

Edx MovieLens Project

June 6, 2019

Introduction

The goal of this project is to create a model that accurately predicts movie ratings for users. The data used in this project is from the MovieLens data set. The performance metric used was RMSE.

Key steps in the project were:

1. Data exploration and cleansing
2. Feature engineering
3. Model training
4. Model comparison and test estimation.

(Additional note: This data set large. This experiment was performed on a workstation with 16gb of ram. Workstations with less than 16gb of ram may not be able to process the data set.)

Analysis

Data Load and libraries

First step was to load the data and libraries.

```
#Load MovieLens dataset (Code copied from Edx project instructions)

#load packages

if(!require(tidyverse)) install.packages("tidyverse", repos = "http://cran.us.r-project.org")
if(!require(caret)) install.packages("caret", repos = "http://cran.us.r-project.org")

## Loading required package: caret

## Loading required package: lattice

##
## Attaching package: 'caret'

## The following object is masked from 'package:purrr':
##
## lift
```

```

# MovieLens 10M dataset:
# https://grouplens.org/datasets/movielens/10m/
# http://files.grouplens.org/datasets/movielens/ml-10m.zip

dl <- tempfile()
download.file("http://files.grouplens.org/datasets/movielens/ml-10m.zip", dl)

ratings <- read.table(text = gsub(":", "\t", readLines(unzip(dl, "ml-10M100K/ratings.dat"))),
                      col.names = c("userId", "movieId", "rating", "timestamp"))

movies <- str_split_fixed(readLines(unzip(dl, "ml-10M100K/movies.dat")), "\\:", 3)
colnames(movies) <- c("movieId", "title", "genres")
movies <- as.data.frame(movies) %>% mutate(movieId = as.numeric(levels(movieId))[movieId],
                                           title = as.character(title),
                                           genres = as.character(genres))

movielens <- left_join(ratings, movies, by = "movieId")

# Validation set will be 10% of MovieLens data

set.seed(1) # if using R 3.6.0: set.seed(1, sample.kind = "Rounding")
test_index <- createDataPartition(y = movielens$rating, times = 1, p = 0.1, list = FALSE)
edx <- movielens[-test_index,]
temp <- movielens[test_index,]

# Make sure userId and movieId in validation set are also in edx set

validation <- temp %>%
  semi_join(edx, by = "movieId") %>%
  semi_join(edx, by = "userId")

# Add rows removed from validation set back into edx set

removed <- anti_join(temp, validation)

## Joining, by = c("userId", "movieId", "rating", "timestamp", "title", "genres")

edx <- rbind(edx, removed)

rm(dl, ratings, movies, test_index, temp, movielens, removed)

#load libraries

library(tidyverse)
library(splitstackshape)

```

Data cleansing and error checking

Next we checked the data for errors.

```
#check for NA's
```

```
sum(is.na(edx))
```

```
## [1] 0
```

```
#view summaries of each field for 0's, outliers, and anomalies
```

```
summary(edx$userId)
```

```
##      Min. 1st Qu.  Median    Mean 3rd Qu.    Max.
##         1   18124   35738   35870   53607   71567
```

```
summary(edx$rating)
```

```
##      Min. 1st Qu.  Median    Mean 3rd Qu.    Max.
##    0.500   3.000   4.000   3.512   4.000   5.000
```

```
summary(edx$movieId)
```

```
##      Min. 1st Qu.  Median    Mean 3rd Qu.    Max.
##         1     648   1834   4122   3626   65133
```

```
data.frame(table(edx$genres))
```

```
##                                     Var1  Freq
## 1                                (no genres listed)      7
## 2                                  Action 24482
## 3                        Action|Adventure 68688
## 4      Action|Adventure|Animation|Children|Comedy 7467
## 5      Action|Adventure|Animation|Children|Comedy|Fantasy 187
## 6      Action|Adventure|Animation|Children|Comedy|IMAX   66
## 7      Action|Adventure|Animation|Children|Comedy|Sci-Fi  600
## 8      Action|Adventure|Animation|Children|Fantasy  737
## 9      Action|Adventure|Animation|Children|Sci-Fi   50
## 10     Action|Adventure|Animation|Comedy|Drama 1902
## 11     Action|Adventure|Animation|Comedy|Sci-Fi    3
## 12     Action|Adventure|Animation|Drama|Fantasy 4333
## 13     Action|Adventure|Animation|Drama|Fantasy|Sci-Fi 239
## 14           Action|Adventure|Animation|Fantasy  868
## 15     Action|Adventure|Animation|Fantasy|Sci-Fi  451
## 16     Action|Adventure|Animation|Horror|Sci-Fi 4087
## 17     Action|Adventure|Animation|Mystery|Romance  317
## 18           Action|Adventure|Animation|Sci-Fi 6430
## 19     Action|Adventure|Animation|Sci-Fi|Thriller 4738
## 20           Action|Adventure|Children  824
## 21           Action|Adventure|Children|Comedy 4785
## 22           Action|Adventure|Children|Comedy|Crime   44
## 23     Action|Adventure|Children|Comedy|Fantasy|Sci-Fi 2832
## 24           Action|Adventure|Children|Comedy|Mystery  305
```

## 25	Action Adventure Children Crime Mystery Thriller	62
## 26	Action Adventure Children Fantasy	3837
## 27	Action Adventure Comedy	45118
## 28	Action Adventure Comedy Crime	27714
## 29	Action Adventure Comedy Crime Drama	159
## 30	Action Adventure Comedy Crime Drama Romance	6288
## 31	Action Adventure Comedy Crime Horror Thriller	520
## 32	Action Adventure Comedy Crime Romance Thriller	62
## 33	Action Adventure Comedy Crime Sci-Fi	23
## 34	Action Adventure Comedy Crime Thriller	2246
## 35	Action Adventure Comedy Drama	35
## 36	Action Adventure Comedy Drama Fantasy Horror Sci-Fi Thriller	256
## 37	Action Adventure Comedy Drama Romance	198
## 38	Action Adventure Comedy Drama Romance Thriller	373
## 39	Action Adventure Comedy Drama Thriller	72
## 40	Action Adventure Comedy Drama War	5920
## 41	Action Adventure Comedy Fantasy	23562
## 42	Action Adventure Comedy Fantasy Horror	6066
## 43	Action Adventure Comedy Fantasy Mystery	2047
## 44	Action Adventure Comedy Fantasy Romance	14809
## 45	Action Adventure Comedy Fantasy Sci-Fi	1112
## 46	Action Adventure Comedy Fantasy Sci-Fi Western	5301
## 47	Action Adventure Comedy Musical	9879
## 48	Action Adventure Comedy Romance	10835
## 49	Action Adventure Comedy Romance Thriller	26390
## 50	Action Adventure Comedy Sci-Fi	13878
## 51	Action Adventure Comedy Thriller	2159
## 52	Action Adventure Comedy War	2204
## 53	Action Adventure Comedy Western	3485
## 54	Action Adventure Crime	32
## 55	Action Adventure Crime Drama	4466
## 56	Action Adventure Crime Drama Mystery Thriller	1539
## 57	Action Adventure Crime Drama Romance Thriller	634
## 58	Action Adventure Crime Drama Western	336
## 59	Action Adventure Crime Mystery Thriller	9
## 60	Action Adventure Crime Sci-Fi Thriller	345
## 61	Action Adventure Crime Thriller	11482
## 62	Action Adventure Documentary	19
## 63	Action Adventure Drama	31166
## 64	Action Adventure Drama Fantasy	11941
## 65	Action Adventure Drama Fantasy Sci-Fi	57
## 66	Action Adventure Drama Fantasy Thriller	3561
## 67	Action Adventure Drama Mystery Thriller	6657
## 68	Action Adventure Drama Romance	5021
## 69	Action Adventure Drama Romance Thriller Western	44
## 70	Action Adventure Drama Romance War	83
## 71	Action Adventure Drama Sci-Fi	20366
## 72	Action Adventure Drama Sci-Fi Thriller	4575
## 73	Action Adventure Drama Thriller	4931
## 74	Action Adventure Drama Thriller War	86
## 75	Action Adventure Drama Thriller Western	170
## 76	Action Adventure Drama War	19652
## 77	Action Adventure Drama War Western	55
## 78	Action Adventure Drama Western	5122

