



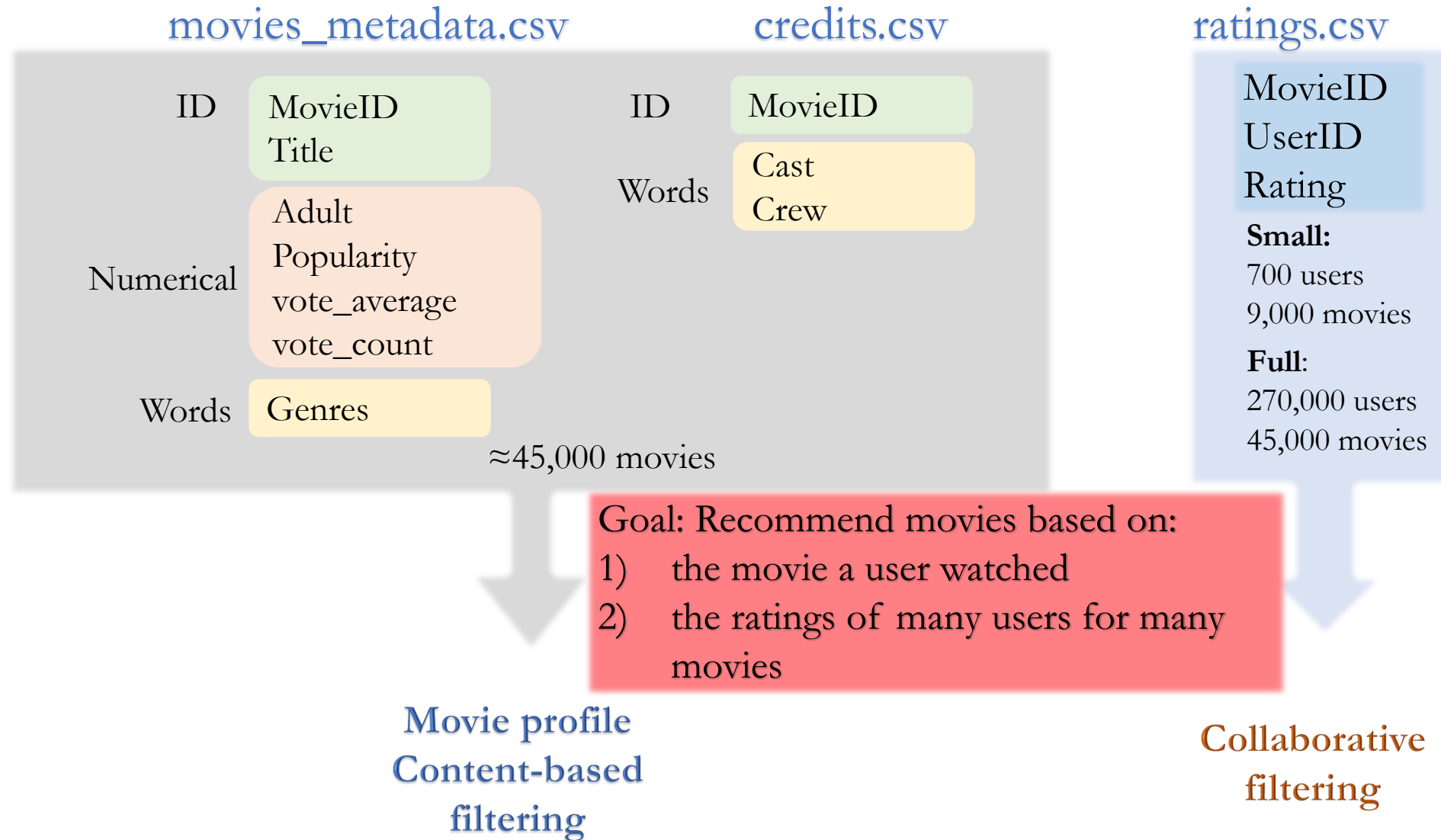
Movie recommendation engine with content-based & collaborative filtering

