Knowledge Discovery and Management

Project Phase - I Report

By

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Objective:

To design a Semantic Search Engine that provides search results on movies based on reviews obtained from Amazon.

Expected Outcome:

To obtain search results based on context besides keywords for better accuracy. For example, if a user searches for a specific director of movies, all of his/her well known works are shown in the results.

Project Domain: Movies (Semantic Search Engine)

Dataset:

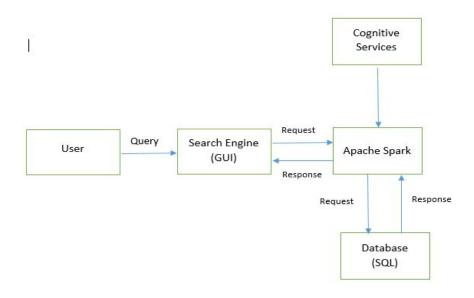
Amazon Review Data collected by Julian McAuley, UCSD - http://jmcauley.ucsd.edu/data/amazon/links.html

Image-based recommendations on styles and substitutes J. McAuley, C. Targett, J. Shi, A. van den Hengel SIGIR, 2015

Inferring networks of substitutable and complementary products J. McAuley, R. Pandey, J. Leskovec, Knowledge Discovery and Data Mining, 2015

Wikipedia - https://dumps.wikimedia.org/

System Architecture:



Example Data 1:

The third movie produced by Howard Hughes, this gem was thought to be lost. It was recently restored and shown on TCM (12/15/04). The plot is a familiar one - two WW I soldiers escape from a German prison camp (guarded by an extremely lethargic German shepherd, who practically guides them out of the camp), stow away on a ship, and end up in "Arabia", where they rescue the lovely Mary Astor. The restoration is very good overall, although there are two or three very rough sequences. The production is very good, and there are some very funny scenes. And did I mention that Mary Astor is in it? The film won an Academy Award for the now-defunct category of "Best Direction of a Comedy".

NLP Workflow:



Output:

Lemmatization:

[the, third, movie, produce, by, Howard, Hughes, "this, gem, be, think, to, be, lose, ., it, be, recently, restore, and, show, on, TCM, -lrb-, 12/15/04, -rrb-, ., the, plot, be, a, familiar, one, -, two, ww, I, soldier, escape, from, a, german, prison, camp, -lrb-, guard, by, a, extremely, lethargic, german, shepherd, "who, practically, guide, they, out, of, the, camp, -rrb-, "stow, away, on, a, ship, "and, end, up, in, ", Arabia, ", "where, they, rescue, the, lovely, Mary, Astor, ., the, restoration, be, very, good, overall, "although, there, be, two, or, three, very, rough, sequence, ., the, production, be, very, good, "and, there, be, some, very, funny, scene, ., and, do, I, mention, that, Mary, Astor, be, in, it, ?, the, film, win, a, academy, award, for, the, now-defunct, category, of, ", best, direction, of, a, comedy,", .]

Parts of Speech Tagging:

[(The: DT), (third: JJ), (movie: NN), (produced: VBN), (by: IN), (Howard: NNP), (Hughes: NNP), (,: ,), (this: DT), (gem: NN), (was: VBD), (thought: VBN), (to: TO), (be: VB), (lost: VBN), (.: .), (It: PRP), (was: VBD), (recently: RB), (restored: VBN), (and: CC), (shown: VBN), (on: IN), (TCM: NNP), (-LRB-: -LRB-), (12/15/04: CD), (-RRB-: -RRB-), (.: .), (The: DT), (plot: NN), (is: VBZ), (a: DT), (familiar: JJ), (one: CD), (-: .), (two: CD), (WW: NN), (I: PRP),

