Overview

Objective: The goal of this project is to design and implement a movie recommender system that provides personalized recommendations to users based on their preferences and viewing history. The system employs various collaborative and content-based filtering techniques to enhance the accuracy and relevance of movie suggestions.

Key Components:

1. Data Collection:

- o Utilized a movie dataset containing information about movies, genres, user ratings, and tags.
- Explored and cleaned the dataset to prepare it for modeling.

2. Exploratory Data Analysis (EDA):

- o Analyzed the dataset for sstructure understanding, features, and distributions.
- Visualized key patterns, such as user preferences and movie popularity, to gain insights.

3. Content Based Filtering:

- Implemented a content-based recommender system using movie genres.
- Explored the use of TF-IDF vectors to represent movie content and calculate similarities.

4. Neighborhood Based Collaborative Filtering (KNN):

- o Implemented a neighborhood-based collaborative filtering model using SciKit Learn's KNN.
- Explored both user-based and item-based collaborative filtering approaches.
- Evaluated the model's performance using metrics such as RMSE and MAE.

5. Model Based Collaborative Filtering (SVD):

- Implemented a model-based collaborative filtering approach using the Surprise library and Singular Value Decomposition (SVD).
- Evaluated the model's performance and explored hyperparameter tuning.

6. Hybrid Approach:

- o Recommended a hybrid model that combines the strengths of content-based and collaborative filtering approaches.
- Highlighted the potential benefits of leveraging both user-item interactions and content features.

Business Understanding:

Objective:

The primary objective of the recommender system project is to enhance user satisfaction and engagement on the MovieLens platform by delivering personalized and relevant movie recommendations. The recommender system aims to provide users with tailored suggestions based on their historical movie ratings and tagging activities, ultimately improving their overall experience.

Scope:

The project will focus on implementing a collaborative filtering-based recommender system, leveraging the ml-latest-small dataset from MovieLens. The recommendations will be centered around user preferences, ensuring that users discover movies aligned with their tastes and interests. The scope includes both explicit ratings and user-generated tags as valuable indicators of user preferences.

Success Criteria:

The success of the recommender system will be evaluated based on several key performance indicators (KPIs):

User Engagement:

Increase in the number of user interactions with the platform, including ratings, tags, and time spent on the website.

Recommendation Accuracy:

Improvement in the precision and relevance of movie recommendations, reducing instances of irrelevant or disliked suggestions.

User Satisfaction:

Positive feedback from users, measured through surveys, reviews, and user ratings.

Platform Adoption:

Growth in the number of registered users and active users leveraging the recommendation features.

Data Understanding:

Data Source:

The dataset (ml-latest-small) consists of 100,836 ratings and 3,683 tag applications across 9,742 movies. The data were generated by 610 users between March 29, 1996, and September 24, 2018.

The data used in this project will be pulled from 4 different separate file:

1. Movies Data (movies.csv):

Contains movie information, including titles and genres.

Columns:

- movield: Unique identifier for each movie.
- title: The title of the movie, which also includes the year of release in parentheses.
- genres: A pipe-separated list of genres to categorize the movie (e.g., Action|Adventure|Comedy).

2. Links Data (links.csv):

Provides identifiers for linking to external movie-related sources (IMDb, TMDb).

Columns:

- movield: Unique identifier for each movie, consistent with other data files.
- imdbld: Identifier for movies used by IMDb (Internet Movie Database).
- tmdbld: Identifier for movies used by TMDb (The Movie Database).

3. Ratings Data (ratings.csv):

Each entry represents a user's rating for a specific movie.

Contains user ratings on a 5-star scale for movies.

Columns:

- userId: ID representing the unique identifier for each user.
- movield: Unique identifier for each movie.
- rating: User's rating for the movie on a 5-star scale with half-star increments (0.5 to 5.0).
- timestamp: The timestamp when the rating was recorded, represented in seconds since midnight Coordinated Universal Time (UTC) of January 1, 1970.

4. Tags Data (tags.csv):

Contains user-generated metadata (tags) about movies.

Columns:

- userId: ID representing the unique identifier for each user.
- movield: Unique identifier for each movie.
- tag: User-generated metadata describing a movie, typically a single word or short phrase.
- timestamp: The timestamp when the tag was applied, represented in seconds since midnight Coordinated Universal Time (UTC) of January 1, 1970.

```
## Import Necessary Libraries
import pandas as pd
import numpy as np

# Datasets
movies = "data/ml-latest-small/movies.csv"
links = "data/ml-latest-small/links.csv"
```

```
ratings = "data/ml-latest-small/ratings.csv"
tags = "data/ml-latest-small/tags.csv"

data = {"movies":None, "links": None, "ratings": None, "tags": None}

for key in data.keys():
    data[key] = pd.read_csv(f"data/ml-latest-small/{key}.csv")
```

Exploring Dataframes

Datasets Lengths

```
print("Length of each dataset:")
for k, v in data.items():
    print(k, ":",len(v))

Length of each dataset:
    movies : 9742
    links : 9742
    ratings : 100836
    tags : 3683
```

Displaying top 5 components of each dataset

```
data["movies"].head()
```

genres	title	movieId	
AdventurelAnimationlChildrenlComedylFantasy	Toy Story (1995)	1	0
AdventurelChildrenlFantasy	Jumanji (1995)	2	1
ComedylRomance	Grumpier Old Men (1995)	3	2
ComedylDramalRomance	Waiting to Exhale (1995)	4	3
Comedy	Father of the Bride Part II (1995)	5	4

data["links"].head()

→		movieId	imdbId	tmdbId
	0	1	114709	862.0
	1	2	113497	8844.0
	2	3	113228	15602.0
	3	4	114885	31357.0
	4	5	113041	11862.0

data["tags"].head()

$\overline{\Rightarrow}$		userId	movieId	tag	timestamp
	0	2	60756	funny	1445714994
	1	2	60756	Highly quotable	1445714996
	2	2	60756	will ferrell	1445714992
	3	2	89774	Boxing story	1445715207
	4	2	89774	MMA	1445715200

```
print("Summary of each dataset:\n")
for k, v in data.items():
    print(k, "\n")
    print(v.info())
    print("="*100, "\n")
```

 $\overline{\Rightarrow}$

None

links

<class 'pandas.core.frame.DataFrame'>
RangeIndex: 9742 entries, 0 to 9741

```
ulypes: | lual04(1), 111104(2)
    memory usage: 228.5 KB
    None
    ratings
    <class 'pandas.core.frame.DataFrame'>
    RangeIndex: 100836 entries, 0 to 100835
    Data columns (total 4 columns):
                Non-Null Count Dtype
       Column
                   _____
                100836 non-null int64
     0
        userTd
       movieId 100836 non-null int64
       rating 100836 non-null float64
       timestamp 100836 non-null int64
    dtypes: float64(1), int64(3)
    memory usage: 3.1 MB
    None
    tags
    <class 'pandas.core.frame.DataFrame'>
    RangeIndex: 3683 entries, 0 to 3682
    Data columns (total 4 columns):
         Column
                   Non-Null Count Dtype
        userId 3683 non-null int64
       movieId 3683 non-null int64
     1
        tag
             3683 non-null object
        timestamp 3683 non-null
                                int64
    dtypes: int64(3), object(1)
    memory usage: 115.2+ KB
    None
print("Colums of each dataset:\n")
```

```
all columns = []
for k, v in data.items():
```

```
print(k, "\n")
   all columns += list(v.columns)
   print(list(v.columns))
   print("="*100, "\n")
print("all unique columns", set(all_columns))
   Colums of each dataset:
    movies
    ['movieId', 'title', 'genres']
    links
    ['movieId', 'imdbId', 'tmdbId']
    ratings
    ['userId', 'movieId', 'rating', 'timestamp']
    tags
    ['userId', 'movieId', 'tag', 'timestamp']
    all unique columns {'movieId', 'title', 'rating', 'genres', 'tag', 'tmdbId', 'imdbId', 'userId', 'timestamp'}
```