Big Data Algorithm

Srivardhan Mhetre

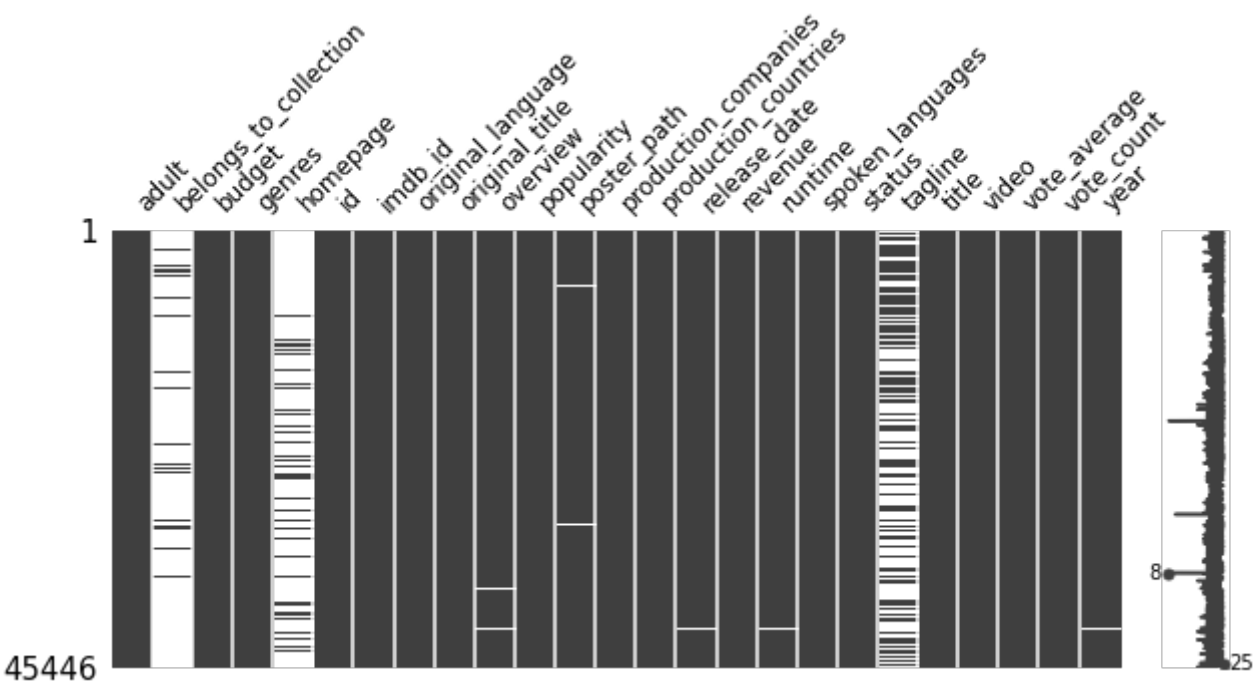
Dec 9, 2021

1. Overview

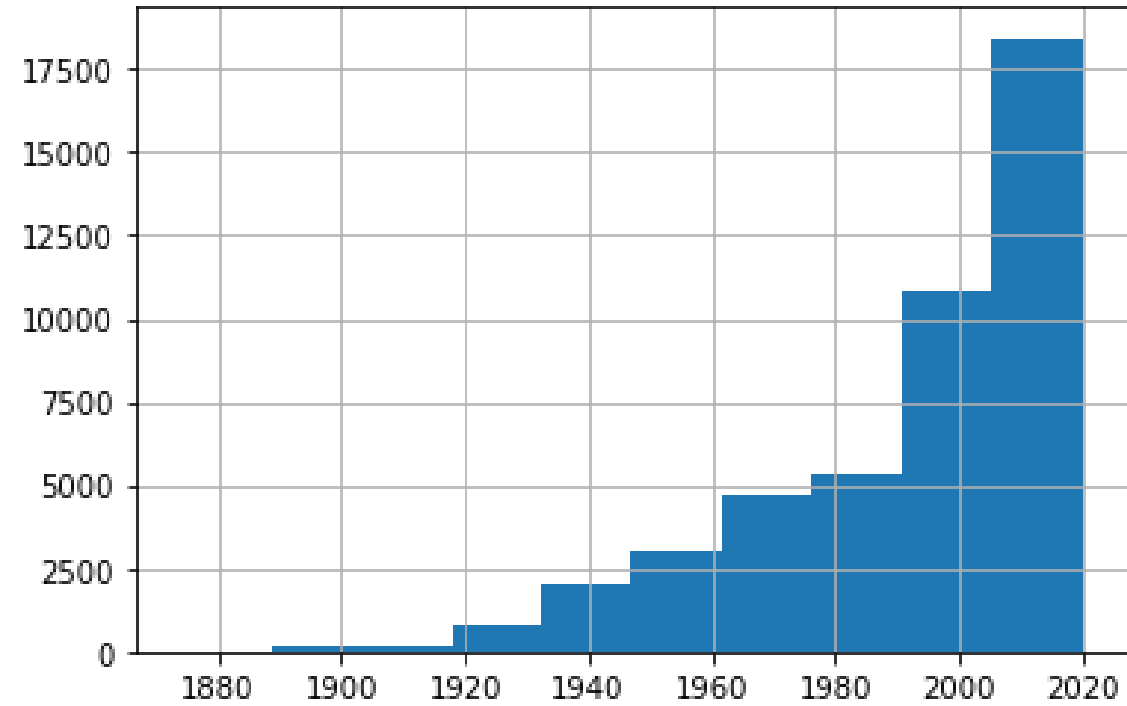


Basic analysis

