```
%pip install tqdm==4.66.4 | tail -n 1
%pip install pandas==2.1.4 | tail -n 1
%pip install scikit-learn==1.5.1 | tail -n 1

→ Successfully installed tqdm-4.66.4

     ERROR: pip's dependency resolver does not currently take into account all the packages that are installed. This behaviour is the source
     google-colab 1.0.0 requires pandas==2.2.2, but you have pandas 2.1.4 which is incompatible.
     Successfully installed pandas-2.1.4
     Successfully installed scikit-learn-1.5.1
import pandas as pd
from sklearn.feature extraction.text import TfidfVectorizer
from sklearn.metrics.pairwise import cosine_similarity
from sklearn.neighbors import NearestNeighbors
import statistics
import numpy as np
from tqdm import tqdm
import pandas as pd
from sklearn.feature_extraction.text import TfidfVectorizer
from sklearn.metrics.pairwise import cosine similarity
from sklearn.neighbors import NearestNeighbors
import\ statistics\\
import numpy as np
from tqdm import tqdm
### You can also use this section to supress warnings generated by our code:
def warn(*args, **kwargs): pass
import warnings
warnings.warn = warn
warnings.filterwarnings('ignore')
warnings.filterwarnings('ignore')
```

The dataset is taken from Kaggle. This dataset describes 5-star rating and free-text tagging activity from MovieLens, a movie recommendation service. Users were selected at random for inclusion. No demographic information is included. Each user is represented by an ID, and no other information is provided.

The data are contained in the files movies.csv, ratings.csv and tags.csv.

In the movies.csv file:

movield: ID of the movie/show (unique)

title: Title of the movie/show genres: Genre of the show In the ratings.csv file:

userId: ID of the user who gave a rating

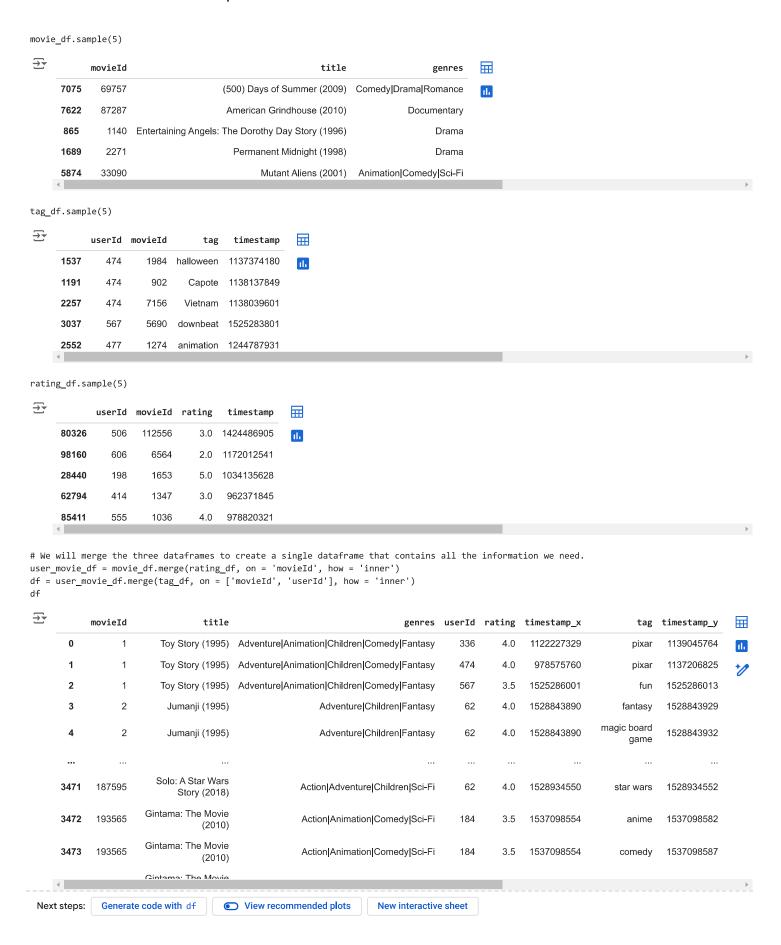
movield: ID of the movie/show rated rating: Rating given to the show timestamp: Time when the rating was specified In the tags.csv file:

userId: ID of the user who gave a rating

movield: ID of the movie/show rated tag: Tags given to the show timestamp: Time when the rating was specified Now, let's load these datasets into a pandas DataFrame.

```
movie_df = pd.read_csv('https://cf-courses-data.s3.us.cloud-object-storage.appdomain.cloud/BxZuF3Fr07Bdw6McwsBaBw/movies.csv')
rating_df = pd.read_csv('https://cf-courses-data.s3.us.cloud-object-storage.appdomain.cloud/R-bYYyyf7s3IUE5rsssmMw/ratings.csv')
tag_df = pd.read_csv('https://cf-courses-data.s3.us.cloud-object-storage.appdomain.cloud/UZKHhXS17Ft7t9mfUFZJPQ/tags.csv')
```

### Let's look at some samples rows from the dataset we loaded:



<b>→</b>	movieId	title	genres	userId	rating	tag	
	0 1	Toy Story (1995)	Adventure Animation Children Comedy Fantasy	336	4.0	pixar	il.
	<b>1</b> 1	Toy Story (1995)	Adventure Animation Children Comedy Fantasy	474	4.0	pixar	<b>7</b> /
:	2 1	Toy Story (1995)	Adventure Animation Children Comedy Fantasy	567	3.5	fun	
;	<b>3</b> 2	Jumanji (1995)	Adventure Children Fantasy	62	4.0	fantasy	
	4 2	Jumanji (1995)	Adventure Children Fantasy	62	4.0	magic board game	
34	<b>171</b> 187595	Solo: A Star Wars Story (2018)	Action Adventure Children Sci-Fi	62	4.0	star wars	
34	<b>172</b> 193565	Gintama: The Movie (2010)	Action Animation Comedy Sci-Fi	184	3.5	anime	
34	<b>173</b> 193565	Gintama: The Movie (2010)	Action Animation Comedy Sci-Fi	184	3.5	comedy	
34	<b>174</b> 193565	Gintama: The Movie (2010)	Action Animation Comedy Sci-Fi	184	3.5	gintama	
34	<b>175</b> 193565	Gintama: The Movie (2010)	Action Animation Comedy Sci-Fi	184	3.5	remaster	
347	76 rows × 6 col	umns					
Next ste	eps: Genera						

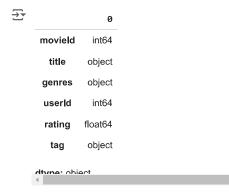
# Exploratory data analysis (EDA)

Before doing any preprocessing, we will be performing some simple exploratory data analysis (EDA) to know about our dataset. This includes looking at the number of unique values/number of duplicate values, the distributions, etc.

First, looking at the shape of the pd.DataFrame

Looking at the data type of each columns:

df.dtypes



Next, let's see if we have any null values:

```
# Deal with null values
df.isnull().any()
```



## Popularity-based recommendation

The popularity based recommendation recommends items, in this case, movies, based on what is popular accross the site. It is the most basic recommendation system. The system identifies popular items by considering metrics such as the number of views, ratings, or purchases and suggests these items to all users. For this type of recommendation system, all users get the same recommendations. The system can suggest items based on what's popular in your country.

This approach ensures that users are aware of current popular content, which can be useful for new users who have not yet developed a viewing history on the platform. However, this is also a limitation because everyone receives the same suggestions, which may not always be relevant or interesting to them. This lack of specificity can result in a less engaging user experience compared to more personalized recommendation systems.

<del>_</del>		movieId title		genres	userId	rating	tag	
	0	1	Toy Story (1995)	Adventure Animation Children Comedy Fantasy	336	4.0	pixar	ılı
	1	1	Toy Story (1995)	Adventure Animation Children Comedy Fantasy	474	4.0	pixar	+/
	2	1	Toy Story (1995)	Adventure Animation Children Comedy Fantasy	567	3.5	fun	_
	3	2	Jumanji (1995)	Adventure Children Fantasy	62	4.0	fantasy	
	4	2	Jumanji (1995)	Adventure Children Fantasy	62	4.0	magic board game	
	3471	187595	Solo: A Star Wars Story (2018)	Action Adventure Children Sci-Fi	62	4.0	star wars	
	3472	193565	Gintama: The Movie (2010)	Action Animation Comedy Sci-Fi	184	3.5	anime	
	3473	193565	Gintama: The Movie (2010)	Action Animation Comedy Sci-Fi	184	3.5	comedy	
	3474	193565	Gintama: The Movie (2010)	Action Animation Comedy Sci-Fi	184	3.5	gintama	
	3475	193565	Gintama: The Movie (2010)	Action Animation Comedy Sci-Fi	184	3.5	remaster	
3	8476 ro	ws × 6 col	umns					