(soldiers: NNS), (escape: VB), (from: IN), (a: DT), (German: JJ), (prison: NN), (camp: NN), (-LRB-: -LRB-), (guarded: VBN), (by: IN), (an: DT), (extremely: RB), (lethargic: JJ), (German: JJ), (shepherd: NN), (,: ,), (who: WP), (practically: RB), (guides: NNS), (them: PRP), (out: IN), (of: IN), (the: DT), (camp: NN), (-RRB-: -RRB-), (,: ,), (stow: VB), (away: RB), (on: IN), (a: DT), (ship: NN), (,: ,), (and: CC), (end: VB), (up: RP), (in: IN), (``: ``), (Arabia: NNP), (": "), (,: ,), (where: WRB), (they: PRP), (rescue: VBP), (the: DT), (lovely: JJ), (Mary: NNP), (Astor: NNP), (.: .), (The: DT), (restoration: NN), (is: VBZ), (very: RB), (good: JJ), (overall: RB), (,: ,), (although: IN), (there: EX), (are: VBP), (two: CD), (or: CC), (three: CD), (very: RB), (good: JJ), (,: ,), (and: CC), (there: EX), (are: VBP), (some: DT), (very: RB), (funny: JJ), (scenes: NNS), (.: .), (And: CC), (did: VBD), (I: PRP), (mention: VB), (that: DT), (Mary: NNP), (Astor: NNP), (is: VBZ), (in: IN), (it: PRP), (?: .), (The: DT), (film: NN), (won: VBD), (an: DT), (Academy: NN), (Award: NN), (for: IN), (it: DT), (now-defunct: JJ), (category: NN), (of: IN), (`: ``), (Best: JJS), (Direction: NN), (of: IN), (a: DT), (Comedy: NN), (": "), (.: .)]

Parsing:

(ROOT (S (S (NP (DT The) (JJ third) (NN movie)) (VP (VBN produced) (PP (IN by) (NP (NNP Howard) (NNP Hughes))))) (, ,) (NP (DT this) (NN gem)) (VP (VBD was) (VP (VBN thought) (S (VP (TO to) (VP (VB be) (VP (VBN lost))))))) (. .)))

(ROOT (S (NP (PRP It)) (VP (VBD was) (ADVP (RB recently)) (VP (VBN restored) (CC and) (VBN shown) (PP (IN on) (NP (NP (NNP TCM)) (PRN (-LRB- -LRB-) (NP (CD 12/15/04)) (-RRB- -RRB-)))))) (..)))

(ROOT (S (NP (DT The) (NN plot)) (VP (VBZ is) (NP (NP (DT a) (ADJP (JJ familiar) (NP-TMP (CD one)))) (: -) (NP (NP (CD two) (NN WW)) (SBAR (S (NP (PRP I) (NNS soldiers)) (VP (VP (VB escape) (PP (IN from) (NP (NP (DT a) (JJ German) (NN prison) (NN camp)) (PRN (-LRB- -LRB-) (VP (VBN guarded) (PP (IN by) (NP (NP (DT an) (RB extremely) (JJ lethargic) (JJ German) (NN shepherd)) (, ,) (SBAR (WHNP (WP who)) (S (NP (RB practically) (NNS guides)) (NP (PRP them)))))) (PP (IN out) (PP (IN of) (NP (DT the) (NN camp)))) (-RRB- -RRB-))))) (, ,) (VP (VB stow) (ADVP (RB away)) (PP (IN on) (NP (DT a) (NN ship)))) (, ,) (CC and) (VP (VB end) (PRT (RP up)) (PP (IN in) (`` ``) (NP (NNP Arabia)) (""))))))))))) (, ,) (SBAR (WHADVP (WRB where)) (S (NP (PRP they)) (VP (VBP rescue) (NP (DT the) (JJ lovely) (NNP Mary) (NNP Astor))))))) (. .)))

(ROOT (S (NP (DT The) (NN restoration)) (VP (VBZ is) (ADJP (RB very) (JJ good)) (ADVP (RB overall)) (, ,) (SBAR (IN although) (S (NP (EX there)) (VP (VBP are) (NP (NP (CD two)) (CC or) (NP (CD three) (ADJP (RB very) (JJ rough)) (NNS sequences))))))) (. .)))

(ROOT (S (S (NP (DT The) (NN production)) (VP (VBZ is) (ADJP (RB very) (JJ good)))) (, ,) (CC and) (S (NP (EX there)) (VP (VBP are) (NP (DT some) (ADJP (RB very) (JJ funny)) (NNS scenes)))) (. .)))