Plot of missing data in each column

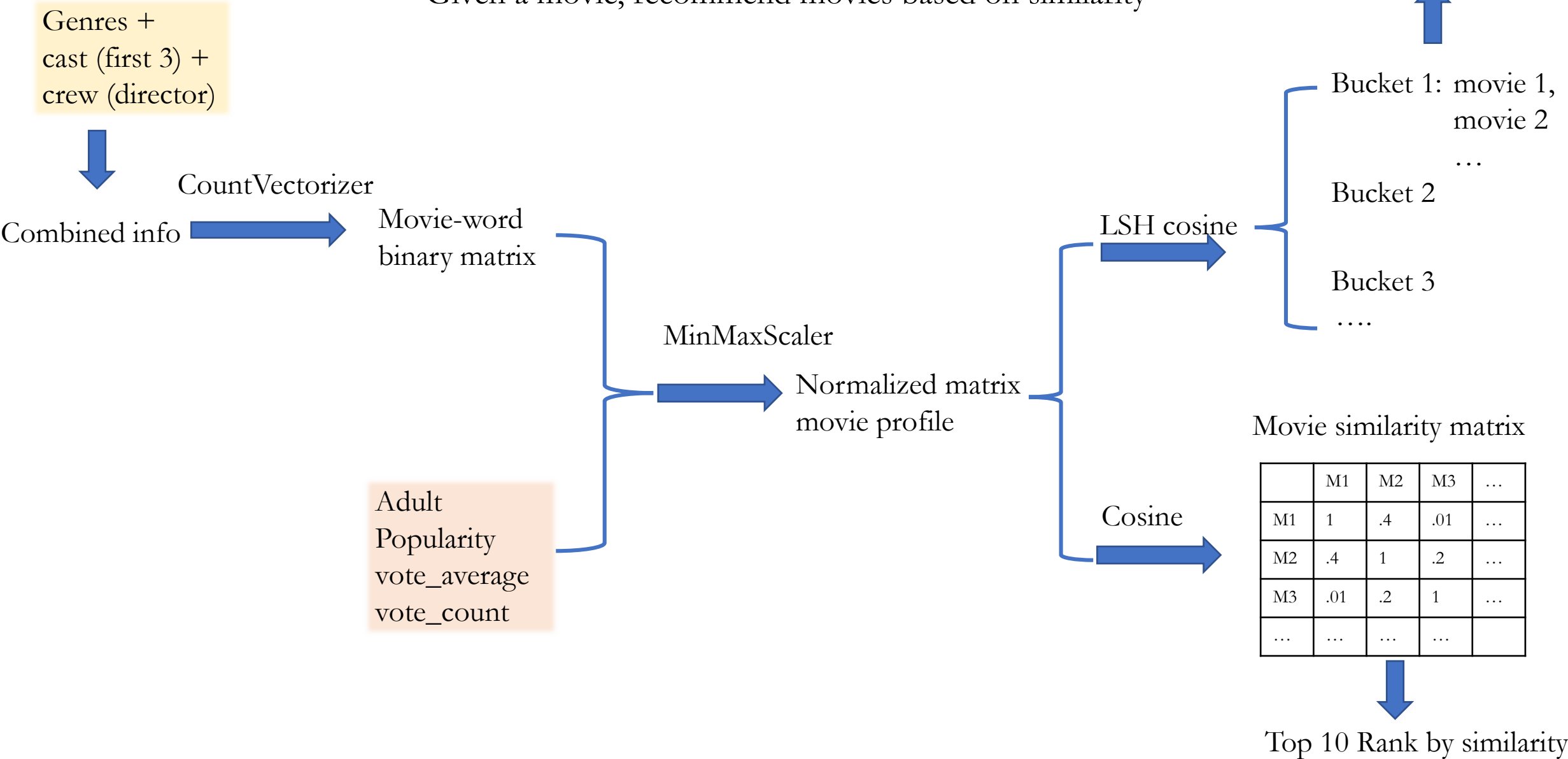


distribution of movie released year



2.1 Content-based Filtering - Movie Profile