## 79	Action Adventure Fantasy	71176
## 80	Action Adventure Fantasy Horror	1425
## 81	Action Adventure Fantasy Horror Romance	6
## 82	Action Adventure Fantasy Horror Thriller	11460
## 83	Action Adventure Fantasy Mystery	2211
## 84	Action Adventure Fantasy Sci-Fi	16494
## 85	Action Adventure Fantasy Sci-Fi Thriller	1054
## 86	Action Adventure Fantasy Thriller	4420
## 87	Action Adventure Fantasy War	47
## 88	Action Adventure Horror	4761
## 89	Action Adventure Horror Sci-Fi Thriller	7461
## 90	Action Adventure Horror Thriller	3976
## 91	Action Adventure Mystery	1446
## 92	Action Adventure Mystery Sci-Fi	8304
## 93	Action Adventure Mystery Thriller	21369
## 94	Action Adventure Romance	10517
## 95	Action Adventure Romance Sci-Fi Thriller	2202
## 96	Action Adventure Romance Thriller	16934
## 97	Action Adventure Romance War	6
## 98	Action Adventure Sci-Fi	219938
## 99	Action Adventure Sci-Fi Thriller	105144
## 100	Action Adventure Sci-Fi War	23449
## 101	Action Adventure Sci-Fi Western	2203
## 102	Action Adventure Thriller	149091
## 103	Action Adventure War	2869
## 104	Action Adventure War Western	130
## 105	Action Adventure Western	10237
## 106	Action Animation Children Comedy	896
## 107	Action Animation Children Comedy Musical	30
## 108	Action Animation Children Fantasy	221
## 109	Action Animation Comedy Horror	2
## 110	Action Animation Drama Sci-Fi	883
## 111	Action Animation Drama Sci-Fi Thriller	453
## 112	Action Animation Fantasy	220
## 113	Action Animation Fantasy Sci-Fi	248
## 114	Action Animation Film-Noir Sci-Fi Thriller	1103
## 115	Action Animation Sci-Fi	132
## 116	Action Children	3922
## 117	Action Children Comedy	518
## 118	Action Children Comedy Fantasy Sci-Fi	2408
## 119	Action Children Fantasy	2318
## 120	Action Comedy	51289
## 121	Action Comedy Crime	9434
## 122	Action Comedy Crime Drama	27781
## 123	Action Comedy Crime Drama Horror Thriller	396
## 124	Action Comedy Crime Drama Thriller	8325
## 125	Action Comedy Crime Fantasy	17043
## 126	Action Comedy Crime Horror Thriller	564
## 127	Action Comedy Crime Romance	3310
## 128	Action Comedy Crime Thriller	32549
## 129	Action Comedy Crime Western	98
## 130	Action Comedy Drama	16595
## 131	Action Comedy Drama Fantasy	548
## 132	Action Comedy Drama Romance	21

## 133	Action Comedy Drama Thriller	111
## 134	Action Comedy Fantasy	2735
## 135	Action Comedy Fantasy Horror	3546
## 136	Action Comedy Fantasy Horror Sci-Fi	3757
## 137	Action Comedy Fantasy Sci-Fi	13914
## 138	Action Comedy Horror	9829
## 139	Action Comedy Horror Sci-Fi	777
## 140	Action Comedy Horror Thriller	7125
## 141	Action Comedy Musical	1305
## 142	Action Comedy Musical Sci-Fi	3464
## 143	Action Comedy Mystery Thriller	1529
## 144	Action Comedy Romance	8069
## 145	Action Comedy Romance Thriller	1714
## 146	Action Comedy Romance War	1307
## 147	Action Comedy Romance Western	14
## 148	Action Comedy Sci-Fi	30196
## 149	Action Comedy Sci-Fi Thriller	42
## 150	Action Comedy Thriller	1081
## 151	Action Comedy Thriller Western	27
## 152	Action Comedy War	8313
## 153	Action Comedy Western	11430
## 154	Action Crime	21886
## 155	Action Crime Drama	35597
## 156	Action Crime Drama Film-Noir Mystery	1103
## 157	Action Crime Drama Film-Noir Thriller	31
## 158	Action Crime Drama Horror Thriller	930
## 159	Action Crime Drama IMAX	2353
## 160	Action Crime Drama Musical	68
## 161	Action Crime Drama Mystery	164
## 162	Action Crime Drama Mystery Sci-Fi Thriller	5014
## 163	Action Crime Drama Mystery Thriller	9480
## 164	Action Crime Drama Romance	18
## 165	Action Crime Drama Romance Thriller	33
## 166	Action Crime Drama Romance Thriller War	1678
## 167	Action Crime Drama Romance Western	27
## 168	Action Crime Drama Sci-Fi	6669
## 169	Action Crime Drama Thriller	65183
## 170	Action Crime Drama War	9
## 171	Action Crime Drama Western	1452
## 172	Action Crime Fantasy	2693
## 173	Action Crime Fantasy Mystery Romance Thriller	6360
## 174	Action Crime Fantasy Thriller	8807
## 175	Action Crime Film-Noir	17
## 176	Action Crime Film-Noir Thriller	5242
## 177	Action Crime Horror	1128
## 178	Action Crime Horror Mystery Thriller	262
## 179	Action Crime Horror Sci-Fi Thriller	1601
## 180	Action Crime Mystery Romance Thriller	793
## 181	Action Crime Mystery Sci-Fi Thriller	15798
## 182	Action Crime Mystery Thriller	4511
## 183	Action Crime Romance	16090
## 184	Action Crime Romance Thriller	6580
## 185	Action Crime Sci-Fi	17331
## 186	Action Crime Sci-Fi Thriller	24318