Merging Dataframes

```
# merging movies df and link df using an inner join
movies_df = data["movies"]
links_df = data["links"]
```

```
# Using join with movies_df as the left DataFrame
merged_movies_links = movies_df.join(links_df.set_index("movieId"), on="movieId", how="inner")
```

Display the shape of the resulting DataFrame
print(merged_movies_links.shape)

→ (9742, 5)

merged_movies_links.head()

→	mov	/ieId	title	genres	imdbId	tmdbId
	0	1	Toy Story (1995)	AdventureIAnimationIChildrenIComedyIFantasy	114709	862.0
	1	2	Jumanji (1995)	AdventurelChildrenlFantasy	113497	8844.0
	2	3	Grumpier Old Men (1995)	ComedylRomance	113228	15602.0
	3	4	Waiting to Exhale (1995)	ComedylDramalRomance	114885	31357.0
	4	5	Father of the Bride Part II (1995)	Comedy	113041	11862.0

```
# Left outer join with ratings_df and specify suffixes
merged_data_ratings = merged_movies_links.join(data["ratings"].set_index("movieId"), on="movieId", how="left", lsuffix='_
```

```
# Left outer join with tags_df and specify suffixes
df = merged_data_ratings
```

```
# Display the first few rows of the resulting DataFrame
print(f"Final Merged Data has {df.shape[0]} rows and {df.shape[1]} columns:")
df.head()
```

Final Merged Data has 100854 rows and 8 columns:

	movieId	title	genres	imdbId	tmdbId	userId	rating	timestamp
0	1	Toy Story (1995)	AdventurelAnimationlChildrenlComedylFantasy	114709	862.0	1.0	4.0	9.649827e+08
0	1	Toy Story (1995)	AdventurelAnimationlChildrenlComedylFantasy	114709	862.0	5.0	4.0	8.474350e+08
0	1	Toy Story (1995)	AdventurelAnimationlChildrenlComedylFantasy	114709	862.0	7.0	4.5	1.106636e+09
0	1	Toy Story (1995)	AdventurelAnimationlChildrenlComedylFantasy	114709	862.0	15.0	2.5	1.510578e+09
0	1	Toy Story (1995)	AdventurelAnimationlChildrenlComedylFantasy	114709	862.0	17.0	4.5	1.305696e+09

df[['userId', "movieId"]]

\Rightarrow		userId	movieId
	0	1.0	1
	0	5.0	1
	0	7.0	1
	0	15.0	1
	0	17.0	1
	9737	184.0	193581
	9738	184.0	193583
	9739	184.0	193585
	9740	184.0	193587
	9741	331.0	193609

100854 rows × 2 columns

```
print(f"The Final dataframe has {df.shape[0]} rows and {df.shape[1]} columns")
The Final dataframe has 100854 rows and 8 columns
```

Data Cleaning

Sorting Out Missing Values

The code below:

This code checks for missing (NaN) values in each column of a Pandas DataFrame (df) and prints out only the columns that have missing values.

- Checking for Missing Values
- Looping Through Each Column
- Printing Only Columns with Missing Values

•

```
# Checking for missing values in each column
missing_values = df.isna().sum()

for column, count in missing_values.items():
    if count > 0:
        print(f"The {column} column has {count} missing values")

The tmdbId column has 13 missing values
    The userId column has 18 missing values
    The rating column has 18 missing values
    The timestamp column has 18 missing values
```

The code below:

This code calculates the percentage of missing (NaN) values in each column of a Pandas DataFrame (df) and creates a table showing only the columns that have missing values.

- Calculates Missing Value Percentage
- Filters Out Columns with No Missing Values
- Creates a DataFrame for Display
- Prints the Result

```
# Calculating percentage of missing values in each column
missing_percentage = df.isna().mean() * 100

missing_percentage = missing_percentage[missing_percentage > 0]

# A DataFrame with columns and percentage of missing values
missing_table = pd.DataFrame({
    'Columns': missing_percentage.index,
    '% of Missing Values': missing_percentage.values
})
print("Percentage of Missing Values")
missing_table
```

→ Percentage of Missing Values

Columns % of Missing Values

0	tmdbld	0.012890
1	userld	0.017848
2	rating	0.017848
3	timestamp	0.017848

Handling Duplicate Values

```
duplicated_rows = df.duplicated().sum()
print(f'The DataFrame has {duplicated_rows} duplicated rows.')
The DataFrame has 0 duplicated rows.
```

Confirming Datatypes

```
Data columns (total 8 columns):
         Column
                   Non-Null Count
                                    Dtype
         movieTd
                   100823 non-null int64
                   100823 non-null object
     1
         title
                   100823 non-null object
         genres
                   100823 non-null int64
     3
         imdbId
                100823 non-null float64
         tmdbId
        userId
                   100823 non-null float64
        rating
                   100823 non-null float64
         timestamp 100823 non-null float64
    dtypes: float64(4), int64(2), object(2)
    memory usage: 6.9+ MB
# Converting user IDs and tmdbId to object data type
df[['userId', 'tmdbId']] = df[['userId', 'tmdbId']].astype('object')
df.info()
    <class 'pandas.core.frame.DataFrame'>
    Int64Index: 100823 entries, 0 to 9741
    Data columns (total 8 columns):
     #
         Column
                   Non-Null Count
                                    Dtype
     0
        movieId
                   100823 non-null int64
        title
                   100823 non-null object
                100823 non-null object
        genres
                100823 non-null int64
        imdbId
                100823 non-null object
     4
        tmdbId
                100823 non-null object
        userId
                   100823 non-null float64
        rating
         timestamp 100823 non-null float64
    dtypes: float64(2), int64(2), object(4)
    memory usage: 6.9+ MB
```

Handling Outliers

The code below:

- Counts the occurrences of each unique value in the rating column.
- df.value_counts(['rating'])
- df['rating'] extracts the 'rating' column.
- .value_counts() counts how many times each unique rating appears.
- The output is a sorted Series (highest count first).

```
# Outliers in Rating Column
df.value_counts(['rating'])
    rating
    4.0
               26816
    3.0
               20044
    5.0
               13209
    3.5
               13134
    4.5
                8551
    2.0
                7550
    2.5
                5550
    1.0
                2811
    1.5
                1791
    0.5
                1367
    dtype: int64
```

The code below:

- This code creates an interactive box plot using Plotly Express to visualize outliers in the 'rating' column. It also finds and prints the maximum and minimum ratings in the dataset.
 - Imports Plotly Express
 - Creates a Box Plot for the 'rating' Column
 - Updates the Plot Layout

- Displays the Interactive Plot
- Finds & Prints Max/Min Ratings

```
import plotly.express as px

# a box plot to visualize outliers in rating column
fig = px.box(df, y='rating', title='Box Plot of Rating Outliers')

fig.update_layout(
    title=dict(text='Box Plot of Rating with Outliers', x=0.5, y=0.95),
)

fig.show()

max_rating = df['rating'].max()
min_rating = df['rating'].min()
print(f"The maximum rating is {max_rating}")
print(f"The minimum rating is {min_rating}")

The maximum rating is 5.0
The minimum rating is 0.5
```

Exploratory Data Analysis

The code Below visualizes movie ratings data using Matplotlib and Seaborn with two different charts:

- Creates a bar chart showing the count of each rating value in the dataset.
- Uses Seaborn's countplot, which counts how many times each rating appears.
- Groups the dataset by movield and counts how many ratings each movie has.
- Creates a histogram (with 50 bins) to show the distribution of the number of ratings per movie.

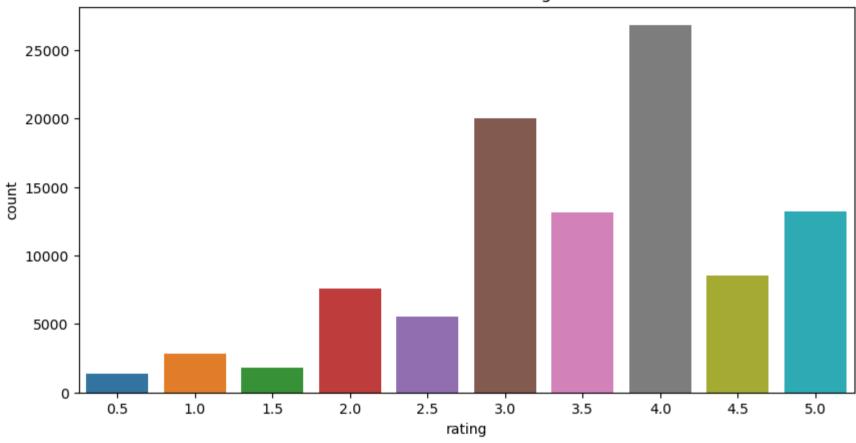
```
import matplotlib.pyplot as plt
import seaborn as sns

# Distribution of ratings
plt.figure(figsize=(10, 5))
sns.countplot(x='rating', data=df)
plt.title('Distribution of Ratings')
plt.show()

# Number of ratings per movie
ratings_per_movie = df.groupby('movieId')['rating'].count().reset_index()
plt.figure(figsize=(10, 5))
plt.hist(ratings_per_movie['rating'], bins=50)
plt.title('Number of Ratings per Movie')
plt.xlabel('Number of Ratings')
plt.ylabel('Frequency')
plt.show()
```

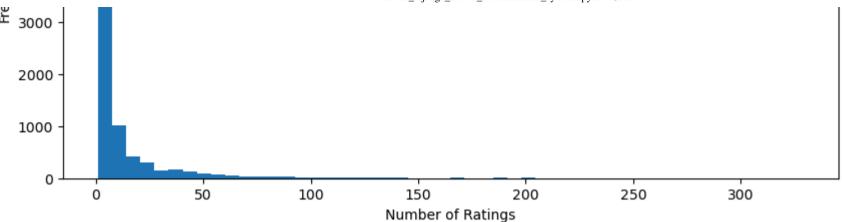






Number of Ratings per Movie





The code below:

Processes timestamped movie ratings and plots a time series chart to show the number of ratings over time.

- Imports Required Libraries
- Extracts the Ratings Data
- Converts Timestamps to Datetime Format
- Plotts the Number of Ratings Over Time
- · Customizes the Plot

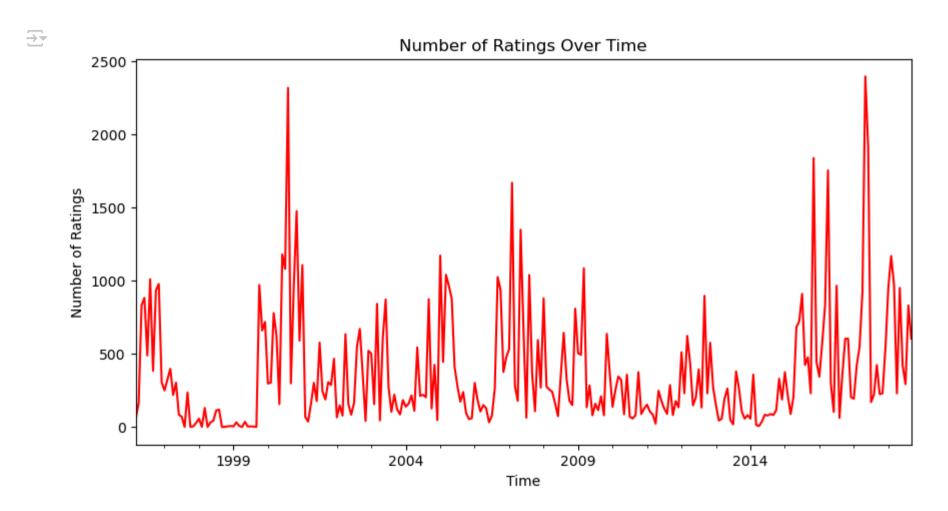
```
import datetime
import pandas as pd
import matplotlib.pyplot as plt

ratings = data["ratings"]

# Convert timestamp to datetime
ratings['timestamp'] = pd.to_datetime(ratings['timestamp'], unit='s')

# Plot the number of ratings over time
plt.figure(figsize=(10, 5))
```

```
ratings.set_index('timestamp').resample('M').size().plot(color='red') # Set line color to red
plt.title('Number of Ratings Over Time')
plt.xlabel('Time')
plt.ylabel('Number of Ratings')
plt.show()
```



The code below does the following:

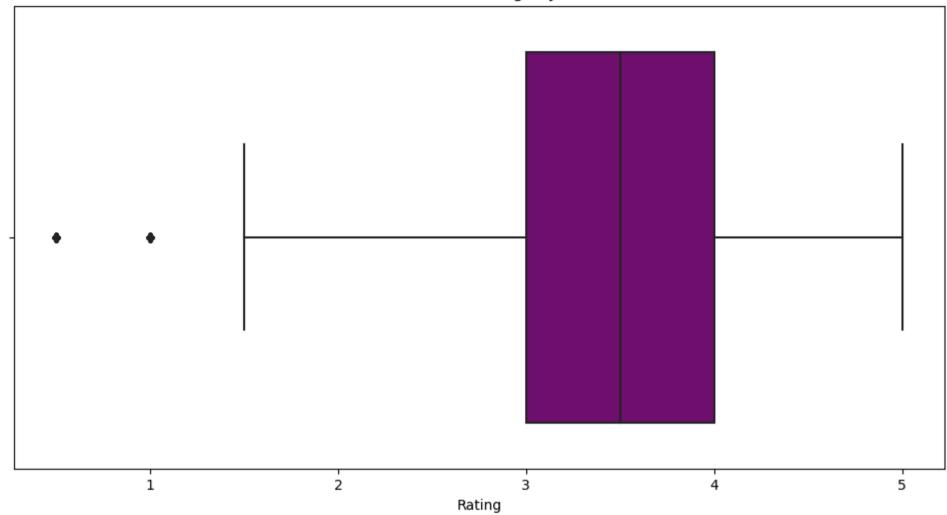
Imports necessary libraries: Creates a figure with a specific size: Creates a box plot of movie ratings: Adds a title and label: Displays the plot:

```
import matplotlib.pyplot as plt
import seaborn as sns

# Boxplot of ratings by movie
plt.figure(figsize=(12, 6))
sns.boxplot(x='rating', data=df, color='purple') # Set box color to purple
plt.title('Distribution of Ratings by Movie')
plt.xlabel('Rating')
plt.show()
```



Distribution of Ratings by Movie



The code below:

This code creates a line plot that visualizes the distribution of movie genres based on how frequently they appear in the dataset.