Given a movie, recommend movies based on similarity



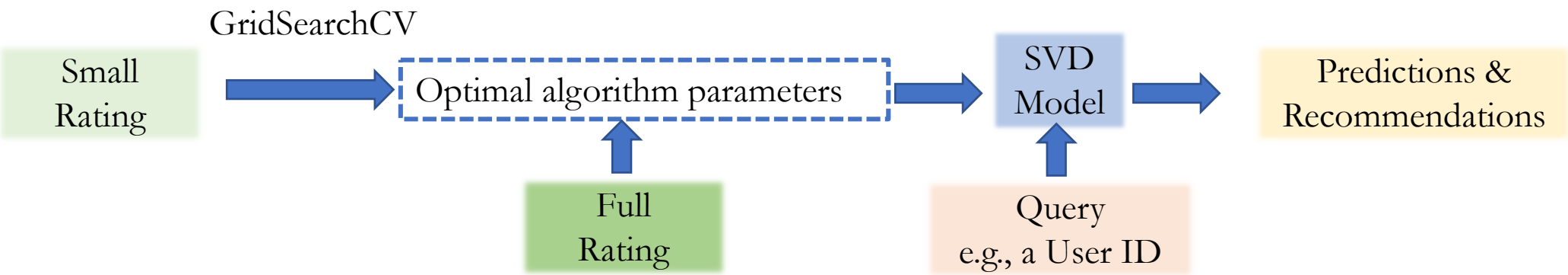
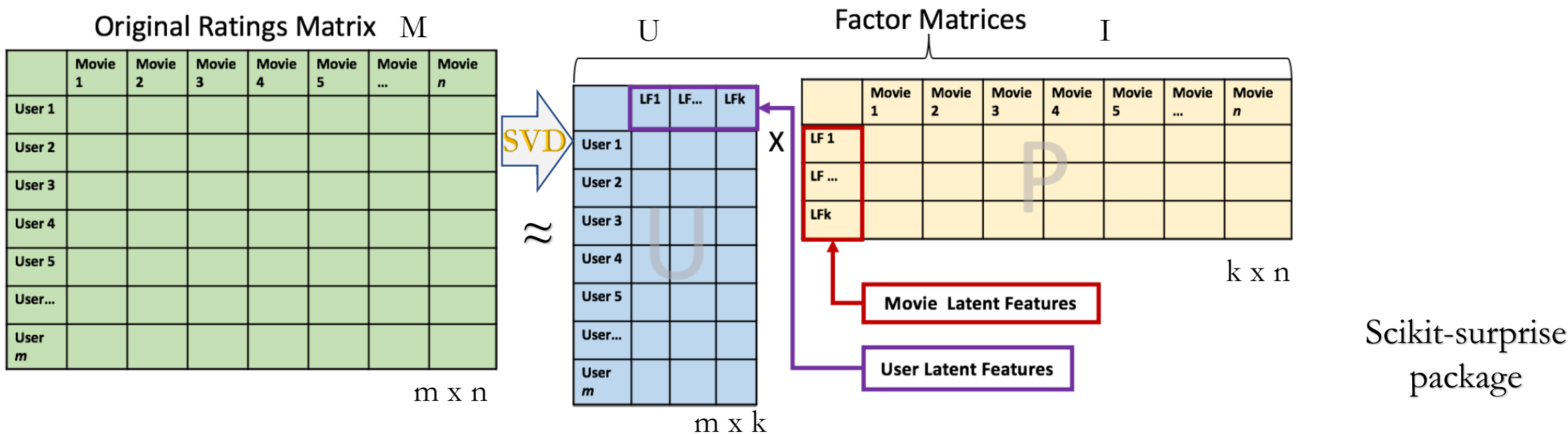
Tips

When dealing with the cast and crew columns:

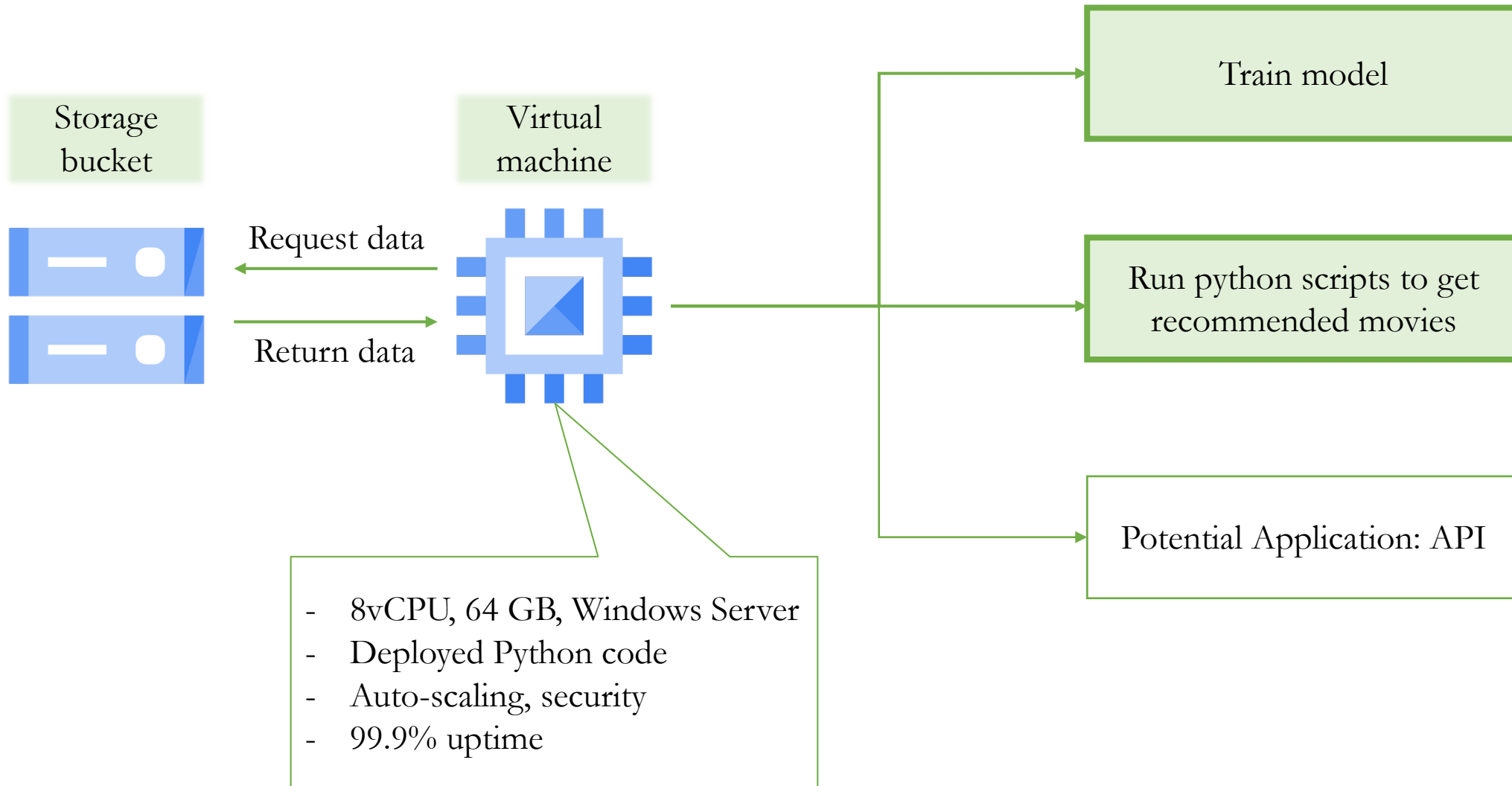
- Remove the space between first and last name, so that two person with same first name and different last name won't be treated as same person.
- Only include the first three actors, the full list will dramatically increase vector dimensions and less meaningful data
- Limit the number of features in CountVectorizer to control the dimensionality

2.2. Collaborative Filtering – Rating Matrix

- Using the SVD matrix factorization algorithm



2.3. GCP resources



3. Project Interface

☰

Google Cloud Platform

Group-4-Cloud ▾

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👤

☰ Cloud Storage

📁 Browser

📈 Monitoring

⚙️ Settings

← Bucket details

🔄 REFRESH

💬 HELP ASSISTANT

🎓 LEARN

group-4-bucket

Location

us (multiple regions in United States)