## 187	Action Crime Thriller	102259
## 188	Action Crime Thriller War	60
## 189	Action Crime Thriller Western	2155
## 190	Action Crime Western	26
## 191	Action Drama	38748
## 192	Action Drama Fantasy	41
## 193	Action Drama Fantasy Romance	561
## 194	Action Drama Fantasy Sci-Fi	91
## 195	Action Drama Fantasy Sci-Fi Thriller War	52
## 196	Action Drama Horror	1432
## 197	Action Drama Horror Sci-Fi	4
## 198	Action Drama Horror Sci-Fi Thriller	4198
## 199	Action Drama Horror Thriller	1689
## 200	Action Drama Musical Romance	13
## 201	Action Drama Musical War	12
## 202	Action Drama Mystery	2155
## 203	Action Drama Mystery Romance Thriller	1479
## 204	Action Drama Romance	20327
## 205	Action Drama Romance Sci-Fi	3822
## 206	Action Drama Romance Thriller	1459
## 207	Action Drama Romance War	14629
## 208	Action Drama Romance Western	398
## 209	Action Drama Sci-Fi	6950
## 210	Action Drama Sci-Fi Thriller	18444
## 211	Action Drama Thriller	45246
## 212	Action Drama Thriller War	480
## 213	Action Drama Thriller Western	1879
## 214	Action Drama War	99183
## 215	Action Drama War Western	330
## 216	Action Drama Western	9999
## 217	Action Fantasy	29
## 218	Action Fantasy Horror	2345
## 219	Action Fantasy Horror Mystery Sci-Fi Thriller	409
## 220	Action Fantasy Horror Romance	130
## 221	Action Fantasy Horror Thriller	1226
## 222	Action Fantasy Mystery Thriller	1405
## 223	Action Fantasy Romance	9
## 224	Action Fantasy Sci-Fi	568
## 225	Action Fantasy Sci-Fi Thriller	297
## 226	Action Fantasy Thriller	459
## 227	Action Fantasy War	2522
## 228	Action Horror	13312
## 229	Action Horror Mystery	30
## 230	Action Horror Mystery Sci-Fi	21
## 231	Action Horror Mystery Thriller	327
## 232	Action Horror Sci-Fi	10364
## 233	Action Horror Sci-Fi Thriller	47724
## 234	Action Horror Thriller	13262
## 235	Action Mystery	6072
## 236	Action Mystery Sci-Fi	5789
## 237	Action Mystery Sci-Fi Thriller	806
## 238	Action Mystery Thriller	4349
## 239	Action Romance	10527
## 240	Action Romance Sci-Fi Thriller	10663

## 241	Action Romance Thriller	41025
## 242	Action Romance War Western	6383
## 243	Action Romance Western	7
## 244	Action Sci-Fi	49733
## 245	Action Sci-Fi Thriller	95280
## 246	Action Sci-Fi Thriller Western	2260
## 247	Action Sci-Fi War	8788
## 248	Action Sci-Fi Western	58
## 249	Action Thriller	96535
## 250	Action Thriller War	2202
## 251	Action War	7567
## 252	Action War Western	2
## 253	Action Western	5397
## 254	Adventure	2276
## 255	Adventure Animation	163
## 256	Adventure Animation Children	1206
## 257	Adventure Animation Children Comedy	31404
## 258	Adventure Animation Children Comedy Crime Fantasy Mystery	10975
## 259	Adventure Animation Children Comedy Drama	3375
## 260	Adventure Animation Children Comedy Drama Fantasy Mystery	355
## 261	Adventure Animation Children Comedy Fantasy	43527
## 262	Adventure Animation Children Comedy Fantasy Musical	836
## 263	Adventure Animation Children Comedy Fantasy Musical Romance	515
## 264	Adventure Animation Children Comedy Fantasy Romance	13063
## 265	Adventure Animation Children Comedy Fantasy Sci-Fi	5297
## 266	Adventure Animation Children Comedy Fantasy War	112
## 267	Adventure Animation Children Comedy Musical	26874
## 268	Adventure Animation Children Comedy Musical Romance	5900
## 269	Adventure Animation Children Comedy Romance Sci-Fi	1254
## 270	Adventure Animation Children Comedy Sci-Fi	3529
## 271	Adventure Animation Children Crime Drama Fantasy	1354
## 272	Adventure Animation Children Drama	2165
## 273	Adventure Animation Children Drama Fantasy	1578
## 274	Adventure Animation Children Drama Musical	19309
## 275	Adventure Animation Children Drama Sci-Fi	3745
## 276	Adventure Animation Children Fantasy	8922
## 277	Adventure Animation Children Fantasy IMAX	550
## 278	Adventure Animation Children Fantasy Sci-Fi	691
## 279	Adventure Animation Children Musical	6032
## 280	Adventure Animation Children Sci-Fi	1994
## 281	Adventure Animation Comedy	5324
## 282	Adventure Animation Comedy Crime	4200
## 283	Adventure Animation Comedy Fantasy	19
## 284	Adventure Animation Comedy Fantasy Musical	2141
## 285	Adventure Animation Comedy Fantasy Romance	530
## 286	Adventure Animation Drama	210
## 287	Adventure Animation Drama Fantasy Sci-Fi	870
## 288	Adventure Animation Fantasy Romance Sci-Fi	1333
## 289	Adventure Animation Fantasy Sci-Fi	3026
## 290	Adventure Animation Musical Sci-Fi	4
## 291	Adventure Children	20260
## 292	Adventure Children Comedy	9473
## 293	Adventure Children Comedy Drama	1884
## 294	Adventure Children Comedy Fantasy	13823

## 295	Adventure Children Comedy Fantasy Musical	928
## 296	Adventure Children Comedy Fantasy Romance	931
## 297	Adventure Children Comedy Fantasy Sci-Fi	8289
## 298	Adventure Children Comedy Musical	3070
## 299	Adventure Children Drama	10144
## 300	Adventure Children Drama Fantasy	528
## 301	Adventure Children Drama Fantasy Sci-Fi	172
## 302	Adventure Children Drama Fantasy War	68
## 303	Adventure Children Drama Romance	228
## 304	Adventure Children Fantasy	50123
## 305	Adventure Children Fantasy Musical	11784
## 306	Adventure Children Fantasy Sci-Fi	3485
## 307	Adventure Children Fantasy Western	108
## 308	Adventure Children Musical	2073
## 309	Adventure Children Romance	3619
## 310	Adventure Children Sci-Fi	2706
## 311	Adventure Comedy	32003
## 312	Adventure Comedy Crime	9128
## 313	Adventure Comedy Crime Drama Fantasy	3017
## 314	Adventure Comedy Crime Drama Romance	205
## 315	Adventure Comedy Crime Mystery	236
## 316	Adventure Comedy Crime Romance	1984
## 317	Adventure Comedy Crime Thriller	251
## 318	Adventure Comedy Documentary	38
## 319	Adventure Comedy Drama	15835
## 320	Adventure Comedy Drama Fantasy	28
## 321	Adventure Comedy Drama Fantasy Mystery Sci-Fi	7
## 322	Adventure Comedy Drama Musical	8667
## 323	Adventure Comedy Drama Romance	6488
## 324	Adventure Comedy Drama War	32
## 325	Adventure Comedy Drama Western	2140
## 326	Adventure Comedy Fantasy	18464
## 327	Adventure Comedy Fantasy Musical	166
## 328	Adventure Comedy Fantasy Romance	6
## 329	Adventure Comedy Fantasy Sci-Fi	25
## 330	Adventure Comedy Horror	251
## 331	Adventure Comedy Horror Romance	6
## 332	Adventure Comedy Musical	2657
## 333	Adventure Comedy Musical Romance	63
## 334	Adventure Comedy Romance	4391
## 335	Adventure Comedy Romance War	5223
## 336	Adventure Comedy Sci-Fi	43658
## 337	Adventure Comedy Thriller	320
## 338	Adventure Comedy War	207
## 339	Adventure Comedy Western	19899
## 340	Adventure Crime Drama	234
## 341	Adventure Crime Drama Thriller	144
## 342	Adventure Crime Drama Thriller War	1626
## 343	Adventure Crime Horror Thriller	7
## 344	Adventure Crime Sci-Fi Thriller	711
## 345	Adventure Crime Thriller	562
## 346	Adventure Crime Western	784
## 347	Adventure Documentary	798
## 348	Adventure Documentary IMAX	62

