PROJECT- Movie Recommendation System using Machine Learning

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Every time you open up YouTube just to figure out the solution to your problem or just get the latest news, you end up spending more time. A similar thing happens when you decided on binging through a single movie/series from an OTT you end up watching more than what you had in your mind. Ever wondered how they were able to do such a thing? Most of the OTT platforms depend on their movie recommendation system.



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But, what is a Recommendation System exactly?

A movie recommendation system is a fancy way to describe a process that tries to predict your preferred items based on your or people similar to you.

In layman's terms, we can say that a **Recommendation System** is a tool designed to predict/filter the items as per the user's behavior.

Why exactly do we need Recommendation Systems?

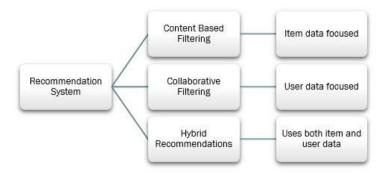
From a user's perspective, they are catered to fulfil the user's needs in the shortest time possible. For example, the type of content you watch on Netflix or Hulu. A person who likes to watch only *Korean drama* will see titles related to that only but a person who likes to watch *Action-based* titles will see that on their home screen.

From an organization's perspective, they want to keep the user as long as possible on the platform so that it will generate the most possible profit for them. With better recommendations, it creates positive feedback from the user as well. What good it will be to the organization to have a library of 500K+ titles when they cannot provide proper recommendations?

Recommendations are a great way to keep you watching but for Raghu the recommendations he gets wrong. But how? Well, as you know that recommendation systems are catered for a user but not for multiple users. Raghu lives in a joint family and everyone uses a single system to watch what they want. While OTT platforms give you a choice of adding multiple profiles but everyone else has already taken those and he is left with a single profile to share with his grandparents. So, Raghu decides to create his movie recommendation system. Before getting started he should understand the different types of recommendation systems.

Types of Recommendation Systems

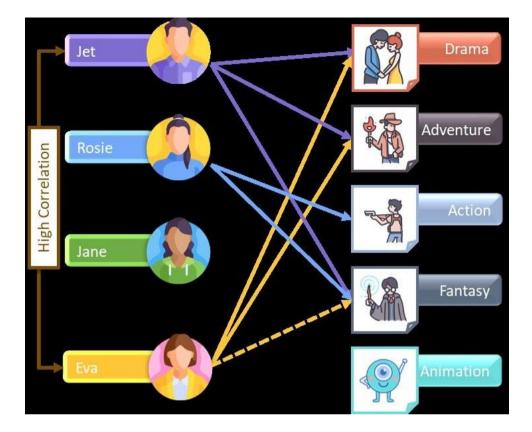
The following figure shows different kinds of recommender systems:



Collaborative Filtering

There are two types of collaborative filtering:

User-Based: Where we try to find similar users based on their item choices and recommend the items. A user-item rating matrix is created at first. Then, we find the correlations between the users and recommend items based on correlation.



Consider the above figure, we can see that:

- Jet likes Drama, Adventure, and Fantasy-based movies.
- Rosie likes Action and Fantasy-based movies.
- Eva likes Drama and Adventure-based movies.

From the above data, we can say that **Eva** is highly correlated to **Jet**. Thus, we can recommend her **Fantasy** movies as well.

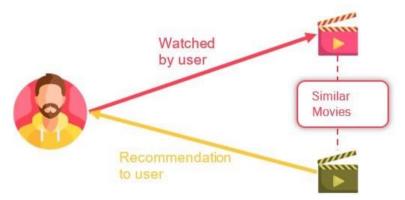
Item Based

Where we try to find a similar item based on their user's choices and recommend the items. A user-user item rating matrix is created at first. Then, we find the correlations between the items and recommend items based on correlation.

Using collaborative filtering becomes stale when either item or user choices differ.

Content-Based Filtering

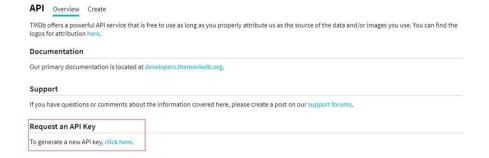
In this type, we will try to find similar items to the user's selected item. Consider the below figure:



Let's say Raghu watches a movie **X**, then in this case the model/method will try to find a similar movie based on its features like genres, actors and directors, etc. For example, if a user likes to watch movies like say **Central Intelligence** where **Dwayne Johnson** is the protagonist, the model recommends the movies where **Dwayne Johnson** is either protagonist or has done some other part in it.