Storage class

Standard

Public access

⚠️ Subject to object ACLs

Protection

None

OBJECTS

CONFIGURATIONPERMISSIONSPROTECTIONLIFECYCLE

Buckets > group-4-bucket > data 📁

UPLOAD FILES

UPLOAD FOLDER

CREATE FOLDER

MANAGE HOLDS

DOWNLOAD

DELETE

Filter by name prefix only ▾

≡ Filter

Filter objects and folders

🔍

Show deleted data

☰

<input type="checkbox"/>	Name	Size	Type	Created ?	Storage class	Last modified	Public access ?	Version history ?	Encryption	
<input type="checkbox"/>	📄 combined_info.csv	4.5 MB	application/vnd.ms-excel	Dec 4, 20...	Standard	Dec 7, 202...	Not public	—	Google-mar	📄 ⬇️ ⋮
<input type="checkbox"/>	📄 credits.csv	181.1 MB	application/vnd.ms-excel	Dec 4, 20...	Standard	Dec 4, 202...	Not public	—	Google-mar	📄 ⬇️ ⋮
<input type="checkbox"/>	📄 movies_metadata.csv	32.8 MB	application/vnd.ms-excel	Dec 4, 20...	Standard	Dec 4, 202...	Not public	—	Google-mar	📄 ⬇️ ⋮
<input type="checkbox"/>	📄 ratings.csv	676.7 MB	application/vnd.ms-excel	Dec 4, 20...	Standard	Dec 7, 202...	Not public	—	Google-mar	📄 ⬇️ ⋮
<input type="checkbox"/>	📄 ratings_small.csv	2.3 MB	application/vnd.ms-excel	Dec 4, 20...	Standard	Dec 7, 202...	Not public	—	Google-mar	📄 ⬇️ ⋮

3. Project Interface

Google Cloud Platform

Group-4-Cloud

Search products and resources

Compute Engine

Virtual machines

VM instances

Instance templates

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VM instances

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VM instances are highly configurable virtual machines for running workloads on Google infrastructure. [Learn more](#)

Filter

Enter property name or value

	Status	Name ↑	Zone	Recommendations	In use by	Internal IP	Connect
<input type="checkbox"/>	✓	group-4-vm	us-central1-a			10.128.0.3 (nic0)	RDP

3. Project Interface

The screenshot displays a Windows desktop environment. In the background, a File Explorer window is open to the directory `C:\Users\awesomergroup4\BigDataGroup4`. It shows two Python files: `collab_model_SVD` and `collab_model_SVD_Faster`, both 5 KB in size.

In the foreground, an Anaconda Prompt (Python 3.7.4) window is open, showing the execution of the command `python collab_model_SVD_Faster.py -uid 1 -fn dumpmodel`. The terminal output displays the following data:

```
(base) C:\Users\awesomergroup4\BigDataGroup4>python collab_model_SVD_Faster.py -uid 1 -fn dumpmodel
===== Reading the Rating DataFrame =====
  userId  movieId  rating  timestamp
0       1        31     2.5  1260759144
1       1       1029     3.0  1260759179
2       1       1061     3.0  1260759182
3       1       1129     2.0  1260759185
4       1       1172     4.0  1260759205
===== Reading the movie profile =====
  MovieID  adult  popularity  ...  vote_count  info
0       862     0    21.946943  ...    5415.0  tomhanks timallen donrickles johnlasseter anim...
1      8844     0    17.015539  ...    2413.0  robinwilliams jonathanhyde kirstendunst adven...
2     15602     0    11.712900  ...     92.0  waltermatthau jacklemmon ann-margret howarddeu...
3     31357     0     3.859495  ...     34.0  whitneyhouston angelabassett lorettadevine for...
4     11862     0     8.387519  ...    173.0  stevemartin dianekeaton martinshort comedy

[5 rows x 6 columns]
['Sleepless in Seattle', 'The Million Dollar Hotel', 'While You Were Sleeping', 'Nell', 'Galaxy Quest', 'The Thomas Crown Affair']

(base) C:\Users\awesomergroup4\BigDataGroup4>
```

The desktop background is a blue abstract image. The taskbar at the bottom shows the Windows Start button, search icon, and several application icons. The system tray on the right indicates the time is 12:59 AM on 12/8/2021.

4. Results

4.1 Contend-based filtering recommendations

Using a sample

Cosine similarity

```
1 get_recommendations('Jumanji')
```

```
['The Princess Bride',  
'The Wizard of Oz',  
'Labyrinth',  
'Return to Oz',  
'Small Soldiers',  
'Aladdin and the King of Thieves',  
'The Indian in the Cupboard',  
'The Fifth Element',  
'Back to the Future Part II',  
'Aladdin']
```

LSH cosine

```
1 get_recommendations_popular('Jumanji')
```

```
['Star Wars',  
'The Godfather: Part II',  
'Raiders of the Lost Ark',  
'The Empire Strikes Back',  
'Addams Family Values',  
'Robin Hood: Men in Tights',  
'The Good, the Bad and the Ugly',  
'Field of Dreams',  
'The English Patient',  
'The Princess Bride']
```

```
1 get_recommendations_cosine('Jumanji')
```

```
['Bushwhacked',  
'Disclosure',  
'Before the Rain',  
'Living in Oblivion',  
'First Knight',  
'The Neon Bible',  
'Boys on the Side',  
'Moonlight and Valentino',  
'The Browning Version',  
'The Babysitter']
```