• Imports Matplotlib

- Sets Up the Figure & Axes
- Counts Movie Genres
- Plots the Data
- Customizes the X-Axis
- Adds Labels & Title

```
import matplotlib.pyplot as plt

# Creating a lineplot of the 'genre' column
fig, ax = plt.subplots(figsize=(8,6))

genre_counts = df['genres'].value_counts()

# Plot the lineplot and set the color to purple
genre_counts.plot(color='purple')

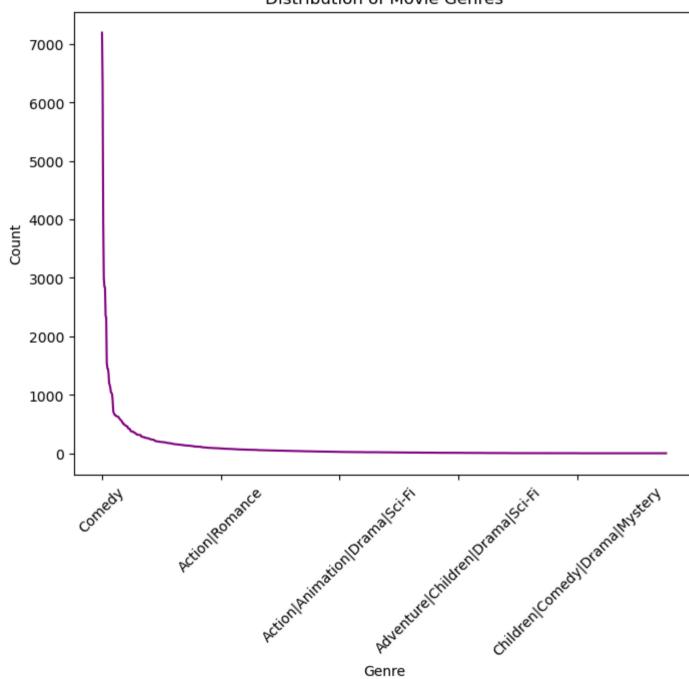
plt.xticks(rotation=45)

# Set the axis labels and title
plt.xlabel('Genre')
plt.ylabel('Count')
plt.title('Distribution of Movie Genres')

# Show the plot
plt.show()
```



Distribution of Movie Genres



```
import matplotlib.pyplot as plt

# Count of movies in each genre
genre_counts = df['genres'].str.split('|', expand=True).stack().value_counts()

plt.figure(figsize=(12, 6))

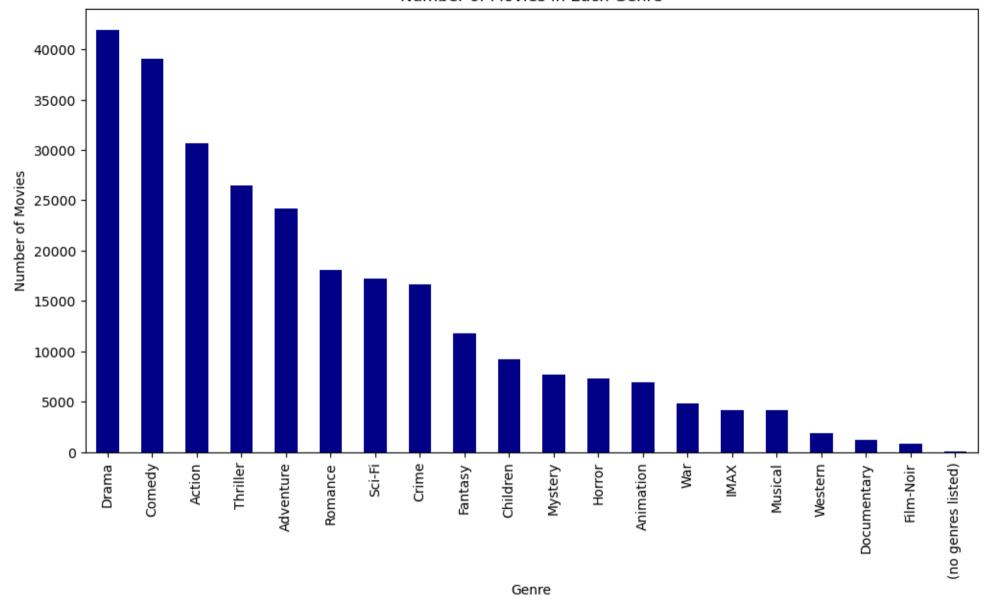
# Plot the bar chart with dark blue color
genre_counts.plot(kind='bar', color='darkblue')

plt.title('Number of Movies in Each Genre')
plt.xlabel('Genre')
plt.ylabel('Number of Movies')

# Show the plot
plt.show()
```



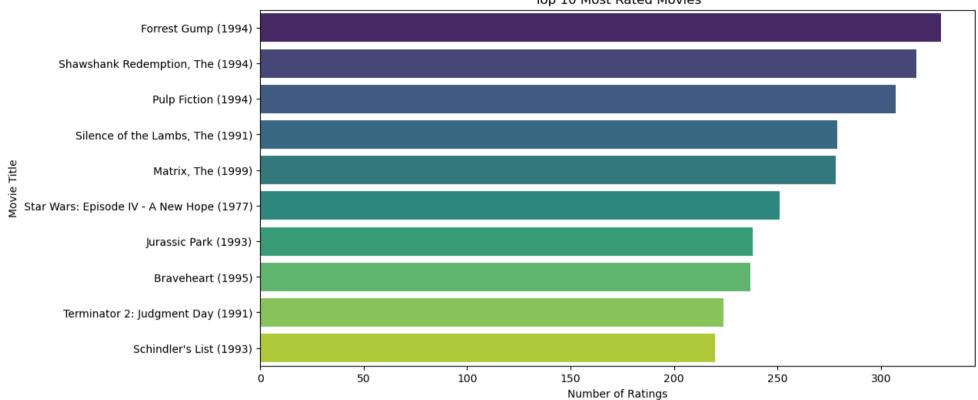
Number of Movies in Each Genre



```
# Top N most rated movies.
top_rated_movies = df.groupby('movieId')['rating'].count().sort_values(ascending=False).head(10)
top_rated_movies = pd.merge(top_rated_movies, df[['movieId', 'title']], on='movieId', how='left')
plt.figure(figsize=(12, 6))
sns.barplot(x='rating', y='title', data=top_rated_movies, palette='viridis')
plt.title('Top 10 Most Rated Movies')
plt.xlabel('Number of Ratings')
plt.ylabel('Movie Title')
plt.show()
```

 $\overline{\Rightarrow}$

Top 10 Most Rated Movies



Generating the Recommender System

Two choices are to be considered while generating the recommender system

1. Unpersonalized:

• We could simply recommend the most popular movies for every use but that would throw away the desired user experience brought by personalized system.

