UNIVERSITY OF MALAYA

EXAMINATION FOR THE DEGREE OF MASTER OF DATA SCIENCE

ACADEMIC SESSION 2019/2020: SEMESTER II

WQD7005 : Data Mining

June 2020

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INSTRUCTIONS TO CANDIDATES:

Answer ALL questions (50 marks).

Mini-assignment (50 marks)

Instructions: Work individually, submission via Spectrum.

- You are required to make a user-agent that will crawl the WWW (your familiar domain)
 to produce dataset of a particular website.
 - the web site can be as simple as a list of webpages and what other pages they link to
 - the output does not need to be in XHTML (or HTML) form
 a multi-stage approach (e.g. produce the xhtml or html in csv format)
 (10 marks)
 - 2. Draw snowflake schema diagram for the above dataset. Justify your attributes to be selected in the respective dimensions.

(10 marks)

3. It will be appeared in week 13.

(10 marks)

4. It will be appeared in week 13.

(10 marks)

5. It will be appeared in week 14.

(10 marks)

Submissions:

The student is expected to submit answers to each question individually, and submit the document in PDF format. The student can include online materials, screenshots, videos and/or codes (ipynb format) to support your answer

Question 1

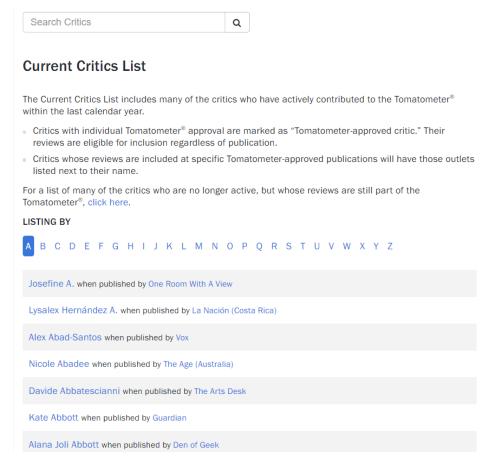
Targeted website: https://www.rottentomatoes.com/

First import all the relevant libraries

```
import requests
from bs4 import BeautifulSoup
import pandas as pd
import numpy as np
```

I've decided to scrap the top 1000 reviewed movies.

First, I proceed to the critics page @https://www.rottentomatoes.com/critics/authors



Observed that there is 26 pages and we want to scrap all the critics with their name and url.

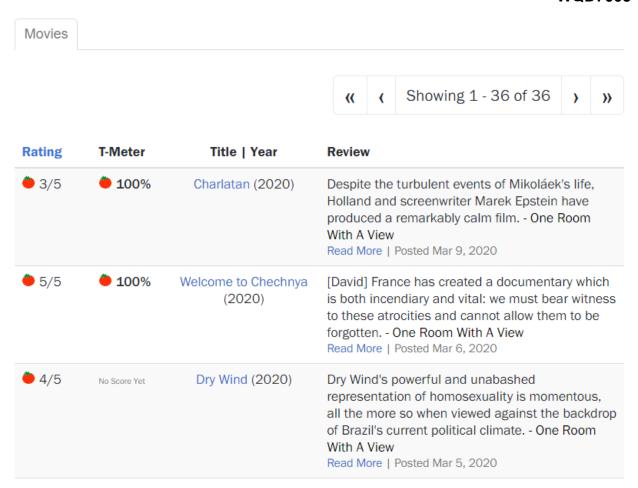
Based on this, I've created a function to go through all 26 pages and obtain the name and url for the critics.

```
critic_name= []
critic_url= []
for letter in 'abcdefghijklmnopqrstuvwxyz':
    critics_url = "https://www.rottentomatoes.com/critics/authors?letter="+letter
    get_critics = requests.get(critics_url)
    critics_soup = BeautifulSoup(get_critics.text,"html.parser")
    for i in critics_soup.find_all('li', 'critics__list-item'):
        critic_name.append(i.find("a").string)
        critic_url.append("https://www.rottentomatoes.com"+str(i.find("a")['href']))
```

Then, I put in into a dataframe.