## 349	Adventure Drama	51227
## 350	Adventure Drama Fantasy	198
## 351	Adventure Drama Fantasy IMAX	1385
## 352	Adventure Drama Fantasy Mystery Sci-Fi	3948
## 353	Adventure Drama Fantasy Romance	1896
## 354	Adventure Drama Fantasy Thriller	70
## 355	Adventure Drama Film-Noir Sci-Fi Thriller	13957
## 356	Adventure Drama Horror Mystery Thriller	64
## 357	Adventure Drama Horror Sci-Fi Thriller	217
## 358	Adventure Drama Horror Thriller	1320
## 359	Adventure Drama Mystery Thriller	1104
## 360	Adventure Drama Romance	6226
## 361	Adventure Drama Romance Sci-Fi	3849
## 362	Adventure Drama Romance Sci-Fi Thriller	44
## 363	Adventure Drama Romance Thriller	33
## 364	Adventure Drama Romance War	497
## 365	Adventure Drama Romance Western	16
## 366	Adventure Drama Sci-Fi	13520
## 367	Adventure Drama Sci-Fi Thriller	1067
## 368	Adventure Drama Sci-Fi War	262
## 369	Adventure Drama Thriller	4581
## 370	Adventure Drama Thriller War	10
## 371	Adventure Drama War	14137
## 372	Adventure Drama War Western	35
## 373	Adventure Drama Western	23960
## 374	Adventure Fantasy	4264
## 375	Adventure Fantasy Film-Noir Mystery Sci-Fi	2
## 376	Adventure Fantasy Film-Noir Sci-Fi Thriller	5429
## 377	Adventure Fantasy Mystery	16
## 378	Adventure Fantasy Romance	4618
## 379	Adventure Fantasy Sci-Fi	1002
## 380	Adventure Fantasy Thriller	3080
## 381	Adventure Horror	34
## 382	Adventure Horror Mystery Thriller	47
## 383	Adventure Horror Romance Sci-Fi	5
## 384	Adventure Horror Sci-Fi	577
## 385	Adventure Horror Thriller	47
## 386	Adventure IMAX Romance	43
## 387	Adventure Musical	1244
## 388	Adventure Musical Romance	86
## 389	Adventure Mystery	2
## 390	Adventure Mystery Thriller	14712
## 391	Adventure Romance	1944
## 392	Adventure Romance War Western	90
## 393	Adventure Romance Western	11
## 394	Adventure Sci-Fi	26893
## 395	Adventure Sci-Fi Thriller	893
## 396	Adventure Thriller	647
## 397	Adventure War	631
## 398	Adventure War Western	156
## 399	Adventure Western	4877
## 400	Animation	329
## 401	Animation Children	23723
## 402	Animation Children Comedy	22914

## 403	Animation Children Comedy Crime	7167
## 404	Animation Children Comedy Fantasy	12671
## 405	Animation Children Comedy Musical	4927
## 406	Animation Children Comedy Musical Romance	11681
## 407	Animation Children Comedy Musical Western	114
## 408	Animation Children Comedy Romance	1514
## 409	Animation Children Drama	5211
## 410	Animation Children Drama Fantasy Musical	9308
## 411	Animation Children Drama Musical	4180
## 412	Animation Children Fantasy	3418
## 413	Animation Children Fantasy Musical	33089
## 414	Animation Children Fantasy Musical Romance	22050
## 415	Animation Children Fantasy War	1848
## 416	Animation Children IMAX Musical	1934
## 417	Animation Children Musical	13794
## 418	Animation Children Musical Romance	6547
## 419	Animation Children Western	320
## 420	Animation Comedy	4206
## 421	Animation Comedy Drama Fantasy	15
## 422	Animation Comedy Drama Fantasy Sci-Fi	51
## 423	Animation Comedy Drama Romance Sci-Fi	36
## 424	Animation Comedy Fantasy	1316
## 425	Animation Comedy Fantasy Musical	243
## 426	Animation Comedy Fantasy Musical Romance	1429
## 427	Animation Comedy Fantasy Sci-Fi	151
## 428	Animation Comedy Musical	9333
## 429	Animation Comedy Sci-Fi	529
## 430	Animation Comedy Thriller	201
## 431	Animation Comedy War	227
## 432	Animation Crime Mystery	329
## 433	Animation Documentary	79
## 434	Animation Documentary War	4
## 435	Animation Drama	392
## 436	Animation Drama Fantasy	1227
## 437	Animation Drama Mystery Sci-Fi Thriller	903
## 438	Animation Drama Romance	226
## 439	Animation Drama Sci-Fi War	127
## 440	Animation Drama War	1039
## 441	Animation Fantasy	72
## 442	Animation Fantasy Horror	623
## 443	Animation Fantasy Sci-Fi War	44
## 444	Animation Fantasy Thriller	228
## 445	Animation Horror IMAX	10
## 446	Animation IMAX Sci-Fi	7
## 447	Animation Musical	3206
## 448	Animation Mystery Sci-Fi	225
## 449	Animation Mystery Thriller	459
## 450	Animation Sci-Fi	4447
## 451	Children	745
## 452	Children Comedy	63483
## 453	Children Comedy Crime Drama	1057
## 454	Children Comedy Crime Drama Fantasy	432
## 455	Children Comedy Crime Musical	139
## 456	Children Comedy Drama	1777

## 457	Children Comedy Drama Fantasy	17146
## 458	Children Comedy Drama Musical Romance	53
## 459	Children Comedy Drama Mystery	21
## 460	Children Comedy Fantasy	18784
## 461	Children Comedy Fantasy Horror	257
## 462	Children Comedy Fantasy Musical	21023
## 463	Children Comedy Fantasy Romance	479
## 464	Children Comedy Fantasy Sci-Fi	438
## 465	Children Comedy Musical	4648
## 466	Children Comedy Musical Romance	292
## 467	Children Comedy Mystery	1150
## 468	Children Comedy Romance	4881
## 469	Children Comedy Romance Sci-Fi	451
## 470	Children Comedy Sci-Fi	2940
## 471	Children Comedy Western	1477
## 472	Children Documentary	274
## 473	Children Drama	13503
## 474	Children Drama Fantasy	721
## 475	Children Drama Fantasy Mystery	2355
## 476	Children Drama Musical	185
## 477	Children Drama Sci-Fi	15851
## 478	Children Fantasy	688
## 479	Children Fantasy Horror Mystery	796
## 480	Children Fantasy Musical	2351
## 481	Children Fantasy Musical Romance	23
## 482	Children Fantasy Sci-Fi	59
## 483	Children Horror	113
## 484	Children Musical	1813
## 485	Children Musical Romance	27
## 486	Children Mystery	48
## 487	Children Sci-Fi	685
## 488	Children Western	52
## 489	Comedy	700889
## 490	Comedy Crime	73286
## 491	Comedy Crime Drama	59071
## 492	Comedy Crime Drama Film-Noir	2012
## 493	Comedy Crime Drama Film-Noir Musical	60
## 494	Comedy Crime Drama Horror Mystery	17
## 495	Comedy Crime Drama Horror Mystery Thriller	3553
## 496	Comedy Crime Drama Musical	3842
## 497	Comedy Crime Drama Musical Mystery Romance	79
## 498	Comedy Crime Drama Mystery	2626
## 499	Comedy Crime Drama Mystery Romance	140
## 500	Comedy Crime Drama Mystery Thriller	1301
## 501	Comedy Crime Drama Romance	507
## 502	Comedy Crime Drama Romance Thriller	6591
## 503	Comedy Crime Drama Thriller	24341
## 504	Comedy Crime Drama War	332
## 505	Comedy Crime Fantasy	61
## 506	Comedy Crime Horror	3305
## 507	Comedy Crime Musical	3736
## 508	Comedy Crime Musical Mystery	388
## 509	Comedy Crime Mystery	3936
## 510	Comedy Crime Mystery Romance	391