Next steps: Generate code with df 

• View recommended plots 

New interactive sheet

Next, we will be calculating the number of votes and the average rating for each movie.

```
num_votes = df_1.groupby('movieId').size().reset_index(name='numVotes')
# Merge the numVotes back into the original DataFrame
df_1 = pd.merge(df_1, num_votes, on='movieId')
df_1
```

₹		movieId	title	genres	userId	rating	tag	numVotes
	0	1	Toy Story (1995)	Adventure Animation Children Comedy Fantasy	336	4.0	pixar	3
	1	1	Toy Story (1995)	Adventure Animation Children Comedy Fantasy	474	4.0	pixar	3
	2	1	Toy Story (1995)	Adventure Animation Children Comedy Fantasy	567	3.5	fun	
	3	2	Jumanji (1995)	Adventure Children Fantasy	62	4.0	fantasy	4
	4	2	Jumanji (1995)	Adventure Children Fantasy	62	4.0	magic board game	4
	3471	187595	Solo: A Star Wars Story (2018)	Action Adventure Children Sci-Fi	62	4.0	star wars	2
	3472	193565	Gintama: The Movie (2010)	Action Animation Comedy Sci-Fi	184	3.5	anime	4
	3473	193565	Gintama: The Movie (2010)	Action Animation Comedy Sci-Fi	184	3.5	comedy	4
	3474	193565	Gintama: The Movie (2010)	e (2010) Action Animation Comedy Sci-Fi 184 3.5 gintam	gintama	4		
	3475	193565	Gintama: The Movie (2010)	Action Animation Comedy Sci-Fi	184	3.5	remaster	4
3	8476 ro	ws × 7 col	umns		_			
Next	steps:	Genera	te code with df_1 Vie	w recommended plots New interactive shee	et			

avg\_ratings = df\_1.groupby('movieId')['rating'].mean().reset\_index(name='avgRating')

# Merge the avgRating back into the original DataFrame
df\_1 = pd.merge(df\_1, avg\_ratings, on='movieId')

df\_1.drop\_duplicates(subset = ['movieId', 'title', 'avgRating', 'numVotes'], inplace = True)
df\_1

→										
<u> </u>		movieId title		genres	userId	rating	tag	numVotes	avgRating	
	0	1 Toy Story (1995) Ad		Adventure   Animation   Children   Comedy   Fantasy	336	4.0	pixar	3	3.833333	th
	3	2 Jumanji (1995)		Adventure Children Fantasy	62	4.0	fantasy	4	3.750000	+/
	7	3 Grumpier Old Men (1995)		Comedy Romance	289	2.5	moldy	2	2.500000	
	9	5 Father of the Bride Part II (1995)		Comedy	474	1.5	pregnancy	2	1.500000	
	11	7 Sabrina (1995)		Comedy Romance	474	3.0	remake	1	3.000000	
	3461	183611	Game Night (2018)	Action Comedy Crime Horror	62	4.0	Comedy	3	4.000000	
	3464	184471	Tomb Raider (2018)	Action Adventure Fantasy	62	3.5	adventure	3	3.500000	
	3467	187593	Deadpool 2 (2018)	Action Comedy Sci-Fi	62	4.0	Josh Brolin	3	4.000000	
	3470	Solo: A Star Wars Story (2018)		Action Adventure Children Sci-Fi	62	4.0	Emilia Clarke	2	4.000000	
4	3472	193565	Gintama: The Movie (2010)	ActionIAnimationIComedvISci-Fi	184	3 5	anime	4	3 500000	<b>&gt;</b>

Next steps: Generate code with df\_1 

• View recommended plots 

New interactive sheet

We will be calculating the weighted score for each type. Usually, we would think that a good score results when the rating is high and the number of votes is also high. For instance, suppose you were browsing to choose a restaurant to dine at on your trip. If restaurant A had score 8.5 with 100,000 votes and restaurant B had score 8.5 but with 10 votes, we would be more convinced that restaurant A is more enjoyable and popular. Similarly, if restaurant C had score 5.0 with 1000 votes and restaurant D had score 5.0 with 1 vote, we may not automatically think that restaurant D was not enjoyable (but we do know that it is not popular), since only one person submitted a rating, if another person gave it score 10, this would immediately bump the score of restaurant D to 7.5.