	Critic Name	URL
0	Josefine A.	https://www.rottentomatoes.com/critic/josefine-a
1	Lysalex Hernández A.	https://www.rottentomatoes.com/critic/lysalex-hernandez-a
2	Alex Abad-Santos	https://www.rottentomatoes.com/critic/alex-abad-santos
3	Nicole Abadee	https://www.rottentomatoes.com/critic/nicole-abadee
4	Davide Abbatescianni	https://www.rottentomatoes.com/critic/davide-abbatescianni
3848	Esther Zuckerman	https://www.rottentomatoes.com/critic/esther-zuckerman
3849	Lauren Zupkus	https://www.rottentomatoes.com/critic/lauren-zupkus
3850	David Zurawik	https://www.rottentomatoes.com/critic/david-zurawik
3851	Janire Zurbano	https://www.rottentomatoes.com/critic/janire-zurbano
3852	Natalie Zutter	https://www.rottentomatoes.com/critic/natalie-zutter

Next, we request each of the link for each critic.



For each critic we scrap all the ratings, T-meter, title and review for each movie that they have reviewed.

I've created a function to scrap all of the reviews.

Then, we'll have to execute this function for all of the critics in the first dataframe.

Since there might be connection issue, I've created a while loop to force python to scrap my desired content.

The output will be in another dataframe like this:

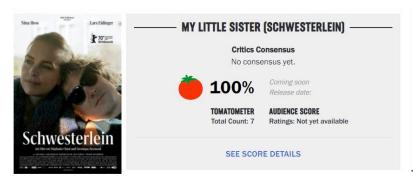
	Unnamed: 0	Rating	T- Meter	Title Year	Review	Movie URL	Critic Name
0	0	3/5	100%	Charlatan (2020)	Despite the turbulent events of Mikoláek's life, Holland and screenwriter Marek Epstein have produced a remarkably calm film One Room With A View EDIT Read More Posted Mar 9, 2020	https://www.rottentomatoes.com/m/charlatan_2020	Josefine A.
1	1	5/5	100%	Welcome to Chechnya (2020)	[David] France has created a documentary which is both incendiary and vital: we must bear witness to these atrocities and cannot allow them to be forgotten One Room With A View EDIT Read More Posted Mar 6, 2020	https://www.rottentomatoes.com/m/welcome_to_chechnya	Josefine A
2	2	4/5	No Score Yet	Dry Wind (2020)	Dry Wind's powerful and unabashed representation of homosexuality is momentous, all the more so when viewed against the backdrop of brazil's current political climate One Room With A View EDIT Read More Posted Mar 5, 2020	https://www.rottentomatoes.com/m/dry_wind	Josefine A
3	3	2/5	No Score Yet	Delete History (Effacer Thistorique) (2020)	Drawn into complete ridicule, there is very little that remains relatable, and the superficial narrative which leads all three to utilimately renounce their digital dependency (at least for a while) fails to move: - One Room With A View EDIT Read More Posted Mar 2, 2020	https://www.rottentomatoes.com/m/delete_history	Josefine A
4	4	3/5	45%	Surge (2020)	It's undoubtedly Whishaw who keeps the film compelling with his startling performance, even when the script stumbles somewhat in the final half hour One Room With A View EDIT Read More I Posted Mar 2. 2020	https://www.rottentomatoes.com/m/surge	Josefin A

Next, we group the scrapped data frame by the movie title and sum it to find the frequency.

Then we select the top 1000 movies with the most reviews.

top_500_reviewed_movies.head() Title | Year Movie URL Freq 0 Joker (2019) https://www.rottentomatoes.com/m/joker_2019 530 1 Once Upon a Time In Hollywood (2019) https://www.rottentomatoes.com/m/once_upon_a_time_in_hollywood 512 2 Us (2019) https://www.rottentomatoes.com/m/us_2019 483 3 Avengers: Endgame (2019) https://www.rottentomatoes.com/m/avengers_endgame 475 Captain Marvel (2019) https://www.rottentomatoes.com/m/captain_marvel 466

From here, we can start scrapping our movie information. We want to scrap the following info (As shown in the image)



The score

MOVIE INFO

Brilliant playwright, Lisa, no longer writes. She lives in Switzerland with her family but her heart has stayed in Berlin, beating to the rhythm of her brother's heart. The ties between the twins have grown stronger since Sven was diagnosed with an aggressive type of leukemia. He's a famous theater actor and Lisa refuses to accept his fate, moving heaven and earth to get him back on stage. She gives her all for her soul mate, neglecting everything else, even risking her marriage. Her relationship with her husband starts to fall apart, but Lisa only has eyes for her brother, her mirror, who connects her back with her deepest...

