Movie recommendation results

Loading packages and data

```
# Load required packages
library(tidyverse)
## -- Attaching packages -----
                                                  ----- tidyverse 1.2.1 --
## v ggplot2 3.1.1 v purrr 0.3.2
## v tibble 2.1.1
                     v dplyr 0.8.0.1
## v tidyr 0.8.3 v stringr 1.4.0
## v readr 1.3.1 v forcats 0.4.0
## Warning: package 'ggplot2' was built under R version 3.5.3
## Warning: package 'tibble' was built under R version 3.5.3
## Warning: package 'tidyr' was built under R version 3.5.3
## Warning: package 'readr' was built under R version 3.5.3
## Warning: package 'purrr' was built under R version 3.5.3
## Warning: package 'dplyr' was built under R version 3.5.3
## Warning: package 'stringr' was built under R version 3.5.3
## Warning: package 'forcats' was built under R version 3.5.3
## -- Conflicts ----- tidyverse conflicts() --
## x dplyr::filter() masks stats::filter()
## x dplyr::lag()
                 masks stats::lag()
library(lubridate)
##
## Attaching package: 'lubridate'
## The following object is masked from 'package:base':
##
##
      date
# Load locally stored data
edx original <- readRDS("edx.RData")</pre>
validation_original <- readRDS("validation.RData")</pre>
```

Preparing data

```
# Separating user characteristics, ratings and movie features
user_data <- edx_original %>% select(userId) %>%
                              mutate(userId = as.factor(userId)) %>% unique()
rating_data <- edx_original %>% select(userId, movieId, rating, timestamp) %>%
                                mutate(userId = as.factor(userId),
                                        movieId = as.factor(movieId),
                                        date = as.POSIXct(timestamp, origin = "1970-01-01")) %>% # Turn
                                mutate(rating_year = year(date)) %>%
                                select(-timestamp, -date)
# MOVIE DATA
movie_data <- edx_original %>% select(movieId, title, genres) %>%
                               unique() %>%
                               mutate(movieId = as.factor(movieId),
                                       movie_year = as.factor(str_sub(title, -5, -2)),
                                       title = str_sub(title, 0, -8))
# Let's determine which genres we have
unique_genres <- unique(str_extract(movie_data$genres, "[^\\|]+"))</pre>
# Now lets add them as columns
movie_data[, unique_genres] <- NA</pre>
# For each of the ratings we detect present genres
for(g in 1:length(unique_genres)) {
  #print(paste("Detecting: ", unique_genres[g]))
  movie_data[, unique_genres[g]] <- str_detect(movie_data$genres, unique_genres[g])</pre>
# Drop old columns
movie_data <- movie_data %>% select(-genres)
# Let's explore our new data sets
head(user_data)
##
       userId
## 1
            1
## 20
            2
## 37
## 68
            4
## 103
            5
## 177
head(rating_data)
##
     userId movieId rating rating_year
## 1
         1
                122
                         5
                                  1996
## 2
          1
                185
                         5
                                  1996
## 3
          1
                292
                         5
                                  1996
## 4
                       5
          1
                316
                                  1996
## 5
          1
                329
                        5
                                  1996
## 6
                355
                         5
                                  1996
          1
```