## 511	Comedy Crime Mystery Romance Thriller	1925
## 512	Comedy Crime Mystery Thriller	9868
## 513	Comedy Crime Romance	1909
## 514	Comedy Crime Romance Thriller	8066
## 515	Comedy Crime Thriller	19099
## 516	Comedy Crime Western	23
## 517	Comedy Documentary	10023
## 518	Comedy Documentary Drama	276
## 519	Comedy Documentary Musical	326
## 520	Comedy Documentary Romance	65
## 521	Comedy Drama	323637
## 522	Comedy Drama Fantasy	30247
## 523	Comedy Drama Fantasy Horror Thriller	4132
## 524	Comedy Drama Fantasy Musical Romance	77
## 525	Comedy Drama Fantasy Mystery	114
## 526	Comedy Drama Fantasy Romance	42975
## 527	Comedy Drama Fantasy Romance Thriller	15488
## 528	Comedy Drama Fantasy Sci-Fi	12
## 529	Comedy Drama Film-Noir	264
## 530	Comedy Drama Horror	961
## 531	Comedy Drama Horror Sci-Fi	5
## 532	Comedy Drama Horror Sci-Fi Thriller	37
## 533	Comedy Drama Musical	9861
## 534	Comedy Drama Musical Mystery	78
## 535	Comedy Drama Musical Romance	5647
## 536	Comedy Drama Mystery	3259
## 537	Comedy Drama Mystery Romance	606
## 538	Comedy Drama Mystery Thriller	83
## 539	Comedy Drama Romance	261425
## 540	Comedy Drama Romance Sci-Fi	7593
## 541	Comedy Drama Romance Thriller	3044
## 542	Comedy Drama Romance War	41762
## 543	Comedy Drama Sci-Fi	90
## 544	Comedy Drama Sci-Fi War	290
## 545	Comedy Drama Thriller	14269
## 546	Comedy Drama War	19823
## 547	Comedy Drama Western	52
## 548	Comedy Fantasy	19764
## 549	Comedy Fantasy Horror	5004
## 550	Comedy Fantasy Horror Romance	8
## 551	Comedy Fantasy Horror Thriller	2091
## 552	Comedy Fantasy Musical	1003
## 553	Comedy Fantasy Musical Romance	77
## 554	Comedy Fantasy Mystery Sci-Fi	6
## 555	Comedy Fantasy Romance	28110
## 556	Comedy Fantasy Romance Sci-Fi	16511
## 557	Comedy Fantasy Sci-Fi	2764
## 558	Comedy Film-Noir Thriller	21
## 559	Comedy Horror	37394
## 560	Comedy Horror Musical	4278
## 561	Comedy Horror Musical Sci-Fi	6771
## 562	Comedy Horror Mystery	72
## 563	Comedy Horror Mystery Sci-Fi	48
## 564	Comedy Horror Mystery Thriller	138

## 565	Comedy Horror Romance	3563
## 566	Comedy Horror Romance Thriller	1078
## 567	Comedy Horror Sci-Fi	5764
## 568	Comedy Horror Thriller	25700
## 569	Comedy Musical	31055
## 570	Comedy Musical Romance	27682
## 571	Comedy Musical Romance Western	387
## 572	Comedy Musical Sci-Fi	901
## 573	Comedy Musical Western	353
## 574	Comedy Mystery	7898
## 575	Comedy Mystery Romance	342
## 576	Comedy Mystery Thriller	5240
## 577	Comedy Romance	365468
## 578	Comedy Romance Sci-Fi	953
## 579	Comedy Romance Thriller	6549
## 580	Comedy Romance War	372
## 581	Comedy Romance Western	13
## 582	Comedy Sci-Fi	44599
## 583	Comedy Sci-Fi Thriller	389
## 584	Comedy Sci-Fi Western	9467
## 585	Comedy Thriller	13558
## 586	Comedy War	22586
## 587	Comedy War Western	342
## 588	Comedy Western	11066
## 589	Crime	3197
## 590	Crime Documentary	4
## 591	Crime Documentary Drama	121
## 592	Crime Documentary War	11
## 593	Crime Drama	137387
## 594	Crime Drama Fantasy	8826
## 595	Crime Drama Fantasy Film-Noir Horror	543
## 596	Crime Drama Fantasy Film-Noir Mystery Romance	1887
## 597	Crime Drama Fantasy Romance Thriller	4137
## 598	Crime Drama Film-Noir	11249
## 599	Crime Drama Film-Noir Mystery	610
## 600	Crime Drama Film-Noir Mystery Thriller	3913
## 601	Crime Drama Film-Noir Romance	5
## 602	Crime Drama Film-Noir Romance Thriller	162
## 603	Crime Drama Film-Noir Thriller	7861
## 604	Crime Drama Horror	465
## 605	Crime Drama Horror Mystery	17
## 606	Crime Drama Horror Mystery Thriller	6362
## 607	Crime Drama Horror Sci-Fi	2
## 608	Crime Drama Horror Thriller	212
## 609	Crime Drama Musical	42
## 610	Crime Drama Mystery	8799
## 611	Crime Drama Mystery Romance	46
## 612	Crime Drama Mystery Romance Thriller	1646
## 613	Crime Drama Mystery Thriller	28570
## 614	Crime Drama Mystery Thriller War	180
## 615	Crime Drama Romance	11135
## 616	Crime Drama Romance Thriller	19470
## 617	Crime Drama Sci-Fi	1244
## 618	Crime Drama Sci-Fi Thriller	10730