Raghu wants the exact similar type of recommender system where he can input some movie names and related movies are given as recommendations. Let's see how he will apply machine learning to create a recommendation system.

To create the movie recommendation system Raghu has taken data from TMDB API. You can also request an API:



Movie Dataset

The data gathered by Raghu has the following details:

- Title: Movie Title.
- Overview: Abstract of the Movie.
- Popularity: Movie popularity rating as per TMDB.
- Vote_average: Votes average out of 10.
- Vote_count: Number of votes from the users.
- Release date: Date of release of the movie.
- Keywords: Keywords for the movie by TMDB in the list.
- Genres: Movie Genres in the list.
- Cast: Cast of the movie on the list.
- Crew: Crew of the movie in the list.

Reading Movies Data:

As Raghu loads the data, let's see how it looks:

data =pd read_csv('tmdb.csv.zip' ,compression ='zip',index_col='id') data .head()



Cleaning Data

As you can see that before applying any machine learning models or even exploring the data we need to clean the data:

Removing Unnamed Column:

The Unnamed Columns are irritating as we cannot delete is normally. To remove this, Raghu gets the list of columns and renames the "Unnamed: 0" column and later removes it:



The output after dropping the column:

Changing Data Type

After filling the null values for empty columns, Raghu realizes that he will have to change the data type for most of them:

```
<class 'pandas.core.frame.DataFrame'>
Int64Index: 9480 entries, 19404 to 580
Data columns (total 10 columns):
   # Column
                                                                           Non-Null Count Dtype
                                                                           Water and the Control of the Control
                                                                          9480 non-null object
 a title
                                                                          9464 non-null object
  1 overview
                 popularity 9480 non-null float64
                  vote average 9480 non-null float64
                                                                            9480 non-null int64
                  vote count
   4
   5
                 release_date 9480 non-null object
                                                                           9480 non-null object
   6 keywords
 7 genres
                                                                          9480 non-null object
                 cast
                                                                           9480 non-null object
               crew
                                                                             9480 non-null object
dtypes: float64(2), int64(1), object(7)
memory usage: 814.7+ KB
```

He creates a dictionary with columns as keys and their new type as values. Then, changes the datatype:

```
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new_types ={'title':str, 'overview':str, 'release_date':'datetime64';} for col in new_types.l
```

It seems that he has not treated the list columns. The list columns still have some empty values if he changes the type as a **list** directly he will get the following error:

```
~\anaconda3\lib\site-packages\pandas\core\dtypes\missing.py in <genexpr>(.0)
           # bytes, generic], Sequence[Union[int, float, complex, str, bytes, generic]],
   677
   678
              # Sequence[Sequence[Any]], _SupportsArray]"
--> 679
              checker(arr[i : i + chunk len]).all() # type: ignore[arg-type]
  680
             for i in range(0, total_len, chunk_len)
   681 )
~\anaconda3\lib\site-packages\pandas\core\dtypes\missing.py in <lambda>(x)
           # error: Incompatible types in assignment (expression has type "Callable[[Any],
   668
   669
              # Any]", variable has type "ufunc")
            checker = lambda x: _isna_array( # type: ignore[assignment]
--> 670
   671
                 x, inf_as_na=INF_AS_NA
~\anaconda3\lib\site-packages\pandas\core\dtypes\missing.py in _isna_array(values, inf_as_na)
   252
                  result = ~np.isfinite(values)
   253
--> 254
                  result = np.isnan(values)
   255
          return result
TypeError: ufunc 'isnam' not supported for the input types, and the inputs could not be safely coerced to any supported types according to the casting rule ''safe''
```

The error means that it does not support the **list** datatype as of now. Instead, he creates that column as string type and keeps the values as **comma** separated:



Data Exploration

After cleaning the data, Raghu wants to do some analysis of the data. He creates two functions for list columns:

• get_unique(data,col): Returns a list of unique items.