Rating: NR Genre: Drama

Directed By: Stéphanie Chuat, Véronique Reymond Written By: Stéphanie Chuat, Véronique Reymond

Runtime: 99 minutes Studio: Vega Film

CAST











Thomas

Marthe Keller Jens Albinus

stermeier

The movie info and casts.

Based on that, I've created another function.

```
det acis_infor_fr_cast(UB_, Novie_name):

    dict_freest = c_free_in_0_0_freenee_in_Objected By(:2, Novittee by+3). To Thesters':4, 'Or Disc/Streaming':5, 'Box Office'.
    pel_movie_scap_free_in_object_movie_vel_name.
    pel_movie_scap_free_in_object_movie_vel_name.
    pel_movie_scap_free_in_object_movie_vel_name.
    provie_scap_in_object_movie_vel_name.
    provie_scap_in_object_movie_vel_name.
    provie_scap_in_object_movie_vel_name.
    provie_scap_in_object_movie_vel_name.
    provie_detail_head_movie_scap_in_object_movie_vel_name.
    movie_detail_head_movie_scap_in_object_movie_vel_name.
    movie_detail_head_movie_scap_object_movie_vel_name.
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```

As highlighted, dictionary is used since each of the movies has different infos. I've created a dictionary that have specific formula for the info. On the 3rd highlighted part, it is used to scrap the cast information.

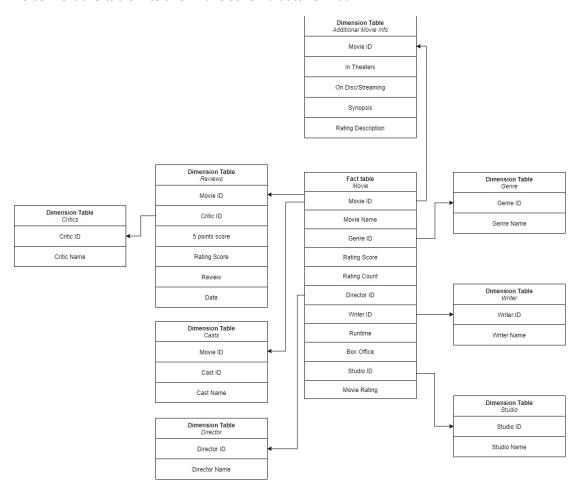
Then using the same while loop method, this is executed for the top 1000 movies.