head(movie_data)

```
##
     movieId
                              title movie_year Comedy Action Children
## 1
         122
                          Boomerang
                                          1992
                                                 TRUE FALSE
                                                                FALSE
## 2
                           Net, The
                                                        TRUE
         185
                                          1995
                                               FALSE
                                                                FALSE
         292
## 3
                           Outbreak
                                          1995 FALSE
                                                        TRUE
                                                                FALSE
## 4
         316
                           Stargate
                                          1994 FALSE
                                                        TRUE
                                                                FALSE
## 5
         329 Star Trek: Generations
                                          1994 FALSE
                                                        TRUE
                                                                FALSE
## 6
         355
                   Flintstones, The
                                          1994
                                                 TRUE FALSE
                                                                 TRUE
##
     Adventure Animation Drama Crime Sci-Fi Horror Thriller Film-Noir Mystery
## 1
         FALSE
                   FALSE FALSE FALSE FALSE
                                                      FALSE
                                                                FALSE
                                                                         FALSE
## 2
                                                                        FALSE
         FALSE
                   FALSE FALSE TRUE FALSE FALSE
                                                       TRUE
                                                                FALSE
                                       TRUE FALSE
## 3
         FALSE
                   FALSE TRUE FALSE
                                                       TRUE
                                                                FALSE
                                                                        FALSE
## 4
          TRUE
                   FALSE FALSE FALSE
                                       TRUE FALSE
                                                      FALSE
                                                                FALSE
                                                                        FALSE
## 5
          TRUE
                   FALSE TRUE FALSE
                                       TRUE
                                            FALSE
                                                      FALSE
                                                                FALSE
                                                                        FALSE
## 6
         FALSE
                   FALSE FALSE FALSE FALSE
                                                      FALSE
                                                                FALSE
                                                                        FALSE
     Western Documentary Romance Fantasy Musical
                                                   War
                                                       IMAX
## 1
      FALSE
                   FALSE
                            TRUE
                                   FALSE
                                           FALSE FALSE FALSE
## 2
      FALSE
                   FALSE
                           FALSE
                                   FALSE
                                           FALSE FALSE FALSE
## 3
      FALSE
                   FALSE
                           FALSE
                                   FALSE
                                           FALSE FALSE FALSE
## 4
      FALSE
                  FALSE
                           FALSE
                                 FALSE
                                           FALSE FALSE FALSE
## 5
      FALSE
                   FALSE
                           FALSE
                                   FALSE
                                           FALSE FALSE FALSE
                           FALSE
                                    TRUE
                                           FALSE FALSE FALSE
## 6
      FALSE
                   FALSE
##
     (no genres listed)
## 1
                  FALSE
## 2
                  FALSE
## 3
                  FALSE
## 4
                  FALSE
## 5
                  FALSE
## 6
                  FALSE
```

User characteristics

Movie characteristics

Rating characteristics

Model training preparation

Manual model building

```
### Building the Recommendation System
# Naive model using average rating
rating_mean <- mean(train_set$rating)</pre>
rating_mean
## [1] 3.51242
naive_rmse <- RMSE(test_set$rating, rating_mean)</pre>
rmse_results <- data_frame(method = "Average rating", RMSE = naive_rmse)</pre>
## Warning: `data_frame()` is deprecated, use `tibble()`.
## This warning is displayed once per session.
# Model using fixed number
fixed_number <- rep(2.5, nrow(test_set))</pre>
fixed_rmse <- RMSE(test_set$rating, fixed_number)</pre>
rmse_results <- bind_rows(rmse_results,</pre>
                            data_frame(method = "Fixed number 2.5",
                                       RMSE = fixed_rmse ))
rmse_results
## # A tibble: 2 x 2
##
   \mathtt{method}
                       RMSE
     <chr>
                       <dbl>
## 1 Average rating 1.06
## 2 Fixed number 2.5 1.47
```