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```
def get_uniques (data ,col):
  data: Dataframe object
  col: column name with comma separated values
  returns: a list of unique category values in that column
  out=set ([val.strip().lower() for val in ','.join(data [col].unique()).split(',')])
     out.remove (")
  except:
     return list(out)
  return list(out)
```

• get_counts(data,col,categories): Returns the counts for the unique items

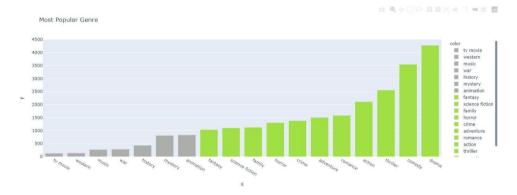
```
def get_counts (data , col, categories ):

"

data: dataframe object
col: name of the column
categories: categories present
----
return a dictionary with counts of each category
"

categ = {category : None for category in categories }
for category in tqdm (categories ):
 val=0
 for index in data index:
 if category in data at [index,col].lower():
 val+=1
 categ [category ]=val
return categ
```

Using the two functions he creates a plotly chart to see most popular genres:



Later, he finds how plots movie release per year:

```
# Function to plot value counts plots

def plot_value_counts_bar (data, col):

"

data: Dataframe

col: Name of the column to be plotted
----

returns a plotly figure

"

vc = pd.DataFrame (data [col].value_counts ())

vc[cat'] = vc.index

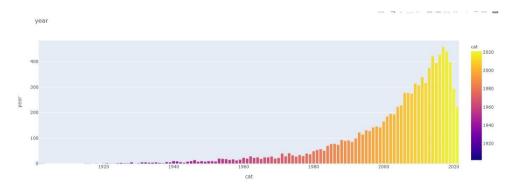
fig = px.bar(vc, x='cat', y=col, color='cat', title =col)

fig.update_layout ()

return fig

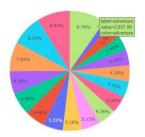
data ['year']=data release_date .dt .year

plot_value_counts_bar (data, 'year')
```



Then, he creates another function to find the ratings by popularity, vote_count, vote_average:

```
def get ratings (data, col, ratings col, categories):
  data: dataframe object
  col: name of the column
  categories: categories present
  return a dictionary with average ratings of each category
  categ = {category : None for category in categories }
  for category in tgdm (categories ):
     val=0
    ratings=0
    for index in data .index:
       if category in data .at [index,col].lower():
          va<del>l</del>+=1
          ratings+=data .at [index,ratings col]
     categ[category]=round(ratings /val,2)
  return categ
base counts = get ratings (data, 'genres', 'vote count', genres)
base counts = pd.DataFrame (index=base_counts .keys(),
                 data=base counts.values(),
                 columns ['Counts'])
base counts .sort values (by='Counts', inplace=True)
fig = px.pie(names=base_counts .index,
        values=base counts ['Counts'],
        title='Most Popular Genre by Votes', color=base counts.index)
fig.show()
```





You can explore more using the above functions like most popular crew, most voted crew.

Building Model

Raghu will be building the model in two ways:

Using CountVectorizer

It converts a collection of text into a matrix of counts with each hit.

Take an example with 3 sentences:

I enjoy Marvel movies.

I like Dwayne.

I like Iron Man.

The count vectorizer will create a matrix where it determines the frequency of each word.

		Like	Enjoy	Marvel	Movies	Dwayne	Iron	Man	
	0	2	1	0	0	0	0	0	0
Like	2	0	0	0	0	1	1	0	0
Enjoy	1	0	0	1	0	0	0	0	0
Marvel	0	0	0	0	1	0	0	0	0
Movies	0	0	0	1	0	0	0	0	1
Dwayne	0	1	0	0	0	0	0	0	1
Iron	0	1	0	0	0	0	1	0	0
Man	0	0	0	0	0	0	0	1	1
	0	0	0	0	0	0	0	0	0

Focusing on the first row, "like" and "enjoy" are besides "I" for 2 and 1 times respectively. Similarly, other rows are calculated.

Raghu, creates the sentences for the CountVectorizer:

```
def create_soup (data ):