```
i=1
while i != len(top_500_reviewed_movies):
    result = []
while len(result)!=2:
    try:
        info,cast = movie_info_fn_cast(top_500_reviewed_movies["Movie URL"][i],top_500_reviewed_movies["Title | Year"][i])
        result = [info,cast]
        init_info=init_info.append(result[0])
        init_cast=init_cast.append(result[1])
        print(i,"Done")
        i+=1
    except:
        pass
```

Next, we will have two useful table: Review list table and movie info table.

Question 2

To convert the table into snowflake schema data format.



In this table, it shows the snowflake schema of my scrapped data.

I've selected these attributes so that it can have a better data quality (Data is more structured and data integrity problems are reduced). Besides that, less disk space is used then in a denormalized model.

If we used the initial scrapped dataframe, it contains a lot of text data which loads up the memory of the system. Doing this will reduce the chance of it happening.

Overall, I've generated multiple tables.

For the movie info table, I've removed all the director, writer, studio, genre and replaced it with IDs.

I've also removed the unnecessary columns such as Rating Description, Synopsis, In theaters, On disk streaming and put in under another table. Since these data mainly consist of text and may affect the running performance. It is placed in a separate table so that user can still access it when needed.

Example for the processing into dimensional table. (Repeated for each ID table)

- a) Find unique name
- b) Generate unique id for each name
- c) Put it in a dataframe
- d) Merge to required tables.

Output as shown below:

	Rating Score	T- Meter	Movie Name	Review	Movie URL	Critic Name	Critic
0	4/5	88%	Shirley (2020)	Shirley unquestionably does its subject justice, both on a personal level and in the wider context of female authorship One Room With A View EDIT Read More Posted Mar 2, 2020	https://www.rottentomatoes.com/m/shirley_2020	Josefine A.	CO
1	5/5	99%	Never Rarely Sometimes Always (2020)	With a narrative that is both universal and deeply personal, Never Rarely Sometimes Always is a film of the utmost urgency, a gut punch of the very best kind One Room With A View EDIT Read More Posted Mar 2, 2020	https://www.rottentomatoes.com/m/never_rarely_sometimes_always	Jasefine A.	CO
2	3/5	91%	Bacurau (Nighthawk) (2020)	With a set up as large as this, Bacurau would have benefitted from the more generous space of a (mini-)series in order to explore the nuances of this highly ambitious concept more fully One Room With A View EDIT Read More Posted Jul 8, 2019	https://www.rottentomatoes.com/m/bacurau	Jasefine A.	CO
3	4/5	99%	Amazing Grace (2019)	The film is a precious time capsule, preserving the raw and thrilling presence of the Queen of Soul both for those who saw her on stage before, and those who never had the chance One Room With A View EDIT Read More Posted Feb 19, 2019	https://www.rottentomatoes.com/m/amazing_grace_2018	Jasefine A.	CO
4	NaN	99%	Apollo 11 (2019)	an excellent opportunity to look at the past and dream about what man or woman can do in the not too distant future. [Full review in Spanish] - La Nación (Costa Rica) EDIT Read More Posted Jul 29, 2019	https://www.rottentomatoes.com/m/apollo_11_2019	Lysalex Hemández A.	C1

Several preprocessing has been done on the tables using the similar method above.

Finally, 9 tables are generated as shown in the snowflake schema above.

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Table Reference below

	Movie ID		Mo	vie Name	Genre_ID	Rating Score	Rating Count	Director ID	Writter ID	Runtime	Box Office	Studio ID	Movie Rating
0	MO	ı	Jo	ker (2019)	[G0, G1, G2]	68%	555	[D0]	[W0, W1]	122 minutes	No Data	S0	R
1	M1	On	ce Upon a Time In	Hollywood (2019)	[G3, G1]	85%	532	[D1]	[W2]	159 minutes	No Data	S1	R
2	M2			Us (2019)	[G4, G2]	93%	516	[D2]	[W3]	120 minutes	No Data	S2	R
3	M3		Avengers: Endga	me (2019)	[G0, G1, G5]	94%	510	[D3]	[W4, W5]	182 minutes	No Data	S3	PG-13
4	M4		Captain Mar	vel (2019)	[G0, G5]	78%	505	[D4, D6]	[W6, W7, W8]	128 minutes	No Data	S3	PG-13
		table is _info.he	additional m	ovie info	table								
	Movle	In Theaters	On Diec/Streaming								s	ynopele	Rating Description