2. Personalized:

- This leads us to use a personalized approach in this system, and for that, we have the choices below:
- · Content-based filtering
- · Collaborative filtering
- Memory/Neighbourhood based (KNN)
- Model based (Matrix factorization)
- Singular Value Decomposition
- Alternating Least Squares

The aim is try out all the systems and pick out the best recommmendation system.

Content Based Filtering:

In our case, a content-based recommendation system is one where we recommend a movie similar to one a user likes. We will use the genres for the content-based filtering which is shown below:

```
# genres in the dataframe
df["genres"]
\rightarrow
              Adventure | Animation | Children | Comedy | Fantasy
     0
              Adventure | Animation | Children | Comedy | Fantasy
              Adventure | Animation | Children | Comedy | Fantasy
     0
              Adventure | Animation | Children | Comedy | Fantasy
              Adventure | Animation | Children | Comedy | Fantasy
     0
                            Action|Animation|Comedy|Fantasy
     9737
     9738
                                    Animation | Comedy | Fantasy
     9739
                                                           Drama
     9740
                                              Action|Animation
```

```
9741 Comedy Name: genres, Length: 100823, dtype: object
```

Procedure:

- SciKit Learn's TfidfVectorizer will be used in this case which is a class from scikit-learn, a popular machine learning library in Python, used for converting a collection of raw text documents into a matrix of TF-IDF (Term Frequency-Inverse Document Frequency) features.

 TF-IDF is a numerical statistic that reflects the importance of a word in a document relative to a collection of documents.
- I shall then fit the **genres** into the TfidfVectorizer which yields a sparse matrix.
- To compute a similarity matrix, i then use a sigmoid kernel, which computes the similarity of movies given the index.

```
from sklearn.feature extraction.text import TfidfVectorizer
from sklearn.metrics.pairwise import sigmoid kernel
tfv = TfidfVectorizer(min df=3, max features=None,
            strip_accents='unicode', analyzer='word',token_pattern=r'\w{1,}',
            ngram range=(1, 3),
            stop words = 'english')
# Filling NaNs with empty string
merged_movies_links['genres'] = merged_movies_links['genres'].fillna('')
# replace the pipes '|' from the genres with 'commas'
merged_movies_links['genres'] = merged_movies_links['genres'].map(lambda x: ", ".join(x.split("|")))
# genres
merged movies links['genres'].head()
\overline{\Rightarrow}
          Adventure, Animation, Children, Comedy, Fantasy
                             Adventure, Children, Fantasy
                                           Comedy, Romance
                                    Comedy, Drama, Romance
                                                    Comedy
    Name: genres, dtype: object
```

```
tfv matrix = tfv.fit transform(merged movies links['genres'])
tfv_matrix
<9742x402 sparse matrix of type '<class 'numpy.float64'>'
            with 42867 stored elements in Compressed Sparse Row format>
# Compute the sigmoid kernel
sig = sigmoid kernel(tfv matrix, tfv matrix)
print("length of the similarity matrix:", len(sig))
print(sig[0])
→ length of the similarity matrix: 9742
     [0.76263689 0.76180765 0.76164424 ... 0.76159416 0.76172628 0.76173151]
here i reate a reverse map of the movies titles, which helps us get a movie index just by the name as shown:
# reverse mapping of indices and movie titles
indices = pd.Series(merged movies links.index, index=merged movies links['title']).drop duplicates()
indices
→ title
    Toy Story (1995)
                                                      0
    Jumanji (1995)
    Grumpier Old Men (1995)
    Waiting to Exhale (1995)
    Father of the Bride Part II (1995)
                                                      4
    Black Butler: Book of the Atlantic (2017)
                                                   9737
    No Game No Life: Zero (2017)
                                                   9738
    Flint (2017)
                                                  9739
    Bungo Stray Dogs: Dead Apple (2018)
                                                   9740
    Andrew Dice Clay: Dice Rules (1991)
                                                  9741
    Length: 9742, dtype: int64
```

This function get_title searches for a movie title in the dataframe df that contains the given text (case-insensitive, without regex), and if found, returns the first matching movie title along with its genres; otherwise, it prints an error message and returns None, None.

```
def get_title(text, df=df):
    """Gets movie title matching `text`
    returns:
        title - title of movie matching the input
        genres - the movie's genres
    """
    mask = df['title'].str.contains(text, case=False, regex=False)
    title = df.loc[mask, 'title'].head(1).values[0] if any(mask) else None
    if not title:
        print(f"\n'{text}' does not match any movies. Please try again")
        return None, None
    return title, df.loc[mask].head(1)["genres"].values[0]
```

This code tests the get_title function by attempting to find a movie titled "Superman (1978)" in the df dataframe (printing the title and genres if found) and then searches for a non-existent movie "NibK7Iv", which will trigger an error message and return None, None.

The give_rec function finds a movie by title, retrieves its index from a similarity matrix (sig), and returns the top 10 most similar movies from the merged_movies_links dataframe, while handling errors gracefully; the test call attempts to get recommendations for "superman".

```
def give rec(title, sig=sig):
   """Get the index corresponding to title"""
    try:
       # get title
        title, genres = get_title(title, merged_movies_links)
        # print the movie title matching the text
        if title:
            print(f"Recommendation for {title}")
            print("Genres: ", genres)
        idx = indices[title]
        # Get the pairwsie similarity scores
        sig_scores = list(enumerate(sig[idx]))
        # Sort the movies
        sig_scores = sorted(sig_scores, key=lambda x: x[1], reverse=True)
        # Scores of the 10 most similar movies
        sig_scores = sig_scores[1:11]
```

```
# Movie indices
movie_indices = [i[0] for i in sig_scores]

# Top 10 most similar movies
    return merged_movies_links.iloc[movie_indices].drop_duplicates()
except Exception as _:
    print(_)
    return "A Oops! Something went wrong!"

give_rec('superman')
```

Recommendation for Superman (1978)
Genres: Action, Adventure, Sci-Fi

	movieId	title	genres	imdbId	tmdbId
224	260	Star Wars: Episode IV - A New Hope (1977)	Action, Adventure, Sci-Fi	76759	11.0
275	316	Stargate (1994)	Action, Adventure, Sci-Fi	111282	2164.0
385	442	Demolition Man (1993)	Action, Adventure, Sci-Fi	106697	9739.0
898	1196	Star Wars: Episode V - The Empire Strikes Back	Action, Adventure, Sci-Fi	80684	1891.0
911	1210	Star Wars: Episode VI - Return of the Jedi (1983)	Action, Adventure, Sci-Fi	86190	1892.0
1058	1375	Star Trek III: The Search for Spock (1984)	Action, Adventure, Sci-Fi	88170	157.0
1346	1831	Lost in Space (1998)	Action, Adventure, Sci-Fi	120738	2157.0
1557	2094	Rocketeer, The (1991)	Action, Adventure, Sci-Fi	102803	10249.0
1567	2105	Tron (1982)	Action, Adventure, Sci-Fi	84827	97.0
1692	2275	Six-String Samurai (1998)	Action, Adventure, Sci-Fi	118736	24746.0

give_rec("Tron (1982)")