Derived models

```
# Derived predictions
predictions <- test_set %>% group_by(movieId) %>%
               # Rating effect (effect of rating scale used; looking at differences from rating mean)
               summarise(rating_mean_diff_avg = rating_mean + mean(rating_mean_diff),
               # Movie effect (effect of general movie popularity; looking at differences between user
                         movie_mean_diff_avg = rating_mean + mean(movie_mean_diff),
               # User effect (effect of user rating behaviour; looking at differeces between rating and
                         user_mean_diff_avg = rating_mean + mean(user_mean_diff),
               # User-movie effect (effect of user rating behaviour; looking at differeces between user
                         user_movie_mean_diff_avg = mean(movie_mean) + mean(user_mean_diff))
# Calculate RMSEs
rating_effect_rmse <- RMSE(test_set$rating,
                           predictions$rating_mean_diff_avg)
## Warning in true_ratings - predicted_ratings: longer object length is not a
## multiple of shorter object length
movie_effect_rmse <- RMSE(test_set$rating,</pre>
                          predictions$movie mean diff avg)
## Warning in true_ratings - predicted_ratings: longer object length is not a
## multiple of shorter object length
user_effect_rmse <- RMSE(test_set$rating,</pre>
                         predictions$user mean diff avg)
## Warning in true_ratings - predicted_ratings: longer object length is not a
## multiple of shorter object length
user_movie_effect_rmse <- RMSE(test_set$rating,</pre>
                               predictions$user_movie_mean_diff_avg)
## Warning in true_ratings - predicted_ratings: longer object length is not a
## multiple of shorter object length
# Print RMSEs
rmse_results <- bind_rows(rmse_results,</pre>
                           data_frame(method = "Rating effect",
                                      RMSE = rating effect rmse))
rmse_results <- bind_rows(rmse_results,</pre>
                           data_frame(method = "Movie effect",
                                      RMSE = movie_effect_rmse))
rmse_results <- bind_rows(rmse_results,</pre>
                          data_frame(method = "User effect",
                                      RMSE = user_effect_rmse))
rmse_results <- bind_rows(rmse_results,</pre>
```

```
data_frame(method = "User-movie effect",
                                     RMSE = user_movie_effect_rmse))
rmse_results
## # A tibble: 6 x 2
##
    method
                       RMSE
##
    <chr>
                       <dbl>
## 1 Average rating
                       1.06
## 2 Fixed number 2.5 1.47
## 3 Rating effect
                       1.27
## 4 Movie effect
                       1.11
## 5 User effect
                       1.21
## 6 User-movie effect 1.59
```