# Creating a simple text for countvectorizer to work with

att = data ['title' ].lower()

for i in data [1:]:

att = att + ' ' + str(i)

return att

model_data = data .copy()

model_data = model_data [['title' ,'keywords' ,'genres' ,'cast' ,'crew']]

model_data ['soup'] = model_data .apply (create_soup ,axis = 1)
```

He gets the data in the following way:

```
id
         dilwale dulhania le jayenge Comedy Drama Ro...
 19404
        the shawshank redemption prison corruption p...
 278
         the godfather italy loss of loved one love a...
238
724089 gabriel's inferno part ii based on novel or bo...
         schindler's list based on novel or book facto...
424
         french fried vacation 3 holiday sardinia ita...
 21435
          the adventures of rocky & bullwinkle helicopte...
 17711
          s. darko sequel stranded end of the world s...
17532
          the master of disguise disguise aftercreditss...
13908
          jaws: the revenge shark attack bahamas dying...
580
Length: 9480, dtype: object
```

Now, he gets the cosine similarity scores:

Copy code

```
count = CountVectorizer (stop_words ='english')
count_matrix = count.fit_transform (model_data ['soup'])
cosine_sim2 = cosine_similarity (count_matrix )
```

Since we have the cosine similarity scores we can now get the recommendations. The below functions get the top 10 movies sorted by **popularity**:

```
def get recommendations new(title, data, orig data, cosine sim=cosine sim2):
  title: movie title
  data: model data
  orig data: original dataframe
  cosine sim: cosine similarity matrix to use.
  returns: Table plot of plotly where top 10 movies by popularity are sorted.
  indices = pd.Series(data.index, index=data['title'])
  idx = indices[title]
  # Get the pairwsie similarity scores of all movies with that movie
  sim scores = list(enumerate(cosine sim[idx]))
  # Sort the movies based on the similarity scores
  sim scores = sorted(sim scores, key=lambda x: x[1], reverse=True)
  # Get the scores of the 10 most similar movies
  sim_scores = sim_scores[1:11]
  # Get the movie indices
  movie indices = [i[0] for i in sim scores]
  # Return the top 10 most similar movies
  out=orig data[[
    'title', 'vote average', 'genres', 'crew', 'popularity'
  ]].iloc[movie indices]
  out.genres = out.genres.str.replace(',', '<br>')
  out.crew = out.crew.str.replace(',', '<br>')
  final=out.sort_values(by='popularity',ascending=False)
  colorscale = [[0, '#477BA8'], [.5, '#ece4db'], [1, '#d8e2dc']]
  fig = ff.create_table(final, colorscale=colorscale, height_constant=70)
  return fig
```

Let's try for "The Shawshank Redemption":

tille	vote_average	genres	crew	② Q + □ □ × a ¬ ■ □ □ popularity
Avengers: Endgame	8.3	Adventure Science Fiction Action	Anthony Russo	458.39
Real Steel	6.9	Action Science Fiction Drama	Shawn Levy	160.405
Interstellar	8.4	Adventure Drama Science Fiction	Christopher Nolan	132.126
Justice Society: World War II	7.8	Animation War Science Fiction	Jeff Wamester	94.824
X-Men: Days of Future Past	7.5	Action Adventure Fantasy Science Fiction	Bryan Singer	74.254
War for the Planet of the Apes	7.1	Drama Science Fiction War	Matt Reeves	64.411
The Boy and the Beast	8.1	Animation Fantasy Action Adventure	Mamoru Hosoda	40.892
Final Fantasy: The Spirits Within	6.2	Action Fantasy Science Fiction Thriller	Hironobu Sakaguchi	14.793
The Postman	6.2	Romance Science Fiction Adventure Action War	Kevin Costner	14,403
Like Father	6.3	Comedy Drama	Lauren Miller	7.118

Let's see for another title "Spirited Away":

title	vote_average	genres	crew	© Q + □ □ × # ↑ ■ □ □ popularity
Soul	8.2	Animation Comedy Fantasy Family	Pete Docter	245.536
Onward	7.8	Family Animation Adventure Comedy Families	Dan Scanlon	69.415
Alvin and the Chipmunks: Chipwrecked	5.7	Fantasy Comedy Fantasy Family Music Animation	Mike Mitchell	66.424
Alvin and the Chipmunks: The Squeakquel	5.7	Comedy Family Animation Fantasy	Betty Thomas	61.828
Trolls	6.7	Animation Fantasy Adventure Comedy	Mike Mitchell	60.679
The Book of Life	7.5	Altifistion Adventure Comedy Family Fantasy	Jorge R. Gutierrez	59.088
Rock Dog	6.1	Adventure Animation Comedy Family	Ash Brannon	22.548
UglyDolls	6.7	Animation Comedy Adventure Fantasy Fagusey	Kelly Asbury	22.379
The Brave Little Toaster	6.9	Adventure Animation Comedy Family	Jerry Rees	11.571
Sweet and Lowdown	6.9	Music Comedy Drama Music	Woody Allen	9.29

Using NearestNeighbors

We can use **NearestNeighbors** as well to create our recommendation system. Before training the model, we need to process the data for optimal performance:

```
Copy code
nn data = data .copy()
def fill genre(value,col,categories =genres):
  if col in value.lower():
    return 1
  else:
    return 0
# Create genre columns
for col in genres:
  nn data[col]=None
for index in tqdm (nn_data.index):
  for col in genres:
     nn data.at [index,col]=fill genre (nn data.at [index,'genres'],col)
for col in genres:
  nn data[col]=nn data.genres.apply(fill genre,args=(col,))
nn data.drop(['overview','release date','genres','title'],axis=1,inplace=True)
for col in ['keywords','cast','crew']:
  nn_data[col]=LabelEncoder().fit_transform (nn_data[col])
```

Traning the model:

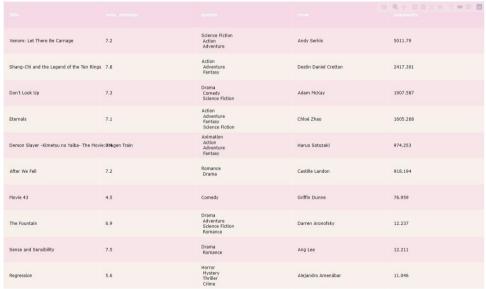
Now, Let's test our model:

```
Copy code
# Create a function to recommend top 10 movies
def recommend movies(movie,nn data,orig data):
  orig data.reset index(inplace=True)
  nn data.reset index(inplace=True,drop=True)
  movie index=nn data[orig data.title==movie].index
  distances, indices = model_knn.kneighbors(np.array(nn_data.iloc[movie_index]).reshape
  1, -1),n neighbors=10)
  out=orig data[[
    'title', 'vote_average', 'genres', 'crew', 'popularity'
  ]].iloc[indices[0]]
  out.genres = out.genres.str.replace(',', '<br>')
  out.crew = out.crew.str.replace(',', '<br>')
  final=out.sort_values(by='popularity',ascending=False)
  colorscale = [[0, '#fad2e1'], [5, '#fde2e4'], [1, '#fff1e6']]
  fig = ff.create_table(final, colorscale=colorscale, height_constant=70)
  return fig
```

Let's check for the movie "Thor":

				Q+00×01==0
Doctor Strange	7.4	Action Adventure Fantasy Science Fiction Family	Scott Derrickson	322.507
Сосо	8.2	Animation Fantasy Music Comedy Adventure	Lee Unkrich	231.649
Thor	6.8	Adventure Fantasy Action	Kenneth Branagh	201.812
Captain America: The First Avenger	7.0	Action Adventure Science Fiction	Joe Johnston	155.534
Fantastic Beasts and Where to Find Them	7.4	Adventure Fantasy	David Yates	146.861
Guardians of the Galaxy Vol. 2	7.6	Adventure Action Science Fiction	James Gunn	134.225
Inglourious Basterds	8.2	Drama Action Thriller War	Quentin Tarantino	100.238
Guardians of the Galaxy	7.9	Action Science Fiction Adventure	James Gunn	80.407
Batman Begins	7.7	Action Crime Drama	Christopher Nolan	60.649
Get Out	7.6	Mystery Thriller Horror	Jordan Peele	48.406

Let's try for "Eternals":



Run this demo in Colab - Try it Yourself!

Conclusion

In this Report, we have learned how to create a recommendation system using machine learning. Apart from movie recommendations, you can try making recommender systems from shopping products, news, typing assistance, and so on.