Recommendation for Tron (1982) Genres: Action, Adventure, Sci-Fi

	movieId	title	genres	imdbId	tmdbId
224	260	Star Wars: Episode IV - A New Hope (1977)	Action, Adventure, Sci-Fi	76759	11.0
275	316	Stargate (1994)	Action, Adventure, Sci-Fi	111282	2164.0
385	442	Demolition Man (1993)	Action, Adventure, Sci-Fi	106697	9739.0
898	1196	Star Wars: Episode V - The Empire Strikes Back	Action, Adventure, Sci-Fi	80684	1891.0
911	1210	Star Wars: Episode VI - Return of the Jedi (1983)	Action, Adventure, Sci-Fi	86190	1892.0
1058	1375	Star Trek III: The Search for Spock (1984)	Action, Adventure, Sci-Fi	88170	157.0
1346	1831	Lost in Space (1998)	Action, Adventure, Sci-Fi	120738	2157.0
1557	2094	Rocketeer, The (1991)	Action, Adventure, Sci-Fi	102803	10249.0
1567	2105	Tron (1982)	Action, Adventure, Sci-Fi	84827	97.0
1692	2275	Six-String Samurai (1998)	Action, Adventure, Sci-Fi	118736	24746.0

Summary of the output:

As we can see, the system works for the most part, but it inherently has a few issues:

- It only recommends by genre, which is shallow and insufficient, as it doesn't scoop out the patterns deeply embedded in our dataset.
- Ratings, which are a high indicator of preference aren't used, so the system is to a degree, not as effective.
- Finally, as demonstrated above, the recommendation is somewhat 'rigid', meaning, if a movie's genre is Action, Adventure and Sci-fi, then one can only get a movie with the same exact genres.

For a more flexible system which goes deeper into the data-set, we have to use a collaborative filtering approach.

Collaborative filtering

Collaborative filtering can be user-based or item-based. User-based collaborative filtering recommends items based on the preferences of users with similar tastes, while item-based collaborative filtering recommends items similar to those the user has liked.

Memory/ Neighbourhood based:

• For this, i first create a pivot table, from which i will derive the sparse matrix:

First lets create a Pivot matrix
knnrc_df=df.pivot_table(index='title',columns='userId',values='rating').fillna(0)
knnrc_df.head()

\Rightarrow	userId	1.0	2.0	3.0	4.0	5.0	6.0	7.0	8.0	9.0	10.0	 601.0	602.0	603.0	604.0	605.0	606.0	607.0	608.0	6
	title																			
	'71 (2014)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	 0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	_
	'Hellboy': The Seeds of Creation (2004)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	 0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
	'Round Midnight	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	 0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	

knnrc_df.shape

→ (9713, 610)

from scipy.sparse import csr_matrix
from sklearn.neighbors import NearestNeighbors
movie_features_df_matrix = csr_matrix(knnrc_df.values)

```
model knn = NearestNeighbors(metric = 'cosine', algorithm = 'brute')
model knn.fit(movie features df matrix)
NearestNeighbors(algorithm='brute', metric='cosine')
# reverse map using the pivot matrix
new indices = {value: index for index, value in enumerate(knnrc df.index)}
# test
query index = new indices['Tron (1982)']
distances, indices = model knn.kneighbors(knnrc df.iloc[query index,:].values.reshape(1, -1), n neighbors = 6)
for i in range(0, len(distances.flatten())):
    if i == 0:
       print('Recommendations for {0}:\n'.format(knnrc_df.index[query_index]))
    else:
       print('{0}: {1}, with distance of {2}:'.format(i, knnrc df.index[indices.flatten()[i]], distances.flatten()[i]))
    Recommendations for Tron (1982):
    1: RoboCop (1987), with distance of 0.4333110059193197:
    2: Logan's Run (1976), with distance of 0.5173426988364118:
    3: Cocoon (1985), with distance of 0.5194918665320847:
    4: Total Recall (1990), with distance of 0.5267681600937928:
    5: Star Wars: Episode I - The Phantom Menace (1999), with distance of 0.5270073286035528:
```

Using **surprise** library aso as to be able to validate the models:

```
from surprise import Dataset, Reader
from surprise.model_selection import train_test_split
from surprise import accuracy
from surprise.prediction_algorithms import KNNWithMeans, KNNBasic, KNNBaseline
from surprise.prediction_algorithms import SVD
from surprise.model_selection import GridSearchCV, cross_validate
```

```
reader = Reader(rating scale=(1, 5))
expected column names = ["userId", "movieId", "rating"]
# Load the data into a Surprise Dataset
data surp = Dataset.load from df(df[expected column names], reader)
# cross validating with KNNBasic
knn basic = KNNBasic(sim options={'name':'pearson', 'user based':True})
cv knn basic = cross validate(knn basic, data surp, n jobs=-1)
# cross validating with KNNBaseline
knn baseline = KNNBaseline(sim options={'name':'pearson', 'user based':True})
cv knn baseline = cross validate(knn baseline, data surp)
→ Estimating biases using als...
    Computing the pearson similarity matrix...
    Done computing similarity matrix.
    Estimating biases using als...
    Computing the pearson similarity matrix...
    Done computing similarity matrix.
    Estimating biases using als...
    Computing the pearson similarity matrix...
    Done computing similarity matrix.
    Estimating biases using als...
    Computing the pearson similarity matrix...
    Done computing similarity matrix.
    Estimating biases using als...
    Computing the pearson similarity matrix...
    Done computing similarity matrix.
for i in cv_knn_baseline.items():
    print(i)
print('----')
```

```
# print validation results
np.mean(cv knn baseline['test rmse'])
    ('test rmse', array([0.88123987, 0.87103533, 0.88122198, 0.86745474, 0.87628082]))
    ('test_mae', array([0.67448283, 0.66480797, 0.67105828, 0.66408267, 0.66959848]))
    ('fit time', (1.0844740867614746, 1.2472569942474365, 1.1685168743133545, 1.1000728607177734, 1.0998859405517578))
    ('test time', (2.4182136058807373, 2.470033884048462, 2.6175668239593506, 2.4542808532714844, 2.5000932216644287))
    0.8754465481123255
# print out the average RMSE score for the test set
for i in cv_knn_basic.items():
   print(i)
# print validation results
print('----')
print(np.mean(cv knn basic['test rmse']))
('test rmse', array([0.97853001, 0.96821609, 0.97072673, 0.96960788, 0.97196309]))
     ('test mae', array([0.75519418, 0.74765207, 0.75051238, 0.75025736, 0.74961468]))
     ('fit time', (1.0963311195373535, 1.0829288959503174, 1.1162476539611816, 1.0835578441619873, 0.9629504680633545))
     ('test time', (1.6501269340515137, 1.68666672706604, 1.6802098751068115, 1.6827118396759033, 1.5666980743408203))
    0.9718087605226631
```

Summary of Surprise lib's KNN:

- The KNN Basic and KNN Baseline models exhibit similar RMSE, with the KNN Baseline slightly outperforming the KNN Basic model.
- Both KNN models have relatively low MAE, indicating good accuracy in predicting user ratings.
- The training time for the KNN models is relatively short, making them efficient for training.
- The SVD model has a slightly higher RMSE compared to the KNN models, but its overall performance is still competitive.