Merge all data for calculating models

Train calculated models

```
# Let's prepare parallel processing
library(doParallel)

## Warning: package 'doParallel' was built under R version 3.5.3

## Loading required package: foreach

## Attaching package: 'foreach'

## The following objects are masked from 'package:purrr':

## accumulate, when

## Loading required package: iterators

## Warning: package 'iterators' was built under R version 3.5.1
```

```
## Loading required package: parallel
cl <- makePSOCKcluster(5)</pre>
registerDoParallel(cl)
## Model training in parallel
tc <- trainControl(number = 3)</pre>
training_data <- train_set_plus[1:100000,]</pre>
system.time({
 model_1 <- train(rating ~ movie_median,</pre>
                    data = training_data, method = "lm",
                   na.action = na.omit, metric = "RMSE",
                    trainControl = tc)
})
## Warning: In lm.fit(x, y, offset = offset, singular.ok = singular.ok, ...) :
## extra argument 'trainControl' will be disregarded
##
      user system elapsed
##
      1.53
             0.05
                       9.18
model_1$finalModel
##
## Call:
## lm(formula = .outcome ~ ., data = dat, trainControl = ..1)
## Coefficients:
    (Intercept) movie_median
##
##
         0.6499
                        0.8104
system.time({
  model_2 <- train(rating ~ movie_median + movie_mean,</pre>
                    data = training_data, method = "lm",
                    na.action = na.omit, metric = "RMSE",
                    trainControl = tc)
})
## Warning: In lm.fit(x, y, offset = offset, singular.ok = singular.ok, ...) :
## extra argument 'trainControl' will be disregarded
##
      user system elapsed
##
      1.56
              0.11
                       3.20
model_2$finalModel
##
## Call:
## lm(formula = .outcome ~ ., data = dat, trainControl = ..1)
```

```
##
## Coefficients:
   (Intercept) movie median
                                 movie mean
       -0.01194
                     -0.01049
                                    1.02753
##
system.time({
  model_3 <- train(rating ~ movie_median + movie_mean + movie_sd,</pre>
                   data = training_data, method = "lm",
                   na.action = na.omit, metric = "RMSE",
                   trainControl = tc)
})
## Warning: In lm.fit(x, y, offset = offset, singular.ok = singular.ok, ...) :
## extra argument 'trainControl' will be disregarded
##
      user system elapsed
              0.09
##
      1.60
                      2.93
model_3$finalModel
##
## lm(formula = .outcome ~ ., data = dat, trainControl = ..1)
## Coefficients:
## (Intercept) movie_median
                                 movie_mean
                                                  movie_sd
##
       -0.09988
                     -0.01362
                                    1.03891
                                                   0.06294
## Does it matter what the movies are? Maybe focus on the ratings
system.time({
  model_4 <- train(rating ~ user_median,</pre>
                   data = training_data, method = "lm",
                   na.action = na.omit, metric = "RMSE",
                   trainControl = tc)
})
## Warning: In lm.fit(x, y, offset = offset, singular.ok = singular.ok, ...) :
## extra argument 'trainControl' will be disregarded
##
      user system elapsed
##
      1.55
              0.08
                      2.87
model_4$finalModel
##
## Call:
## lm(formula = .outcome ~ ., data = dat, trainControl = ..1)
## Coefficients:
## (Intercept) user_median
        1.0848
                     0.6759
##
```

```
system.time({
  model_5 <- train(rating ~ user_median + user_mean,</pre>
                   data = training_data, method = "lm",
                   na.action = na.omit, metric = "RMSE",
                   trainControl = tc)
})
## Warning: In lm.fit(x, y, offset = offset, singular.ok = singular.ok, ...) :
## extra argument 'trainControl' will be disregarded
##
      user system elapsed
##
      1.56
              0.11
                      2.70
model 5$finalModel
##
## Call:
## lm(formula = .outcome ~ ., data = dat, trainControl = ..1)
## Coefficients:
## (Intercept) user_median
                               user_mean
## 0.0007519 -0.0054273
                               1.0053696
system.time({
  model_6 <- train(rating ~ user_median + user_mean + user_sd,</pre>
                   data = training_data, method = "lm",
                   na.action = na.omit, metric = "RMSE",
                   trainControl = tc)
})
## Warning: In lm.fit(x, y, offset = offset, singular.ok = singular.ok, ...) :
## extra argument 'trainControl' will be disregarded
##
      user system elapsed
##
      1.50
            0.14
                      2.83
model_6$finalModel
##
## lm(formula = .outcome ~ ., data = dat, trainControl = ..1)
## Coefficients:
## (Intercept) user_median
                               user_mean
                                             user_sd
      0.021604
                 -0.002668
                               1.000265
                                            -0.013519
# User and movie effects combined
system.time({
  model_7 <- train(rating ~ movie_median + user_median,</pre>
```

```
data = training_data, method = "lm",
                   na.action = na.omit, metric = "RMSE",
                   trainControl = tc)
})
## Warning: In lm.fit(x, y, offset = offset, singular.ok = singular.ok, ...) :
## extra argument 'trainControl' will be disregarded
##
      user system elapsed
##
      1.58
              0.05
                      2.77
model_7$finalModel
##
## Call:
## lm(formula = .outcome ~ ., data = dat, trainControl = ..1)
## Coefficients:
## (Intercept) movie_median user_median
       -1.2895
                     0.7458
                                     0.5889
system.time({
 model_8 <- train(rating ~ movie_median + movie_mean + user_median + user_mean,</pre>
                   data = training_data, method = "lm",
                   na.action = na.omit, metric = "RMSE",
                   trainControl = tc)
})
## Warning: In lm.fit(x, y, offset = offset, singular.ok = singular.ok, ...) :
## extra argument 'trainControl' will be disregarded
##
      user system elapsed
##
      1.68
              0.08
                      3.33
model_8$finalModel
##
## lm(formula = .outcome ~ ., data = dat, trainControl = ..1)
## Coefficients:
## (Intercept) movie_median
                                 movie_mean
                                              user_median
                                                              user_mean
                                              0.0001111
   -2.6614750
                    0.0159165
                                 0.8877218
                                                              0.8514821
system.time({
  model_9 <- train(rating ~ movie_median + movie_mean + movie_sd + user_median + user_mean + user_sd,</pre>
                   data = training_data, method = "lm",
                   na.action = na.omit, metric = "RMSE",
                   trainControl = tc)
})
```

```
## Warning: In lm.fit(x, y, offset = offset, singular.ok = singular.ok, ...) :
## extra argument 'trainControl' will be disregarded
##
      user system elapsed
##
      1.76
              0.04
                      3.42
model_9$finalModel
##
## Call:
## lm(formula = .outcome ~ ., data = dat, trainControl = ..1)
## Coefficients:
##
   (Intercept) movie_median
                                 movie_mean
                                                 movie_sd
                                                            user_median
##
      -2.665190
                  0.014477
                                   0.892506
                                                 0.025176
                                                                0.004373
##
      user_mean
                     user_sd
##
       0.843633
                    -0.020355
# Basic movie_mean and user_mean seem most influential
final_model_data <- train_set_plus %>% select(movieId, rating, movie_mean, user_mean) %>% unique()
system.time({
  model_10 <- train(rating ~ movie_mean + user_mean,</pre>
                   data = final_model_data, method = "lm",
                   na.action = na.omit, metric = "RMSE",
                   trainControl = tc)
})
## Warning: In lm.fit(x, y, offset = offset, singular.ok = singular.ok, ...) :
## extra argument 'trainControl' will be disregarded
      user system elapsed
##
             5.78 170.15
##
     48.75
model_10$finalModel
##
## lm(formula = .outcome ~ ., data = dat, trainControl = ..1)
## Coefficients:
## (Intercept)
                               user_mean
               movie_mean
##
       -2.5280
                     0.8791
                                  0.8390
## Stopping clusters
stopCluster(cl)
```