(ROOT (SQ (CC And) (VBD did) (NP (PRP I)) (VP (VB mention) (SBAR (S (NP (DT that) (NNP Mary) (NNP Astor)) (VP (VBZ is) (PP (IN in) (NP (PRP it))))))) (. ?)))
(ROOT (S (NP (DT The) (NN film)) (VP (VBD won) (NP (DT an) (NN Academy) (NN Award))
(PP (IN for) (NP (NP (DT the) (JJ now-defunct) (NN category)) (PP (IN of) (````) (NP (NP (JJS Best) (NN Direction)) (PP (IN of) (NP (DT a) (NN Comedy)))) (""))))) (. .)))

Name Entity Recognition:

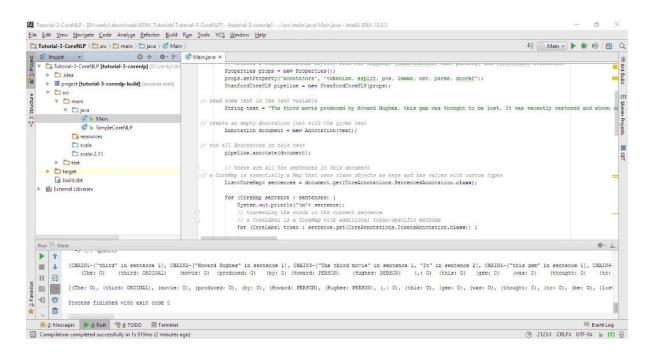
[(The: O), (third: ORDINAL), (movie: O), (produced: O), (by: O), (Howard: PERSON), (Hughes: PERSON), (,: O), (this: O), (gem: O), (was: O), (thought: O), (to: O), (be: O), (lost: O), (.: O), (It: O), (was: O), (recently: DATE), (restored: O), (and: O), (shown: O), (on: O), (TCM: ORGANIZATION), (-LRB-: O), (12/15/04: DATE), (-RRB-: O), (.: O), (The: O), (plot: O), (is: O), (a: O), (familiar: O), (one: NUMBER), (-: O), (two: NUMBER), (WW: O), (I: O), (soldiers: O), (escape: O), (from: O), (a: O), (German: MISC), (prison: O), (camp: O), (-LRB-: O), (guarded: O), (by: O), (an: O), (extremely: O), (lethargic: O), (German: MISC), (shepherd: O), (.: O), (who: O), (practically: O), (guides: O), (them: O), (out: O), (of: O), (the: O), (camp: O), (-RRB-: O), (,: O), (stow: O), (away: O), (on: O), (a: O), (ship: O), (,: O), (and: O), (end: O), (up: O), (in: O), (``: O), (Arabia: O), (": O), (,: O), (where: O), (they: O), (rescue: O), (the: O), (lovely: O), (Mary: PERSON), (Astor: PERSON), (.: O), (The: O), (restoration: O), (is: O), (very: O), (good: O), (overall: O), (;: O), (although: O), (there: O), (are: O), (two: NUMBER), (or: O), (three: NUMBER), (very: O), (rough: O), (sequences: O), (.: O), (The: O), (production: O), (is: O), (very: O), (good: O), (,: O), (and: O), (there: O), (are: O), (some: O), (very: O), (funny: O), (scenes: O), (.: O), (And: O), (did: O), (I: O), (mention: O), (that: O), (Mary: PERSON), (Astor: PERSON), (is: O), (in: O), (it: O), (?: O), (The: O), (film: O), (won: O), (an: O), (Academy: MISC), (Award: MISC), (for: O), (the: O), (now-defunct: O), (category: O), (of: O), (``: O), (Best: O), (Direction: O), (of: O), (a: O), (Comedy: O), (": O), (.: O)]

Co-Reference Resolution Graph:

[CHAIN1-["third" in sentence 1], CHAIN2-["Howard Hughes" in sentence 1], CHAIN3-["The third movie" in sentence 1, "It" in sentence 2], CHAIN4-["this gem" in sentence 1], CHAIN6-["TCM -LRB- 12/15/04 -RRB-" in sentence 2], CHAIN7-["12/15/04" in sentence 2], CHAIN8-["one" in sentence 3], CHAIN9-["two" in sentence 3, "two" in sentence 4], CHAIN10-["The plot" in sentence 3, "a familiar one - two WW I soldiers escape from a German prison camp -LRB- guarded by an extremely lethargic German shepherd , who practically guides them out of the camp -RRB- , stow away on a ship , and end up in `` Arabia "" in sentence 3], CHAIN12-["two WW I soldiers escape from a German prison camp -LRB- guarded by an extremely lethargic German shepherd , who practically guides them out of the camp -RRB- , stow away on a ship , and end up in `` Arabia "" in sentence 3], CHAIN13-["I soldiers" in

