883 -0.260482
5
   0.315229 -0.105331
   0.030401 -0.064023
6
7
  -0.086317 -0.127295
  -0.310962 -0.060707
   0.185893 -0.116929
10 -0.230444
            0.076745
11 -0.154129
            0.057410
  0.198561
            0.172609
13 -0.342140 -0.183407
14 0.464810
            0.037680
15 -0.255101 0.013326
```

4.5 Selecting principal components

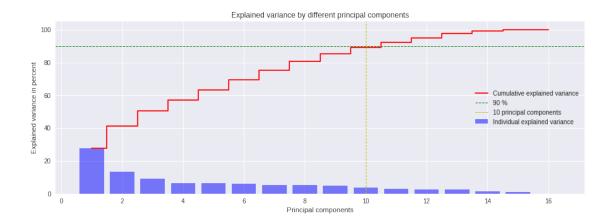
The next step towards the goal of the principal component analysis is to find the number of principal components to include in the model.

First the eigenvalues and eigenvectors are gathered in tuples.

```
In [12]: eigen_pairs = [(np.abs(eigen_val[i]), eigen_vec[:,i]) for i in range(len(eigen_val))]
         eigen_pairs.sort()
         eigen_pairs.reverse()
         print('Eigenvalues from highest to lowest:')
         for eig_val in eigen_pairs:
             print(eig_val[0])
Eigenvalues from highest to lowest:
4.44580469646
2.1363882565
1.49676251129
1.05104701557
1.01385279214
0.995797014572
0.883080919082
0.86592055526
0.781093607224
0.591155511436
0.483090304644
0.443199530174
0.415713571524
0.245489846152
0.149832591928
0.00177127604066
```

4.5.1 Explained variance

A plot is generated showing the explained variance.



Explained variance with 10 principal components: 89.13064299709966 %

It is shown in the plot above, that 10 principal components explain approximately 90% of the total variance.

4.6 Data projection

The 16 principal components represent a 16 dimensional feature space. We can acheive 90 % of the explained variance by projecting 10 principal components onto a new feature space of 10 dimensions.

A projection matrix is constructed, which will represent a 10-dimensional feature space including the 10 first principal components as columns.

```
In [20]: projection_mat = np.hstack((eigen_pairs[0][1].reshape(16,1),
                                    eigen_pairs[1][1].reshape(16,1),
                                    eigen_pairs[2][1].reshape(16,1),
                                    eigen_pairs[3][1].reshape(16,1),
                                    eigen_pairs[4][1].reshape(16,1),
                                    eigen_pairs[5][1].reshape(16,1),
                                    eigen_pairs[6][1].reshape(16,1),
                                    eigen_pairs[7][1].reshape(16,1),
                                    eigen_pairs[8][1].reshape(16,1),
                                    eigen_pairs[9][1].reshape(16,1)))
        print('Principal component space(10-dimensional): \n',pd.DataFrame(projection_mat))
Principal component space(10-dimensional):
   -0.362354 -0.155232 -0.327054 -0.061316 0.037905 0.081510 -0.053200
  -0.206547 -0.177457
                        0.272901
                                  0.480791 -0.061195 -0.157182 -0.090268
2
  -0.158009 -0.094838
                        0.208406
                                  0.126949
                                           0.120085
                                                     0.160521 0.843224
3
  -0.252237
              0.277675
                       0.006544 -0.138729 -0.284859 -0.135369 0.295252
  -0.222852 0.463064 0.164287
                                  0.078790 0.287897 0.113896 -0.260482
```

```
5 -0.317778 -0.135717 0.017333 -0.248506 -0.109607 -0.126009 -0.105331
7 \quad -0.284547 \quad 0.505361 \quad 0.148158 \quad 0.023544 \quad 0.164534 \quad 0.054089 \quad -0.127295
8 -0.004622 0.161083 -0.088785 0.345420 -0.759305 -0.207488 -0.060707
9 -0.340355 -0.257060 0.074307 -0.110103 -0.017139 -0.005135 -0.116929
10 -0.057873 -0.037668 -0.067696 -0.066195 0.321987 -0.900841 0.076745
11 -0.102572  0.114371 -0.667981  0.024169  0.089325  0.090690  0.057410
13 -0.222104 -0.238787 0.272306 0.199927 0.049891 0.102415 -0.183407
15 -0.317372 -0.122225 -0.300752 -0.063741 -0.081187 0.117026 0.013326
         7
                 8
0 -0.164751 0.071827 -0.029760
  0.065932 0.249215 -0.703490
2 -0.252499 -0.273099 -0.034403
3
  0.313751 0.343233 0.076949
4 -0.229883 -0.261221 -0.075917
5 0.315229 -0.296164 -0.024031
6 0.030401 -0.202532 0.163757
7 -0.086317 -0.093371 -0.030542
8 -0.310962 -0.320901 0.133912
9 0.185893 -0.303659 -0.027260
10 -0.230444 -0.009318  0.084763
11 -0.154129 0.011778 -0.183168
12 0.198561 0.309857 0.107281
13 -0.342140 0.416090 0.517461
14 0.464810 -0.110311 0.330770
```

15 -0.255101 0.240690 -0.122173