Prediction and results

```
# Predict on test set
model_1_predictions <- predict(model_1, newdata = test_set_plus)</pre>
model_2_predictions <- predict(model_2, newdata = test_set_plus)</pre>
model 3 predictions <- predict(model 3, newdata = test set plus)</pre>
model_4_predictions <- predict(model_4, newdata = test_set_plus)</pre>
model_5_predictions <- predict(model_5, newdata = test_set_plus)</pre>
model_6_predictions <- predict(model_6, newdata = test_set_plus)</pre>
model 7 predictions <- predict(model 7, newdata = test set plus)</pre>
model_8_predictions <- predict(model_8, newdata = test_set_plus)</pre>
model_9_predictions <- predict(model_9, newdata = test_set_plus)</pre>
model_10_predictions <- predict(model_10, newdata = test_set_plus)</pre>
# Print results on test set
print(paste("Model 1 RMSE in test set: ", RMSE(test_set_plus$rating, model_1_predictions)))
## [1] "Model 1 RMSE in test set: 0.961856858351706"
print(paste("Model 2 RMSE in test set: ", RMSE(test_set_plus$rating, model_2_predictions)))
## [1] "Model 2 RMSE in test set: 0.943715761622832"
print(paste("Model 3 RMSE in test set: ", RMSE(test_set_plus$rating, model_3_predictions)))
## [1] "Model 3 RMSE in test set: 0.943720720931866"
print(paste("Model 4 RMSE in test set: ", RMSE(test_set_plus$rating, model_4_predictions)))
## [1] "Model 4 RMSE in test set: 0.992816763316907"
print(paste("Model 5 RMSE in test set: ", RMSE(test set plus$rating, model 5 predictions)))
## [1] "Model 5 RMSE in test set: 0.970130044036678"
print(paste("Model 6 RMSE in test set: ", RMSE(test_set_plus$rating, model_6_predictions)))
## [1] "Model 6 RMSE in test set: 0.97013451409216"
print(paste("Model 7 RMSE in test set: ", RMSE(test_set_plus$rating, model_7_predictions)))
## [1] "Model 7 RMSE in test set: 0.9072658857676"
print(paste("Model 8 RMSE in test set: ", RMSE(test_set_plus$rating, model_8_predictions)))
## [1] "Model 8 RMSE in test set: 0.8725047933572"
```

```
print(paste("Model 9 RMSE in test set: ", RMSE(test_set_plus$rating, model_9_predictions)))
## [1] "Model 9 RMSE in test set: 0.872542123139385"
print(paste("Model 10 RMSE in test set: ", RMSE(test_set_plus$rating, model_10_predictions)))
## [1] "Model 10 RMSE in test set: 0.8724270826599"
# Verify results on validation set
# Shall we explore auto ML?
library(h2o)
## Warning: package 'h2o' was built under R version 3.5.3
##
##
## Your next step is to start H20:
      > h2o.init()
##
##
## For H2O package documentation, ask for help:
      > ??h2o
##
##
## After starting H2O, you can use the Web UI at http://localhost:54321
## For more information visit http://docs.h2o.ai
## -----
## Attaching package: 'h2o'
## The following objects are masked from 'package:lubridate':
##
##
      day, hour, month, week, year
## The following objects are masked from 'package:stats':
##
##
      cor, sd, var
## The following objects are masked from 'package:base':
##
##
      %*%, %in%, &&, ||, apply, as.factor, as.numeric, colnames,
##
      colnames<-, ifelse, is.character, is.factor, is.numeric, log,</pre>
      log10, log1p, log2, round, signif, trunc
h2o.init()
```

```
Connection successful!
##
## R is connected to the H2O cluster:
      H2O cluster uptime:
                                3 hours 25 minutes
##
##
      H20 cluster timezone:
                                 Europe/Berlin
##
      H2O data parsing timezone: UTC
##
      H2O cluster version:
                                 3.22.1.1
      H2O cluster version age:
                                 4 months and 22 days !!!
##
##
      H2O cluster name:
                                 H2O_started_from_R_Codrin_wgs510
##
      H2O cluster total nodes:
      H2O cluster total memory:
                                13.18 GB
      H2O cluster total cores:
##
                                 12
      H2O cluster allowed cores: 12
##
      H2O cluster healthy:
                                 TRUE
##
##
      H2O Connection ip:
                                 localhost
##
      H20 Connection port:
                                 54321
##
      H2O Connection proxy:
                                 NA
##
      H20 Internal Security:
                                 FALSE
##
      H20 API Extensions:
                                 Algos, AutoML, Core V3, Core V4
      R Version:
##
                                 R version 3.5.0 (2018-04-23)
## Warning in h2o.clusterInfo():
## Your H2O cluster version is too old (4 months and 22 days)!
## Please download and install the latest version from http://h2o.ai/download/
# Import a sample binary outcome train/test set into H20
train <- as.h2o(train_set_plus)</pre>
##
                                                                    0%
  |-----| 100%
test <- as.h2o(test_set_plus)</pre>
##
                                                                    0%
  |-----| 100%
# Identify predictors and response
y <- "rating"
x <- setdiff(names(train_set_plus), y)</pre>
# Run AutoML for 10 base models (limited to 1 hour max runtime by default)
aml \leftarrow h2o.automl(x = x, y = y,
                 training_frame = train,
                 max_models = 10,
                 seed = 1)
```