sentence 3, "they" in sentence 3], CHAIN14-["I" in sentence 3, "I" in sentence 6], CHAIN15-["a German prison camp -LRB- guarded by an extremely lethargic German shepherd , who practically guides them out of the camp -RRB-" in sentence 3], CHAIN16-["an extremely lethargic German shepherd , who practically guides them" in sentence 3], CHAIN17-["an extremely lethargic German shepherd" in sentence 3], CHAIN18-["practically guides" in sentence 3, "them" in sentence 3], CHAIN20-["the camp" in sentence 3], CHAIN21-["a ship" in sentence 3], CHAIN22-["Arabia" in sentence 3], CHAIN24-["the lovely Mary Astor" in sentence 3, "that Mary Astor" in sentence 6], CHAIN26-["three" in sentence 4], CHAIN27-["The restoration" in sentence 4], CHAIN28-["two or three very rough sequences" in sentence 4], CHAIN30-["The production" in sentence 5, "it" in sentence 6], CHAIN31-["some very funny scenes" in sentence 5], CHAIN35-["The film" in sentence 7], CHAIN36-["an Academy Award" in sentence 7], CHAIN37-["the now-defunct category of `` Best Direction of a Comedy" in sentence 7], CHAIN38-["Best Direction of a Comedy" in sentence 7], CHAIN39-["a Comedy" in sentence 7]

Implementation of Core NLP:



Information Extraction/Retrieval Techniques

- TF-IDF (Term Frequency and Inverse Document Frequency)
- Spark NLP and TFIDF (ML PIPELINE)

TF-IDF (without NLP):

The tf-idf weight of a term is the product of its tf weight and its idf weight.

$$\mathbf{w}_{t,d} = (1 + \log \mathsf{tf}_{t,d}) \times \log N / \mathsf{df}_t$$

Example data 2:

The third movie produced by Howard Hughes, this gem was thought to be lost. It was recently restored and shown on TCM (12/15/04).

The plot is a familiar one - two WW I soldiers escape from a German prison camp (guarded by an extremely lethargic German shepherd, who practically guides them out of the camp), stow away on a ship, and end up in "Arabia", where they rescue the lovely Mary Astor.

The restoration is very good overall, although there are two or three very rough sequences.

The production is very good, and there are some very funny scenes.

And did I mention that Mary Astor is in it? The film won an Academy Award for the now-defunct category of "Best Direction of a Comedy".

TF-IDF output:

(1048576, [3370, 3555, 32957, 53406, 84049, 96852, 104860, 115276, 191910, 226916, 239006, 470326, 700601, 1011071], [0.3364722366212129, 1.252762968495368, 1.252762968495368, 0.15415067982725836, 0.8472978603872037, 1.252762968495368, 0.8472978603872037, 1.252762968495368, 0.8472978603872037, 1.252762968495368, 0.8472978603872037, 1.252762968495368, 1.252762968495368, 1.252762968495368, 1.252762968495368])

(1048576, [3370, 84049, 96727, 96852, 226916, 276362, 390388, 470326, 848057, 996263, 1021711], [0.3364722366212129, 0.15415067982725836, 0.5596157879354227, 0.8472978603872037, 0.8472978603872037, 1.252762968495368, 1.252762968495368, 1.6945957207744073, 1.252762968495368, 1.252762968495368])

(1048576,[3139,3159,3707,45091,84049,102223,117481,230759,257968,278320,400778,4133422,774020,903705],[1.252762968495368,0.8472978603872037,1.252762968495368,1.252762968495368,0.15415067982725836,1.252762968495368,0.8472978603872037,1.252762968495368,1.252762968495368,1.252762968495368,1.252762968495368,1.252762968495368,1.252762968495368,1.252762968495368,1.252762968495368,1.252762968495368,1.252762968495368,1.252762968495368])

(1048576, [2379, 3551, 82878, 96727, 117481, 361745, 928040, 957294, 1015702], [1.252762968495368, 0.8472978603872037, 1.252762968495368, 0.5596157879354227, 0.8472978603872037, 1.252762968495368, 1.252762968495368, 1.252762968495368])

(1048576,[73,97,3117,3365,3370,3543,65975,78021,84049,99455,101577,104564,114801,117910,141151,179454,293627,335338,413095,655301,702156,756285,928344,960806,1045892],[0.