The choice between these models depends on specific use-case requirements, including the trade-off between accuracy and computational efficiency. Further analysis and potential hyperparameter tuning could refine the performance of these models.

Function to test out the KNN method

```
def knn get rec(title, rec=6, verbose=True):
   """Get recommendations for a movie using KNN
    # create a return dataframe
   ret df = pd.DataFrame()
   # initiate an empty list to fill the knn distances
    dists = []
   try:
        # get movie details and the pivot matrix index
       title, genres = get_title(title, df)
        idx = new indices[title]
        # compute the knn distance and index
        distances, knn_indices = model_knn.kneighbors(knnrc_df.iloc[idx,:].values.reshape(1, -1), n_neighbors = rec + 1)
        if title and verbose:
            print(f'Recommendations for {title}:')
            print(f"Genres: {', '.join(genres.split('|'))}")
        for i in range(0, len(distances.flatten())):
            if i == 0:
                continue
            rec movie = knnrc df.index[knn indices.flatten()[i]]
            movies df = data['movies']
            mask = movies_df['title'].str.contains(rec_movie, case=False, regex=False)
            # fill in return dataframe
            ret_df = pd.concat([ret_df, movies_df[mask]])
            # fill in the knn distances in the df
            dists.append(distances.flatten()[i])
        ret df["knn distance"] = dists
        return ret_df
```

except Exception as _:
 return "A Oops! Something went wrong!"

test
knn_get_rec('infinity war', 10)

Recommendations for Avengers: Infinity War - Part I (2018): Genres: Action, Adventure, Sci-Fi

	movieId	title	genres	knn_distance
9709	187593	Deadpool 2 (2018)	ActionlComedylSci-Fi	0.197364
8694	122916	Thor: Ragnarok (2017)	ActionIAdventurelSci-Fi	0.218983
8699	122926	Untitled Spider-Man Reboot (2017)	ActionIAdventureIFantasy	0.303779
8688	122898	Justice League (2017)	ActionIAdventureISci-Fi	0.395773
8695	122918	Guardians of the Galaxy 2 (2017)	ActionIAdventurelSci-Fi	0.408945
8696	122920	Captain America: Civil War (2016)	Action Sci-Fi Thriller	0.424481
8697	122922	Doctor Strange (2016)	ActionIAdventureISci-Fi	0.450223
9604	176371	Blade Runner 2049 (2017)	Sci-Fi	0.454227
8692	122906	Black Panther (2017)	ActionIAdventurelSci-Fi	0.456780
9418	165639	While You Were Fighting: A Thor Mockumentary (ComedylFantasylSci-Fi	0.457608

test 2
knn_get_rec('spider-man', 10)

```
Recommendations for Spider-Man (2002):
Genres: Action, Adventure, Sci-Fi, Thriller
```

	movieId	title	genres	knn_distance
5260	8636	Spider-Man 2 (2004)	ActionIAdventureISci-FilIMAX	0.267842
3832	5378	Star Wars: Episode II - Attack of the Clones (ActionIAdventureISci-FilIMAX	0.303643
3873	5445	Minority Report (2002)	ActionICrimeIMysteryISci-FilThriller	0.338738
4334	6333	X2: X-Men United (2003)	ActionIAdventureISci-FilThriller	0.361211
2836	3793	X-Men (2000)	Action Adventure Sci-Fi	0.370047
4427	6539	Pirates of the Caribbean: The Curse of the Bla	ActionIAdventurelComedylFantasy	0.375362
3638	4993	Lord of the Rings: The Fellowship of the Ring,	AdventurelFantasy	0.379254
4351	6365	Matrix Reloaded, The (2003)	Action Adventure Sci-FilThriller IMAX	0.387891
4137	5952	Lord of the Rings: The Two Towers, The (2002)	AdventurelFantasy	0.388087
3854	5418	Bourne Identity, The (2002)	ActionlMysterylThriller	0.389831

Sumarry of the Neighbourhood based collaborative approach (SciKit's):

- This model works better than the content-based approach as it makes use of the user ratings, thereby reading more into the dataset.
 - However, neighbourhood-based collaborative filtering has some limitations, particularly in scenarios with sparse data, the cold start problem for new users or items, and scalability issues as the dataset grows. Therefore, it becomes essential to explore model-based approaches like Singular Value Decomposition (SVD) or Alternating Least Squares (ALS).

```
def surp_knn_get_rec(uid=1000, rec_count=10):
    # Load the dataset and create a train-test split
    reader = Reader(rating_scale=(1, 5))
    data_ = Dataset.load_from_df(df[expected_column_names], reader)
    trainset, _ = train_test_split(data_, test_size=0.2, random_state=42)
```

```
# Train the KNN model
   sim options = {'name': 'pearson', 'user based': True}
   knn model = KNNBasic(sim options=sim options)
   knn_model.fit(trainset)
    # Get the user's unrated items
   unrated items = [item for item in trainset.all items() if item not in trainset.ur[uid]]
   # Predict ratings for unrated items
   predictions = [knn model.predict(uid, iid) for iid in unrated items]
   # Sort the predictions by estimated rating in descending order
   sorted predictions = sorted(predictions, key=lambda x: x.est, reverse=True)
   # Extract the top N recommended items
   top_recommendations = sorted_predictions[:rec_count]
    # Print or return the recommended items
   recommended_movie_ids = [prediction.iid for prediction in top_recommendations]
   movie df = data['movies']
   recommended movies = movie df[movie df['movieId'].isin(recommended movie ids)]
   return recommended_movies
# test
surp_knn_get_rec(uid=100, rec_count=10)
```

Computing the pearson similarity matrix...

Done computing similarity matrix.

	movieId	title	genres
36	40	Cry, the Beloved Country (1995)	Drama
107	123	Chungking Express (Chung Hing sam lam) (1994)	DramalMysterylRomance
265	305	Ready to Wear (Pret-A-Porter) (1994)	Comedy
346	389	Colonel Chabert, Le (1994)	DramalRomancelWar
467	534	Shadowlands (1993)	DramalRomance
525	613	Jane Eyre (1996)	DramalRomance
531	626	Thin Line Between Love and Hate, A (1996)	Comedy
536	633	Denise Calls Up (1995)	Comedy
548	650	Moll Flanders (1996)	Drama
557	670	World of Apu, The (Apur Sansar) (1959)	Drama

test 2
surp_knn_get_rec(uid=300, rec_count=5)

Computing the pearson similarity matrix...