0	МО	Oct 4, 2019	"Jober" centies around the isonic each remeals and is an original distribution facional day not seen before on the big screen. Philips explanation of Arthur Rock, who is indulty partneyed by Joseph Potonics, to a trans strangging to far his way in Gethams fracturedsociety. A closen for him by day, he suprise to be a stand-up comic stringth. Lott finds the jobe always seems to be on him. Caught in a cyclical sedistrince between apartly and crustly, Arthur makes one bed decision that brings about a chain reaction of escalating events in this gritty character study.							violence disturbing behavior language and brief sexua images			
1	M1	Jul 26, 2019	Nov 22, 2019	Quertin Tarartinos ninth feature film is a story that takes place in Los Angeles in 1969, at the height of hippy Hollywood. The two lead characters are Rick Dalton (Leonardo DiCaprio), former star of a western TV series, and his longitime start double Cliff Booth (Brad Phit). Both are shuggling to make it in a Hollywood they don't econogree anymore. But Rick has a very famous next-door neighbor. Sharron Tate.								R (for language throughout some strong graphic violence, drug use, and sexual references	
2	M2	Mar 22, 2019	Jun 18, 2019	winner Lu (Black Pani Haunter Adelaide her family Cali She	n present day al pita Nyongo as. thers Winston D if by an unexplair feels her paran y. After spending eldon, Noelle Shi the silhouette of	Adelaide Wilson uke), and their t nable and unres roia elevate to h a tense beach eldon), Adelaide	n, a woman re two children (3 solved trauma tigh-alert as si day with their a and her fami ding hands as	turning to her Shahadi Wrigh from her past he grows incre friends, the Ty ly return to the they stand in	beachside chilo it Joseph, Evan I and compound sasingly certain ylers (Emmy wi eir vacation hon	thood home w Alex) for an ic led by a string that somethin nner Elisabeth ne. When dark Js pits an end	ith her husbar lyllic summer of of eerie coinc g bad is going i Moss, Tim He ness falls, the saring America	nd, Gabe getaway. idences, to befall eidecker, Wilsons an family	R (for violence/terror, and language)
3	МЗ	Apr 26, 2019	Jul 30, 2019		ave course of ev compels the rem					grand conclusi		wo films,	PG-13 (fo sequences o sci-fi violence and action and some language
4	M4	Mar 8, 2019	Jun 11, 2019		follows Carol Do		wo alien races	. Set in the 19		farvel is an all	new adventur	e from a	PG-13 (for sequences of sci-fi violence and action, and brief

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Third table is additional studio table studio_table.head()

	Studio Name	Studio ID
0	Warner Bros. Pictures	S0
1	Columbia Pictures	S1
2	Universal Pictures	S2
3	Marvel Studios	S3

4 Walt Disney Pictures S4 : # 4th table is the writer table writter_table.head()

	Writter Name	Writter ID
0	Todd Phillips	W0
1	Scott Silver	W1
2	Quentin Tarantino	W2
3	Jordan Peele	W3
4	Christopher Markus	W4

: # 5th table is the director table director_table.head()

	Director Name	Director ID
0	Todd Phillips	D0
1	Quentin Tarantino	D1
2	Jordan Peele	D2
3	Anthony Russo	D3
4	Anna Boden	D4

: # 6th table is the genre table genre_table.head()

	Genre	Genre ID
0	Action & Adventure	G0
1	Drama	G1
2	Mystery & Suspense	G2
3	Comedy	G3
	House	04

: # 7th table is the cast table cast_table_final.head()

 Movle ID
 Cast ID
 Cast Name

 0
 M0
 A0
 Joaquin Phoenix

 1
 M0
 A1
 Robert De Niro
 2 M0 A2 Zazie Beetz 3 M0 A3 Bill Camp 4 M0 A4 Frances Conroy

: # 8th table is the critics table critics_table.head()

	Critic Name	Critic ID
0	Jasefine A.	CO
1	Lysalex Hemández A.	C1
2	Alex Abad-Santos	C2
3	Alana Joli Abbott	C3
4	Harrison Abbott	C4

: # 9th table is the critics review table critics_review_table.head()

Movie ID	Critic ID	5 points acore	Rating Score	Review	Date
M596	C0	4/5	88%	Shirley unquestionably does its subject justice, both on a personal level and in the wider context of female authorship.	Mar 2, 2020
M552	C0	5/5	99%	With a narrative that is both universal and deeply personal, Never Rarely Sometimes Always is a film of the utmost urgency, a gut punch of the very best kind.	Mar 2, 2020
M880	C0	3/5	91%	With a set up as large as this, Bacurau would have benefitted from the more generous space of a (mini	Jul 8, 2019
M874	C0	4/5	99%	The film is a precious time capsule, preserving the raw and thrilling presence of the Queen of Soul both for those who saw her on stage before, and those who never had the chance.	Feb 19, 2019
M536	C1	NaN	99%	an excellent opportunity to look at the past and dream about what man or woman can do in the not too distant future. [Full review in Spanish]	Jul 29, 2019

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