 $8472978603872037, 0.8472978603872037, 0.8472978603872037, 0.8472978603872037, 0.336472\\2366212129, 1.6945957207744073, 1.252762968495368, 1.252762968495368, 0.15415067982725\\836, 1.252762968495368, 1.252762968495368, 1.252762968495368, 0.8472978603872037, 1.252762968495368, 1.252762968495368, 1.252762968495368, 1.252762968495368, 1.252762968495368, 1.252762968495368, 1.252762968495368, 1.252762968495368, 1.252762968495368, 1.252762968495368, 1.252762968495368, 1.252762968495368, 1.252762968495368, 1.252762968495368, 1.252762968495368, 1.252762968495368, 1.252762968495368, 1.252762968495368, 1.252762968495368, 1.252762968495368, 1.252762968495368, 1.252762968495368, 1.252762968495368, 1.252762968495368, 1.252762968495368, 1.252762968495368, 1.252762968495368, 1.252762968495368, 1.252762968495368, 1.252762968495368, 1.252762968495368, 1.252762968495368, 1.252762968495368, 1.252762968495368, 1.252762968495368, 1.252762968495368, 1.252762968495368, 1.252762968495368, 1.252762968495368, 1.252762968495368, 1.252762968495368, 1.252762968495368, 1.252762968495368, 1.252762968495368, 1.252762968495368, 1.252762968495368, 1.252762968495368, 1.252762968495368, 1.252762968495368, 1.252762968495368, 1.252762968495368, 1.252762968495368, 1.252762968495368, 1.252762968495368, 1.252762968495368, 1.252762968495368, 1.252762968495368, 1.252762968495368, 1.252762968495368, 1.252762968495368, 1.252762968495368, 1.252762968495368, 1.252762968495368, 1.252762968495368, 1.252762968495368, 1.252762968495368, 1.252762968495368, 1.252762968495368, 1.252762968495368, 1.252762968495368, 1.252762968495368, 1.252762968495368, 1.252762968495368, 1.252762968495368, 1.252762968495368, 1.252762968495368, 1.252762968495368, 1.252762968495368, 1.252762968495368, 1.252762968495368, 1.252762968495368, 1.252762968495368, 1.252762968495368, 1.252762968495368, 1.252762968495368, 1.252762968495368, 1.252762968495368, 1.252762968495368, 1.252762968495368, 1.252762968495368, 1.252762968495368, 1.252762968495368, 1.252762968495368, 1.252762968495368, 1.$

(1048576, [45,73,97,2784,3117,3159,3365,3370,3543,3551,3739,6058,84049,96727,100571,110,182,110414,114801,115276,117694,268508,293627,298209,337143,355421,355696,361058,378,038,391433,395273,413212,413224,439691,569137,648036,687929,819329,830563,840102,886,163,900327,910062,948865,966783,975493], [1.252762968495368,0.8472978603872037,2.5418,935811616112,1.252762968495368,0.8472978603872037,0.8472978603872037,0.8472978603872037,0.3364722366212129,0.8472978603872037,0.8472978603872037,1.252762968495368,0.15415067982725836,0.5596157879354227,1.252762968495368,1.252762968495368,1.252762968495368,1.252762968495368,1.252762968495368,1.252762968495368,1.252762968495368,1.252762968495368,1.252762968495368,1.252762968495368,1.252762968495368,1.252762968495368,1.252762968495368,1.252762968495368,1.252762968495368,1.252762968495368,1.252762968495368,1.252762968495368,1.252762968495368,1.252762968495368,1.252762968495368,1.252762968495368,1.252762968495368,1.252762968495368,1.252762968495368,1.252762968495368,1.252762968495368,1.252762968495368,1.252762968495368,1.252762968495368,1.252762968495368,1.252762968495368,1.252762968495368,1.252762968495368,1.252762968495368,1.252762968495368,1.252762968495368,1.252762968495368,1.252762968495368,1.252762968495368,1.252762968495368,1.252762968495368,1.252762968495368,1.252762968495368,1.252762968495368,1.252762968495368,1.252762968495368,1.252762968495368,1.252762968495368,1.252762968495368,1.252762968495368,1.252762968495368,1.252762968495368,1.252762968495368,1.252762968495368,1.252762968495368,1.252762968495368,1.252762968495368,1.252762968495368,1.252762968495368,1.252762968495368,1.252762968495368,1.252762968495368,1.252762968495368,1.252762968495368,1.252762968495368,1.252762968495368,1.252762968495368,1.252762968495368,1.252762968495368,1.252762968495368,1.252762968495368,1.252762968495368,1.252762968495368,1.252762968495368,1.252762968495368,1.252762968495368,1.252762968495368,1.252762968495368,1.252762968495368,1.252762968495368,1.252762968495368,1.252762968495368,1.25