Done computing similarity matrix.

genres	title	movieId		
AdventureIDrama	Lamerica (1994)	53	48	
ActionlComedylRomance	French Kiss (1995)	236	202	
CrimelDrama	New Jersey Drive (1995)	283	245	
Drama	Vanya on 42nd Street (1994)	334	292	
DramalRomance	Remains of the Day, The (1993)	515	450	

Model-Based Methods - Matrix Factorization using SVD:

Let's try out a matric factorization technique on the data, by singular value decomposition:

```
param_grid = {'n_factors':[20, 100],'n_epochs': [5, 10], 'lr_all': [0.002, 0.005],
             'reg all': [0.4, 0.6]}
gs_model = GridSearchCV(SVD, param_grid=param_grid, n_jobs = -1, joblib_verbose=5)
gs model.fit(data surp)
[Parallel(n_jobs=-1)]: Using backend LokyBackend with 4 concurrent workers.
     [Parallel(n jobs=-1)]: Done 10 tasks
                                                 elapsed:
                                                            3.7s
    [Parallel(n_jobs=-1)]: Done 64 tasks
                                                elapsed:
                                                           27.0s
    [Parallel(n jobs=-1)]: Done 80 out of 80 | elapsed:
                                                           41.3s finished
best params = gs model.best params["rmse"]
trainset, testset = train test split(data surp, test size=0.2)
svd = SVD(**best params)
svd.fit(trainset)
predictions = svd.test(testset)
print(accuracy.rmse(predictions))
    RMSE: 0.8886
    0.8886296625779166
```

A value of 0.8925 suggests that, on average, the predicted ratings deviate by approximately 0.8925 from the true ratings. Lower RMSE values indicate better predictive accuracy.

```
# test
svd.predict(uid="230", iid=23)
> Prediction(uid='230', iid=23, r ui=None, est=3.3293095948532123, details={'was impossible': False})
def svd get rec(uid=1000, rec count=0):
   """Returns top 10 movies using SVD
    Parameters:
    _____
    uid - user id
   rec count - movie recommendation count
    0.000
   trainset, testset = train_test_split(data_surp, test_size=0.2)
   # Get the user's unrated items
   unrated items = [item for item in trainset.all items() if item not in trainset.ur[uid]]
   # Predict ratings for unrated items
   predictions = [svd.predict(uid, iid) for iid in unrated items]
   # Sort the predictions by estimated rating in descending order
   sorted predictions = sorted(predictions, key=lambda x: x.est, reverse=True)
   # Extract the top N recommended items
   top_recommendations = sorted_predictions[:rec_count]
    # Print or return the recommended items
   recommended_movie_ids = [prediction.iid for prediction in top_recommendations]
   movie_df = data['movies']
   recommended movies = movie df[movie df['movieId'].isin(recommended movie ids)]
   return recommended_movies
# test
svd_get_rec(uid=100, rec_count=10)
```



	genres	title	movieId	
-	CrimelMysterylThriller	Usual Suspects, The (1995)	50	46
	CrimelDrama	Shawshank Redemption, The (1994)	318	277
	ComedylWar	Dr. Strangelove or: How I Learned to Stop Worr	750	602
	CrimelDrama	Godfather, The (1972)	858	659
	MysterylThriller	Rear Window (1954)	904	686
	DramalRomance	Casablanca (1942)	912	694
	FantasylSci-Fi	Brazil (1985)	1199	901
	AdventureIDramalWar	Lawrence of Arabia (1962)	1204	906
	ActionIDramalWar	Apocalypse Now (1979)	1208	909
	Action Crime Drama Thriller	Fight Club (1999)	2959	2226

Summary of the models:

Final Recommender System:

For the final recommender system, we decided to go with SciKit Learn's recommender system (which is a neighbourhood based (KNN) system).

The main reason for this is because, it is easy to test out an item-item based movie system more than a user-user, after running the recommender functions, because the items are familiar more than the users.

How the final system works:

- 1. take in a user id.
- 2. randomly select movies they highly rated.

- 3. return 10 recommendations based on the movies liked.
- 4. If no id given, use the unpersonalized recommender.

```
def top_ten_highly_rated(uid, rec=10):
   """returns a list of movies highly rated by a user"""
   mask = data["ratings"]['userId'] == uid
   user movies = data["ratings"][mask].sort values(by=['rating'], ascending=False).head(rec)
   user movies = pd.merge(data["movies"], user movies, how="inner", on="movieId")
   if len(user movies) < 1:</pre>
        raise ValueError(f"User denoted by id: '{uid}' does not exist!")
   return list(user movies["title"])
# test for user-id: 100
top ten highly rated(100)
    ['Top Gun (1986)',
     'When Harry Met Sally... (1989)',
     'Joy Luck Club, The (1993)',
     'Sliding Doors (1998)',
     'Wedding Singer, The (1998)',
     'Out of Sight (1998)',
     'Terms of Endearment (1983)',
     "Christmas Vacation (National Lampoon's Christmas Vacation) (1989)",
     'Officer and a Gentleman, An (1982)',
     'Sweet Home Alabama (2002)'l
def unpersonalized_recomm(count=10):
   """Returns a randomlist of highly ranked movies movies"""
   unique genres = list(set(df['genres'].str.split('|', expand=True).stack()))
   recomms = pd.DataFrame()
   for genre in unique_genres:
        # select top 5 of each genre
       mask = df["genres"].str.contains(genre, regex=False, case=False)
        top_5 = df[mask].sort_values(by="rating", ascending=False).head()
```

```
top_5["year_of_release"] = top_5["title"].map(lambda x: x[-5:].strip(")"))
recomms = pd.concat([recomms, top_5])
```

return shuffled
print("Unpersonalized recommendation:")
return recomms.sample(frac=1).drop_duplicates().head(count)

test
unpersonalized_recomm()

Unpersonalized recommendation:

	movieId	title	genres	imdbId	tmdbId	userId	rating	timestamp	year_of_release
5248	8607	Tokyo Godfathers (2003)	AdventurelAnimationIDrama	388473	13398	483	5.0	1.204278e+09	2003
508	590	Dances with Wolves (1990)	AdventurelDramalWestern	99348	581	565	5.0	8.465332e+08	1990
136	163	Desperado (1995)	Action Romance Western	112851	8068	1	5.0	9.649836e+08	1995
413	475	In the Name of the Father (1993)	Drama	107207	7984	239	5.0	1.221159e+09	1993
5200	8464	Super Size Me (2004)	ComedylDocumentarylDrama	390521	9372	51	5.0	1.230930e+09	2004
691	909	Apartment, The (1960)	ComedylDramalRomance	53604	284	177	5.0	1.435536e+09	1960
8687	122896	Pirates of the Caribbean: Dead Men Tell No Tal	(no genres listed)	1790809	166426	586	5.0	1.529900e+09	2017
607	762	Striptease (1996)	ComedvlCrime	117765	9879	492	5.0	8 639761e+08	1996

import random

random.seed(555)

```
def final_recommender(uid=None, rec=10):
    """Get recommendations for a movie using KNN
    params:
```

```
uid - user id
rec - recommendation movie count
iii
if not uid:
    return unpersonalized_recomm(rec)
# create a return dataframe
ret_df = pd.DataFrame()
# initiate an empty list to fill the knn distances
```