Using the full dataset

Cosine similarity

```
l) [tw543@slepner065 code]$ python content_based_gc.py -lsh n -tl Jumanji
=====feature vectorization results =====
aamirkhan aaroneckhart abernal ... vote_average vote_count adult
MovieID
862      0      0      0 ...      7.7      5415.0      0
8844     0      0      0 ...      6.9      2413.0      0

[2 rows x 1004 columns]
Giving recommendation based on cosine similarity
aamirkhan aaroneckhart abernal abhishekbachchan action adamsandler adolphemenjou adrienbrody ... zoā ōmñ ð¼ð ð¼ð popularity vote_average vote_count adult
MovieID
862      0.0      0.0      0.0      0.0      0.0      0.0      0.0      0.0 ... 0.0 0.0 0.0 0.0      0.040087      0.77      0.384725      0.0
8844     0.0      0.0      0.0      0.0      0.0      0.0      0.0      0.0 ... 0.0 0.0 0.0 0.0      0.031079      0.69      0.171439      0.0
15602    0.0      0.0      0.0      0.0      0.0      0.0      0.0      0.0 ... 0.0 0.0 0.0 0.0      0.021394      0.65      0.006536      0.0
31357    0.0      0.0      0.0      0.0      0.0      0.0      0.0      0.0 ... 0.0 0.0 0.0 0.0      0.007049      0.61      0.002416      0.0
11862    0.0      0.0      0.0      0.0      0.0      0.0      0.0      0.0 ... 0.0 0.0 0.0 0.0      0.015320      0.57      0.012291      0.0

[5 rows x 1004 columns]
(45502, 1001)
['Clash of the Titans', 'Paws', 'Aladdin and the King of Thieves', "Halloweentown II: Kalabar's Revenge", 'Snow Queen', 'The Wiz', "The Shamer's Daughter", 'Peter Pan', 'Jack and the Beansta
lk', 'The Slipper and the Rose']
--- 33.92224407196045 seconds ---
```

Pitfalls of LSH

```
(xl) [tw543@hal0034 code]$ python content_based_gc.py -lsh y -st pop
      aamirkhan  aaroneckhart  abernal  ...  vote_average  vote_count  adult
MovieID
362           0           0           0  ...           7.7       5415.0       0
3844          0           0           0  ...           6.9       2413.0       0

[2 rows x 1004 columns]
Number of buckets: 17927
Number of candidate pairs: 168143393
```

Forming candidate pairs of movies in the same bucket are **time-consuming** for very large dataset.

Find the buckets a movie falls in and search candidate pairs is complex, an item can fall into many buckets (the number of bands used in LSH)

4.2 Collaborative filtering recommendations

Finding optimal parameter using GridSearchCV and small rating dataset

```
1 from surprise import SVD
2
3 param_grid = {
4     "n_epochs": [5, 10],
5     "lr_all": [0.002, 0.005],
6     "reg_all": [0.4, 0.6]
7 }
8 gs = GridSearchCV(SVD, param_grid, measures=["rmse", "mae"], cv=3)
9
10 gs.fit(data)
11
12 print(gs.best_score["rmse"])
13 print(gs.best_params["rmse"])
```

0.9136866638671162

{'n_epochs': 10, 'lr_all': 0.005, 'reg_all': 0.4}

Training model for full rating dataset

```
(xl) [tw543@slepner065 code]$ python collab_model_SVD_gc.py -uid 1 -fn full
===== Reading the Rating DataFrame =====
   userId  movieId  rating  timestamp
0        1      110      1.0  1425941529
1        1      147      4.5  1425942435
2        1      858      5.0  1425941523
3        1     1221      5.0  1425941546
4        1     1246      5.0  1425941556
===== Reading the movie profile =====
   adult  ...  info
movieId  ...
62       0  ...  tomhanks timallen donrickles johnlasseter anim...
844      0  ...  robinwilliams jonathanhyde kirstendunst adven...
15602    0  ...  waltermatthau jacklemmon ann-margret howarddeu...
31357    0  ...  whitneyhouston angelabassett lorettadevine for...
11862    0  ...  stevemartin dianekeaton martinshort  comedy

[5 rows x 6 columns]
===== Training model using SVD algorithm =====
The dump has been saved as file /home/tw543/Xuelian/model/full
['The Million Dollar Hotel', 'Sleepless in Seattle']
--- 807.1520252227783 seconds ---
```