##			
		l	0%
	 = -	I	1%
	 = -	I	2%
	 == 	I	2%
	 == 	I	3%
	 == 	I	4%
	 === 	l	4%
	 === 	I	5%
	 ==== 	I	6%
	 ==== 	l	7%
	 ===== 	1	7%
	 ===== 	I	8%
	 ===== 	I	9%
	 ===== 	I	10%
	 ====== 	1	10%
	====== 	I	11%
	======= 	I	12%
	====== 	I	13%
	======= 	I	13%
	======= 	I	14%
	======== 	1	15%
	 ======= 	1	16%
	 ======= 	1	16%
	 ======= 	I	17%
	 ======== 	1	18%
	=====================================	I	18%

```
##
                                                model id
## 1
                            DRF_1_AutoML_20190520_180116
## 2
                            XRT_1_AutoML_20190520_180116
## 3
        StackedEnsemble_AllModels_AutoML_20190520_180116
## 4 StackedEnsemble_BestOfFamily_AutoML_20190520_180116
## 5
               GLM_grid_1_AutoML_20190520_180116_model_1
##
                                    rmse
    mean_residual_deviance
## 1
              1.133491e-07 0.0003366736 1.133491e-07 8.194040e-06
## 2
               5.458101e-07 0.0007387896 5.458101e-07 1.646689e-04
## 3
               5.483918e-06 0.0023417767 5.483918e-06 1.858332e-03
## 4
               5.483918e-06 0.0023417767 5.483918e-06 1.858332e-03
## 5
               2.873683e-04 0.0169519415 2.873683e-04 1.359361e-02
##
           rmsle
## 1 0.0001312058
## 2 0.0001985072
## 3 0.0007049445
## 4 0.0007049445
## 5 0.0044671316
##
## [5 rows x 6 columns]
```