## 619	Crime Drama Thriller	106101
## 620	Crime Drama War	206
## 621	Crime Drama Western	1211
## 622	Crime Film-Noir	4241
## 623	Crime Film-Noir Mystery	4029
## 624	Crime Film-Noir Mystery Thriller	24961
## 625	Crime Film-Noir Romance	30
## 626	Crime Film-Noir Thriller	4844
## 627	Crime Horror	143
## 628	Crime Horror Mystery	302
## 629	Crime Horror Mystery Sci-Fi	29
## 630	Crime Horror Mystery Sci-Fi Thriller	32
## 631	Crime Horror Mystery Thriller	27240
## 632	Crime Horror Sci-Fi	15
## 633	Crime Horror Sci-Fi Thriller	38
## 634	Crime Horror Thriller	33757
## 635	Crime Musical	295
## 636	Crime Mystery	1002
## 637	Crime Mystery Romance Thriller	2394
## 638	Crime Mystery Sci-Fi Thriller	61
## 639	Crime Mystery Thriller	26892
## 640	Crime Romance Thriller	180
## 641	Crime Sci-Fi Thriller	2351
## 642	Crime Thriller	15739
## 643	Crime Thriller War	4595
## 644	Documentary	70041
## 645	Documentary Drama	1859
## 646	Documentary Drama Musical	95
## 647	Documentary Drama Romance War	55
## 648	Documentary Drama War	105
## 649	Documentary Fantasy	27
## 650	Documentary Horror	619
## 651	Documentary IMAX	1714
## 652	Documentary IMAX Musical	43
## 653	Documentary Musical	5100
## 654	Documentary Mystery	29
## 655	Documentary Romance	2
## 656	Documentary Thriller	71
## 657	Documentary War	1206
## 658	Drama	733296
## 659	Drama Fantasy	16554
## 660	Drama Fantasy Horror	694
## 661	Drama Fantasy Horror Mystery	13
## 662	Drama Fantasy Horror Mystery Thriller	3574
## 663	Drama Fantasy Horror Romance	55
## 664	Drama Fantasy Horror Sci-Fi	33
## 665	Drama Fantasy Horror Sci-Fi Thriller	59
## 666	Drama Fantasy Horror Thriller	10183
## 667	Drama Fantasy Horror Thriller War	575
## 668	Drama Fantasy Musical	1351
## 669	Drama Fantasy Musical Romance	156
## 670	Drama Fantasy Mystery	1310
## 671	Drama Fantasy Mystery Romance	1547
## 672	Drama Fantasy Mystery Romance Thriller	1597

## 673	Drama Fantasy Mystery Sci-Fi	3351
## 674	Drama Fantasy Mystery Thriller	75
## 675	Drama Fantasy Romance	17021
## 676	Drama Fantasy Romance Thriller	54
## 677	Drama Fantasy Sci-Fi	918
## 678	Drama Fantasy Thriller	4011
## 679	Drama Fantasy War	222
## 680	Drama Film-Noir	3010
## 681	Drama Film-Noir Horror Mystery Thriller	195
## 682	Drama Film-Noir Mystery	385
## 683	Drama Film-Noir Mystery Romance	618
## 684	Drama Film-Noir Mystery Thriller	467
## 685	Drama Film-Noir Romance	2989
## 686	Drama Film-Noir Thriller	1490
## 687	Drama Horror	28860
## 688	Drama Horror Musical	54
## 689	Drama Horror Musical Thriller	825
## 690	Drama Horror Mystery	102
## 691	Drama Horror Mystery Sci-Fi Thriller	2
## 692	Drama Horror Mystery Thriller	7223
## 693	Drama Horror Romance	101
## 694	Drama Horror Romance Thriller	3438
## 695	Drama Horror Sci-Fi	6115
## 696	Drama Horror Sci-Fi Thriller	4378
## 697	Drama Horror Sci-Fi Thriller War	813
## 698	Drama Horror Thriller	24171
## 699	Drama Horror War	65
## 700	Drama Musical	25646
## 701	Drama Musical Romance	22344
## 702	Drama Musical Romance War	313
## 703	Drama Musical Thriller	4
## 704	Drama Musical War	2944
## 705	Drama Mystery	33390
## 706	Drama Mystery Romance	14441
## 707	Drama Mystery Romance Sci-Fi Thriller	537
## 708	Drama Mystery Romance Thriller	17099
## 709	Drama Mystery Romance War	854
## 710	Drama Mystery Sci-Fi	1657
## 711	Drama Mystery Sci-Fi Thriller	7711
## 712	Drama Mystery Thriller	61069
## 713	Drama Mystery War	28
## 714	Drama Mystery Western	1575
## 715	Drama Romance	259355
## 716	Drama Romance Sci-Fi	3555
## 717	Drama Romance Sci-Fi Thriller	3549
## 718	Drama Romance Thriller	17115
## 719	Drama Romance Thriller War	224
## 720	Drama Romance War	35471
## 721	Drama Romance War Western	9011
## 722	Drama Romance Western	1210
## 723	Drama Sci-Fi	22926
## 724	Drama Sci-Fi Thriller	30623
## 725	Drama Sci-Fi War	369
## 726	Drama Thriller	145373

## 727	Drama Thriller War	16959
## 728	Drama Thriller Western	224
## 729	Drama War	111029
## 730	Drama War Western	137
## 731	Drama Western	12976
## 732	Fantasy	86
## 733	Fantasy Horror	5641
## 734	Fantasy Horror Mystery	1392
## 735	Fantasy Horror Mystery Romance	6431
## 736	Fantasy Horror Mystery Thriller	1815
## 737	Fantasy Horror Romance Thriller	4770
## 738	Fantasy Horror Sci-Fi	6
## 739	Fantasy Horror Sci-Fi Thriller	886
## 740	Fantasy Horror Thriller	1427
## 741	Fantasy Musical	56
## 742	Fantasy Musical Romance	464
## 743	Fantasy Mystery Sci-Fi War	2
## 744	Fantasy Mystery Thriller	198
## 745	Fantasy Mystery Western	5
## 746	Fantasy Romance	76
## 747	Fantasy Sci-Fi	517
## 748	Fantasy Sci-Fi Thriller	2221
## 749	Fantasy Western	87
## 750	Film-Noir	1575
## 751	Film-Noir Horror	24
## 752	Film-Noir Horror Thriller	14
## 753	Film-Noir Mystery	5988
## 754	Film-Noir Mystery Thriller	4011
## 755	Film-Noir Romance Thriller	2453
## 756	Film-Noir Thriller	1746
## 757	Horror	68738
## 758	Horror Musical Mystery Thriller	686
## 759	Horror Musical Thriller	288
## 760	Horror Mystery	9060
## 761	Horror Mystery Sci-Fi	49
## 762	Horror Mystery Sci-Fi Thriller	3565
## 763	Horror Mystery Thriller	14789
## 764	Horror Romance	1002
## 765	Horror Romance Thriller	4
## 766	Horror Sci-Fi	31281
## 767	Horror Sci-Fi Thriller	27194
## 768	Horror Thriller	75000
## 769	Horror War Western	3
## 770	Horror Western	1415
## 771	IMAX	14
## 772	Musical	3851
## 773	Musical Romance	9150
## 774	Musical Romance War	1151
## 775	Musical Romance Western	291
## 776	Musical Sci-Fi	50
## 777	Musical War	1502
## 778	Musical Western	269
## 779	Mystery	246
## 780	Mystery Romance Thriller	3418

## 781	Mystery Sci-Fi	939
## 782	Mystery Sci-Fi Thriller	850
## 783	Mystery Thriller	25048
## 784	Mystery Western	35
## 785	Romance	8410
## 786	Romance Sci-Fi	645
## 787	Romance Thriller	1967
## 788	Romance War	862
## 789	Romance Western	849
## 790	Sci-Fi	10125
## 791	Sci-Fi Thriller	40129
## 792	Thriller	94662
## 793	Thriller War	41
## 794	Thriller Western	15
## 795	War	2300
## 796	War Western	14
## 797	Western	15300

After reviewing the data there seem to be no data integrity or outline problems. There were 7 movies that did not have a genres listed. Genres also contains multiple entries. These will be broken out into individual dummy variables. Looking at the data, additional features could be useful for the mode. We will engineer features for average movie rating, individuals average movie rating, and individuals average movie ratings for the most popular genres.