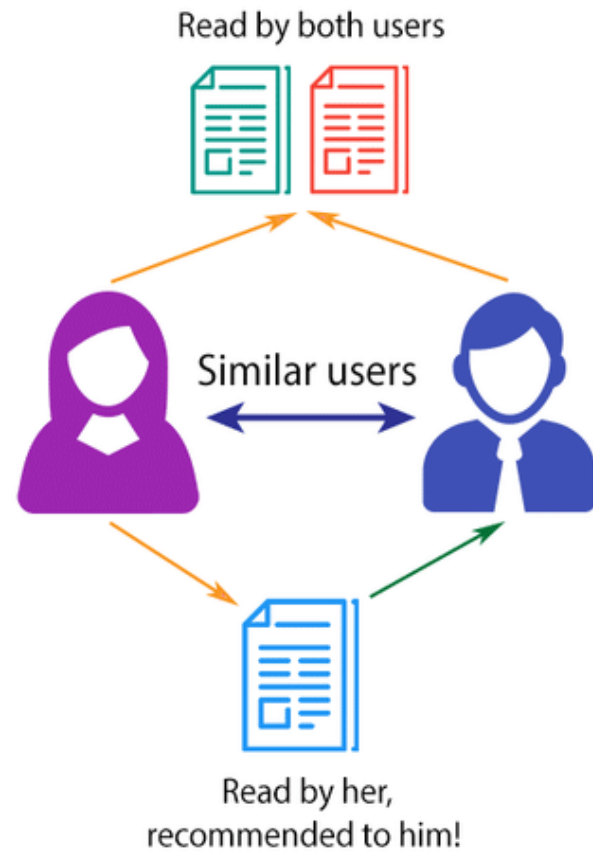
4.3 Comparison of Content-based & Collaborative filtering

Our project includes both Collaborative filtering and Content-based filtering. Each of them has their own advantages in some situations. Most of the modern recommender systems combine both of these approaches to make a robust hybrid recommender.

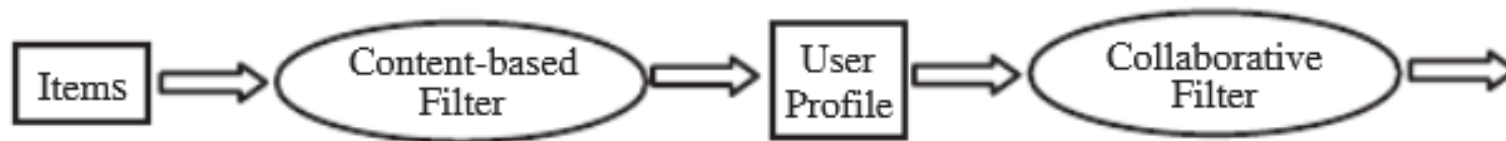
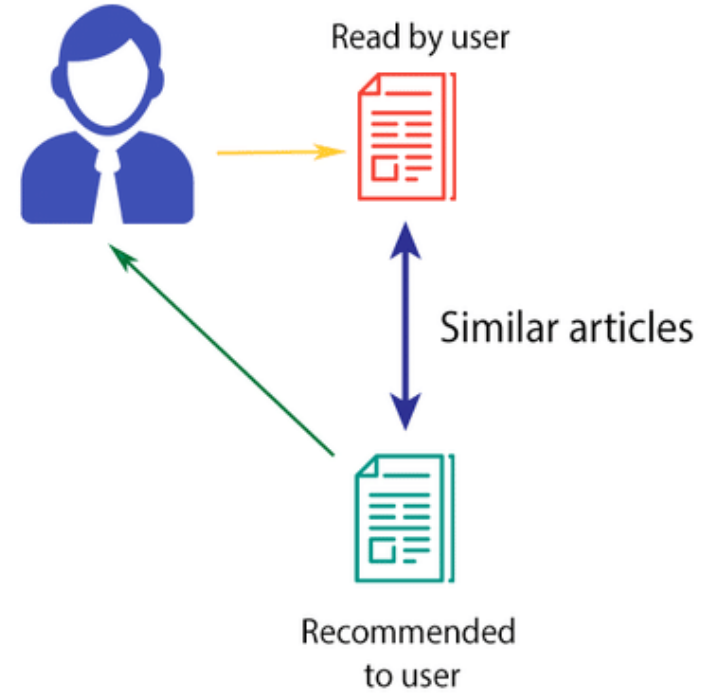
The greatest advantage of Collaborative Filtering is that it does not suffer from cold start problems because the features are based on the characteristics of the data. But the model has limited ability to expand on the user's existing interests. On the other hand, Collaborative Filtering has an advantage over the quality of recommendation results because the model can help users discover new interests. However, it suffers from cold-start problem because it requires the data from the users.

So, the best approach is to combine both these methods. However, we have implemented it separately because of huge size of the dataset which greatly eliminates the cold-start problem in Collaborative filtering.

COLLABORATIVE FILTERING



CONTENT-BASED FILTERING



Thank you