Top TF-IDF values:

(German, 2.505525936990736)

(very, 1.6945957207744073)

(of, 1.6945957207744073)

(be, 1.252762968495368)

(Direction, 1.252762968495368)

(Comedy".,1.252762968495368)

(Astor., 1.252762968495368)

(escape, 1.252762968495368)

(some, 1.252762968495368)

(film, 1.252762968495368)

(recently, 1.252762968495368)

(camp, 1.252762968495368)

(category, 1.252762968495368)

(Howard, 1.252762968495368)

(three, 1.252762968495368)

(Hughes, 1.252762968495368)

(lethargic,1.252762968495368) (sequences.,1.252762968495368) (restoration,1.252762968495368) (that,1.252762968495368)

TF-IDF using spark NLP:

By using NLP we can remove the unwanted words like an, in, of, and, as etc. using stop word remover.

Output:

[WrappedArray(third, movie, produced, howard, hughes,, gem, thought, lost.),(20,[0,5,6,9,11,13,16],[0.5596157879354227,1.1192315758708453,0.8472978603872037, 0.3364722366212129,0.3364722366212129,0.3364722366212129,0.5596157879354227]),0]

[WrappedArray(recently, restored, shown, tcm, (12/15/04).),(20,[2,3,10,11,14],[0.8472978603872037,0.5596157879354227,0.55961578793542 27,0.3364722366212129,0.8472978603872037]),1]

[WrappedArray(plot, familiar, one, -, two, ww, soldiers, escape, german, prison, camp, (guarded, extremely, lethargic, german, shepherd,, practically, guides, camp),, stow, away, ship,, end, "arabia",, rescue, lovely, mary,

 $astor.), (20, [0, 2, 3, 4, 5, 6, 7, 8, 10, 11, 12, 13, 14, 15, 17, 18, 19], [1.1192315758708453, 1.6945957207744\\073, 0.5596157879354227, 1.6945957207744073, 0.5596157879354227, 1.6945957207744073, 0.8\\472978603872037, 2.2384631517416906, 0.5596157879354227, 1.0094167098636386, 1.252762968495368, 0.3364722366212129, 0.8472978603872037, 1.252762968495368, 1.252762968495368\\, 0.6729444732424258, 1.1192315758708453]), 2]$

[WrappedArray(restoration, good, overall,, although, two, three, rough, sequences.),(20,[8,9,13,16,18,19],[1.1192315758708453,0.3364722366212129,0.3364722366212129,1.1192315758708453,0.3364722366212129,0.5596157879354227]),3]

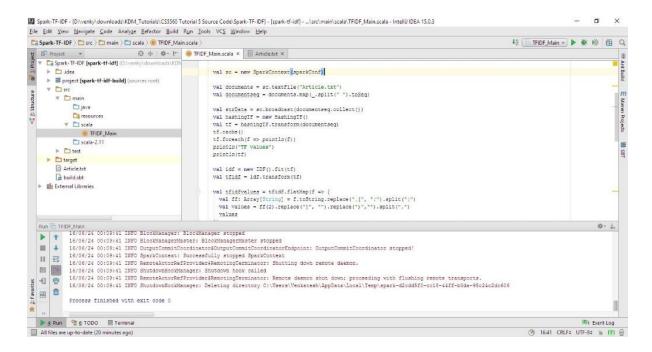
[WrappedArray(restoration, good, overall,, although, two, three, rough, sequences.),(20,[8,9,13,16,18,19],[1.1192315758708453,0.3364722366212129,0.3364722366212129,1.1192315758708453,0.3364722366212129,0.5596157879354227]),4]