Feature engineering

Next we engineered additional features for the data set.

```
#create dummy variables for genres

genres <- cSplit(edx[6], 'genres', sep="|", type.convert=FALSE)
genres <- unique(genres[,1])

for (i in 1:19) {
  gen <- genres[i]
  index <- grep(gen, edx$genres)
  edx[index,6+i] <-1
  edx[-index,6+i] <-0
}

for (i in 1:19) {
  gen <- genres[i]
  index <- grep(gen, validation$genres)
  validation[index,6+i] <-1
  validation[-index,6+i] <-0
}

#create average movie ratings and user ratings

avgmovierating <- edx %>% group_by(movieId) %>% summarize(avgmovierating = mean(rating))
avguserrating <- edx %>% group_by(userId) %>% summarize(avguserrating = mean(rating))

edx <- merge(edx, avgmovierating, 'movieId', all.x = TRUE)
```

```

edx <- merge(edx, avguserrating, 'userId', all.x = TRUE)

validation <- merge(validation, avgmovierating, 'movieId', all.x = TRUE)
validation <- merge(validation, avguserrating, 'userId', all.x = TRUE)

#create individual average movie ratings for top 5 genres

avguserrating_comedy <- edx[edx$V7 == 1,] %>% group_by(userId) %>% summarize(avguserrating_comedy = mean(rating))
edx <- merge(edx, avguserrating_comedy, 'userId', all.x = TRUE)
validation <- merge(validation, avguserrating_comedy, 'userId', all.x = TRUE)

avguserrating_action <- edx[edx$V8 == 1,] %>% group_by(userId) %>% summarize(avguserrating_action = mean(rating))
edx <- merge(edx, avguserrating_action, 'userId', all.x = TRUE)
validation <- merge(validation, avguserrating_action, 'userId', all.x = TRUE)

avguserrating_adventure <- edx[edx$V10 == 1,] %>% group_by(userId) %>% summarize(avguserrating_adventure = mean(rating))
edx <- merge(edx, avguserrating_adventure, 'userId', all.x = TRUE)
validation <- merge(validation, avguserrating_adventure, 'userId', all.x = TRUE)

avguserrating_drama <- edx[edx$V12 == 1,] %>% group_by(userId) %>% summarize(avguserrating_drama = mean(rating))
edx <- merge(edx, avguserrating_drama, 'userId', all.x = TRUE)
validation <- merge(validation, avguserrating_drama, 'userId', all.x = TRUE)

avguserrating_crime <- edx[edx$V13 == 1,] %>% group_by(userId) %>% summarize(avguserrating_crime = mean(rating))
edx <- merge(edx, avguserrating_crime, 'userId', all.x = TRUE)
validation <- merge(validation, avguserrating_crime, 'userId', all.x = TRUE)

#view summary of engineered features
summary(edx[,c(3,26:32)])

```

```

##      rating      avgmovierating  avguserrating  avguserrating_comedy
## Min.   :0.500    Min.   :0.500    Min.   :0.500    Min.   :0.500
## 1st Qu.:3.000    1st Qu.:3.218    1st Qu.:3.252    1st Qu.:3.153
## Median :4.000    Median :3.591    Median :3.529    Median :3.455
## Mean   :3.512    Mean   :3.512    Mean   :3.512    Mean   :3.436
## 3rd Qu.:4.000    3rd Qu.:3.876    3rd Qu.:3.800    3rd Qu.:3.750
## Max.   :5.000    Max.   :5.000    Max.   :5.000    Max.   :5.000
##                                     NA's   :301
## avguserrating_action avguserrating_adventure avguserrating_drama
## Min.   :0.500        Min.   :0.500        Min.   :0.500
## 1st Qu.:3.087        1st Qu.:3.160        1st Qu.:3.405
## Median :3.412        Median :3.486        Median :3.675
## Mean   :3.394        Mean   :3.463        Mean   :3.658
## 3rd Qu.:3.721        3rd Qu.:3.787        3rd Qu.:3.940
## Max.   :5.000        Max.   :5.000        Max.   :5.000
## NA's   :7211         NA's   :9054         NA's   :288
## avguserrating_crime
## Min.   :0.50
## 1st Qu.:3.35
## Median :3.66
## Mean   :3.64
## 3rd Qu.:3.95
## Max.   :5.00

```

```
## NA's :32358
```

```
#remove extra tables and clear memory
```

```
rm(avgmovierating,avguserrating,avguserrating_action,avguserrating_adventure,avguserrating_comedy,avguserrating_crime)
gc()
```

```
##          used      (Mb) gc trigger      (Mb)    max used      (Mb)
## Ncells   2035195 108.7   16153870  862.8   43871432 2343.0
## Vcells  330220313 2519.4 1017595051 7763.7 1267029607 9666.7
```

The engineered features contain NA's that need to be removed because some users have not rated those genres. The NAs will be replaced with the average genre rating for users who haven't rated that genre.

```
#replace NA's with means
```

```
edx$avguserrating_comedy[is.na(edx$avguserrating_comedy)] <- mean(na.omit(edx$avguserrating_comedy))
validation$avguserrating_comedy[is.na(validation$avguserrating_comedy)] <- mean(na.omit(edx$avguserrating_comedy))

edx$avguserrating_action[is.na(edx$avguserrating_action)] <- mean(na.omit(edx$avguserrating_action))
validation$avguserrating_action[is.na(validation$avguserrating_action)] <- mean(na.omit(edx$avguserrating_action))

edx$avguserrating_adventure[is.na(edx$avguserrating_adventure)] <- mean(na.omit(edx$avguserrating_adventure))
validation$avguserrating_adventure[is.na(validation$avguserrating_adventure)] <- mean(na.omit(edx$avguserrating_adventure))

edx$avguserrating_drama[is.na(edx$avguserrating_drama)] <- mean(na.omit(edx$avguserrating_drama))
validation$avguserrating_drama[is.na(validation$avguserrating_drama)] <- mean(na.omit(edx$avguserrating_drama))

edx$avguserrating_crime[is.na(edx$avguserrating_crime)] <- mean(na.omit(edx$avguserrating_crime))
validation$avguserrating_crime[is.na(validation$avguserrating_crime)] <- mean(na.omit(edx$avguserrating_crime))

summary(edx[,c(3,26:32)])
```

```
##          rating      avgmovierating      avguserrating      avguserrating_comedy
## Min.      :0.500      Min.      :0.500      Min.      :0.500      Min.      :0.500
## 1st Qu.:3.000      1st Qu.:3.218      1st Qu.:3.252      1st Qu.:3.153
## Median :4.000      Median :3.591      Median :3.529      Median :3.455
## Mean      :3.512      Mean      :3.512      Mean      :3.512      Mean      :3.436
## 3rd Qu.:4.000      3rd Qu.:3.876      3rd Qu.:3.800      3rd Qu.:3.750
## Max.      :5.000      Max.      :5.000      Max.      :5.000      Max.      :5.000
## avguserrating_action avguserrating_adventure avguserrating_drama
## Min.      :0.500      Min.      :0.500      Min.      :0.500
## 1st Qu.:3.088      1st Qu.:3.161      1st Qu.:3.405
## Median :3.411      Median :3.485      Median :3.675
## Mean      :3.394      Mean      :3.463      Mean      :3.658
## 3rd Qu.:3.721      3rd Qu.:3.787      3rd Qu.:3.940
## Max.      :5.000      Max.      :5.000      Max.      :5.000
## avguserrating_crime
## Min.      :0.500
## 1st Qu.:3.356
## Median :3.655
## Mean      :3.639
## 3rd Qu.:3.954
## Max.      :5.000
```

NA's have been replaced and features are ready for modeling.

Modeling

We will attempt to fit a simple linear model.

```
#fit LM model
fit.lm <- lm(rating~., data = edx[,c(3,7:32)])
summary(fit.lm)

##
## Call:
## lm(formula = rating ~ ., data = edx[, c(3, 7:32)])
##
## Residuals:
##      Min       1Q   Median       3Q      Max
## -4.7936 -0.4978  0.0661  0.5823  4.9380
##
## Coefficients:
##              Estimate Std. Error t value Pr(>|t|)
## (Intercept)   -2.6488830   0.0033139  -799.335 < 2e-16 ***
## V7            -0.0051231   0.0007330   -6.989 2.77e-12 ***
## V8            -0.0093468   0.0008277  -11.292 < 2e-16 ***
## V9            -0.0203407   0.0015128  -13.446 < 2e-16 ***
## V10           -0.0095331   0.0008525  -11.182 < 2e-16 ***
## V11            0.0159105   0.0017705    8.986 < 2e-16 ***
## V12            0.0088877   0.0007387   12.031 < 2e-16 ***
## V13            0.0042884   0.0009112    4.706 2.52e-06 ***
## V14           -0.0169109   0.0009106  -18.571 < 2e-16 ***
## V15            0.0151429   0.0011847   12.782 < 2e-16 ***
## V16           -0.0030801   0.0008025   -3.838 0.000124 ***
## V17           -0.0028225   0.0026390   -1.070 0.284834
## V18            0.0035303   0.0012742    2.771 0.005597 **
## V19           -0.0083860   0.0020473   -4.096 4.20e-05 ***
## V20            0.0386823   0.0029774   12.992 < 2e-16 ***
## V21           -0.0107734   0.0007855  -13.716 < 2e-16 ***
## V22            0.0015821   0.0010449    1.514 0.129994
## V23           -0.0102416   0.0014969   -6.842 7.81e-12 ***
## V24           -0.0096776   0.0013195   -7.334 2.23e-13 ***
## V25           -0.0148780   0.0096576   -1.541 0.123425
## avgmovierating  0.8955754   0.0006646 1347.493 < 2e-16 ***
## avguserrating   0.3277623   0.0037542   87.307 < 2e-16 ***
## avguserrating_comedy 0.0874988   0.0018060   48.448 < 2e-16 ***
## avguserrating_action 0.1635695   0.0014466  113.068 < 2e-16 ***
## avguserrating_adventure 0.0899487   0.0014255   63.099 < 2e-16 ***
## avguserrating_drama  0.2246446   0.0019342  116.145 < 2e-16 ***
## avguserrating_crime -0.0320895   0.0010487  -30.599 < 2e-16 ***
## ---
## Signif. codes:  0 '***' 0.001 '**' 0.01 '*' 0.05 '.' 0.1 ' ' 1
##
## Residual standard error: 0.8699 on 9000028 degrees of freedom
## Multiple R-squared:  0.327, Adjusted R-squared:  0.3269
## F-statistic: 1.682e+05 on 26 and 9000028 DF, p-value: < 2.2e-16
```

```
#train RMSE
predict.lm <- predict(fit.lm, newdata = edx[,c(3,7:32)])
sqrt(mean((edx$rating - predict.lm)^2))
```

```
## [1] 0.8698914
```

The majority of the features in the model are significant and the F-statistic is significant. The RMSE on the training set was .8698, within the target range of ≤ 0.87750 . We will remove non-significant($p>.05$) variables and refit the model.

```
#remove previous fit to save memory
rm(fit.lm)
rm(predict.lm)

#fit LM model and remove non-significant variables
fit.lm <- lm(rating~., data = edx[,c(3,7:16,18:21,23:24,26:32)])
summary(fit.lm)
```

```
##
## Call:
## lm(formula = rating ~ ., data = edx[, c(3, 7:16, 18:21, 23:24,
##      26:32)])
##
## Residuals:
##      Min       1Q   Median       3Q      Max
## -4.7938 -0.4979  0.0661  0.5823  4.9377
##
## Coefficients:
##              Estimate Std. Error t value Pr(>|t|)
## (Intercept)   -2.6488386  0.0033116 -799.872 < 2e-16 ***
## V7            -0.0050051  0.0007303  -6.853 7.22e-12 ***
## V8            -0.0091974  0.0008214 -11.197 < 2e-16 ***
## V9            -0.0197478  0.0014657 -13.473 < 2e-16 ***
## V10           -0.0093832  0.0008452 -11.102 < 2e-16 ***
## V11            0.0158718  0.0017700   8.967 < 2e-16 ***
## V12            0.0089211  0.0007364  12.114 < 2e-16 ***
## V13            0.0041353  0.0009053   4.568 4.93e-06 ***
## V14           -0.0169873  0.0009091 -18.685 < 2e-16 ***
## V15            0.0153728  0.0011783  13.047 < 2e-16 ***
## V16           -0.0031640  0.0008001  -3.955 7.67e-05 ***
## V18            0.0034682  0.0012667   2.738 0.00618 **
## V19           -0.0084680  0.0020456  -4.140 3.48e-05 ***
## V20            0.0384209  0.0029702  12.935 < 2e-16 ***
## V21           -0.0106670  0.0007833 -13.618 < 2e-16 ***
## V23           -0.0102861  0.0014965  -6.873 6.27e-12 ***
## V24           -0.0097646  0.0013171  -7.414 1.23e-13 ***
## avgmovierating  0.8955571  0.0006618 1353.185 < 2e-16 ***
## avguserrating   0.3276878  0.0037537  87.298 < 2e-16 ***
## avguserrating_comedy 0.0875153  0.0018060  48.458 < 2e-16 ***
## avguserrating_action 0.1635990  0.0014464 113.110 < 2e-16 ***
## avguserrating_adventure 0.0899508  0.0014255  63.100 < 2e-16 ***
## avguserrating_drama  0.2246710  0.0019340 116.168 < 2e-16 ***
```

```
## avguserrating_crime      -0.0320939  0.0010486  -30.606  < 2e-16 ***
## ---
## Signif. codes:  0 '***' 0.001 '**' 0.01 '*' 0.05 '.' 0.1 ' ' 1
##
## Residual standard error: 0.8699 on 9000031 degrees of freedom
## Multiple R-squared:  0.327, Adjusted R-squared:  0.3269
## F-statistic: 1.901e+05 on 23 and 9000031 DF,  p-value: < 2.2e-16

#train RMSE
predict.lm <- predict(fit.lm, newdata = edx[,c(3,7:32)])
sqrt(mean((edx$rating - predict.lm)^2))

## [1] 0.8698917
```

The model and remaining variables are significant. The RMSE on the training data was .8698, within the target range of ≤ 0.87750 . This model should be suitable for our final model.

Results

Lastly we tested the linear model against the validation set to provide a final estimate of performance.

```
#remove previous predict to save memory
rm(predict.lm)

#final validation RMSE
predict.lm <- predict(fit.lm, newdata = validation[,c(3,7:32)])
sqrt(mean((validation$rating - predict.lm)^2))

## [1] 0.8772375
```

The final model performance on the validation set was .8772, within the target range of ≤ 0.87750 .

Conclusion

The final linear model, with a RMSE of .8772, was within the target range of ≤ 0.87750 . Additional features were engineered that ended up being significant to the model. These included variables for genres, average movie ratings, user's average ratings, and user's average ratings for genres.