[WrappedArray(mention, mary, astor, it?, film, academy, award, now-defunct, category, "best, direction,

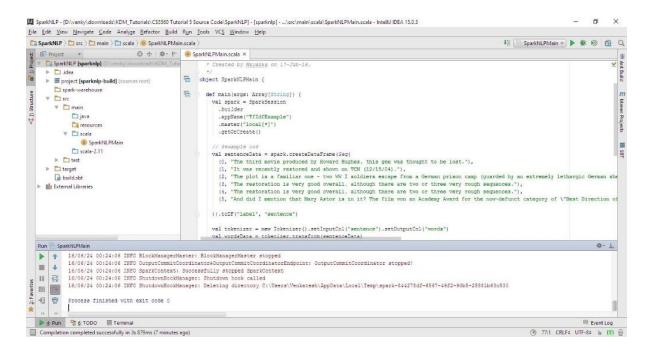
comedy".),(20,[0,3,4,5,7,9,10,11,18],[1.1192315758708453,0.5596157879354227,1.6945957207

744073,0.5596157879354227,1.6945957207744073,0.3364722366212129,0.5596157879354227,0.3364722366212129,0.3364722366212129]),5]

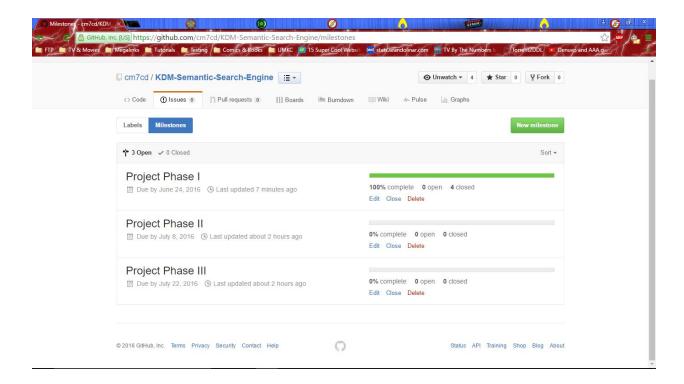
Implementation of TF-IDF:



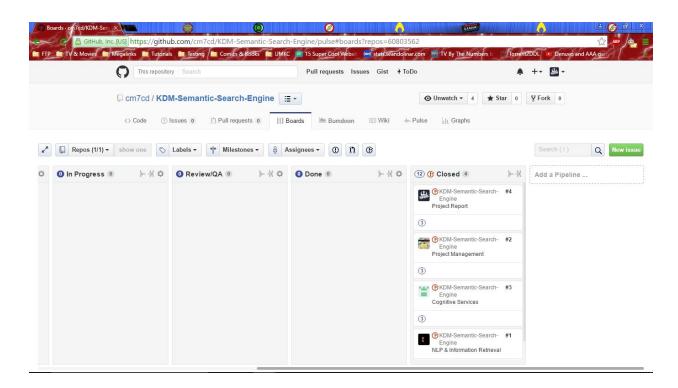
Implementation of TF-IDF using NLP:



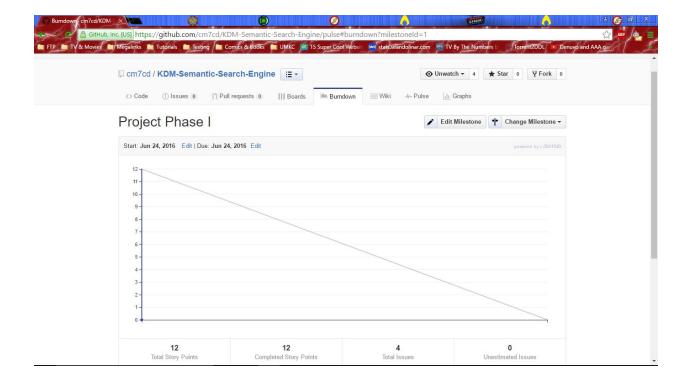
Milestones:



Issues:



Burndown Chart:



GitHub URL: https://github.com/cm7cd/KDM-Semantic-Search-Engine/

Bibliography:

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- https://en.wikipedia.org/