The code below creates a new column df['score'] that calculates the weighted average score for each movie.

```
import statistics

# Define the function to calculate the weighted score
def calculate_weighted_score(avgRating, num_votes, C, m):
    return (num_votes * avgRating + m * C) / (num_votes + m)
```

```
# Calculate the global average rating (C)
average_rating = statistics.mean(df_1['avgRating'])
print('The average rating across all movies is:', average_rating)
# Calculate the average number of votes (m)
avg_num_votes = statistics.mean(df_1['numVotes']) # Use the average number of votes for threshold
print('The average number of votes is:', avg_num_votes)
# Create a new column 'score' for the weighted average rating using 'avgRating' and 'numVotes'
df_1['score'] = df_1.apply(lambda row: calculate_weighted_score(row['avgRating'], row['numVotes'], average_rating, avg_num_votes), axis=1)
# Display the DataFrame with the calculated weighted score
df_1[['movieId', 'title', 'avgRating', 'numVotes', 'score']].head()
     The average rating across all movies is: 3.7323364168313313
     The average number of votes is: 2.3743169398907105
                                                                                 \blacksquare
          movieId
                                         title avgRating numVotes
                                                                        score
      0
                                Toy Story (1995)
                                                 3.833333
                                                                  3 3.788714
                1
                                                                                 ılı.
                2
                                                                  4 3.743421
      3
                                 Jumanji (1995)
                                                 3.750000
                3
                         Grumpier Old Men (1995)
                                                 2.500000
                                                                     3.168895
      9
                5 Father of the Bride Part II (1995)
                                                 1.500000
                                                                  2 2.711680
                                                 3.000000
                                                                  1 3.515304
      11
                                  Sabrina (1995)
df_1
```

3	movieId	title	genres	userId	rating	tag	numVotes	avgRating	score	
0	1	Toy Story (1995)	Adventure Animation Children Comedy Fantasy	336	4.0	pixar	3	3.833333	3.788714	ıl.
3	2	Jumanji (1995)	Adventure Children Fantasy	62	4.0	fantasy	4	3.750000	3.743421	+/
7	3	Grumpier Old Men (1995)	Comedy Romance	289	2.5	moldy	2	2.500000	3.168895	
9	5	Father of the Bride Part II (1995)	Comedy	474	1.5	pregnancy	2	1.500000	2.711680	
11	7	Sabrina (1995)	Comedy Romance	474	3.0	remake	1	3.000000	3.515304	
3461	183611	Game Night (2018)	Action Comedy Crime Horror	62	4.0	Comedy	3	4.000000	3.881749	
3464	184471	Tomb Raider (2018)	Action Adventure Fantasy	62	3.5	adventure	3	3.500000	3.602644	
3467	187593	Deadpool 2 (2018)	Action Comedy Sci-Fi	62	4.0	Josh Brolin	3	4.000000	3.881749	
3470	187595	Solo: A Star Wars Story (2018)	Action Adventure Children Sci-Fi	62	4.0	Emilia Clarke	2	4.000000	3.854716	
4										<b>&gt;</b>

New interactive sheet

Next steps: Generate code with df\_1 View recommended plots

Exercise 1 - Get the top 5 suggestions sorting by score in descending order

```
# TODO: filtering out the top 5 suggestions
# You can use `sort_values` to sort the DataFrame by the 'score' column in descending order
# filtering out the top 5 suggestions
top_5_movies = df_1.sort_values(by = 'score', ascending = False).head(5)[['title', 'genres', 'tag', 'score']]
print('Top 5 movies:')
top_5_movies
```



#### Content-based recommendation

Content-based filtering focuses on the attributes of items and the user's profile. It recommends movies to users based on features that closely match the user's profile. Movie A could be recommended because it matches the user's preferred genre, cast, and keywords. However, we might get limited diversity as it may not recommend items outside the user's known preferences, potentially limiting discovery of new types of items.

We want to compute the cosine similarity based on a number of features. Next, we will be creating a column features to gather the columns that we want to recommend to users. Calculation will be based on the type, genres, origin country, language, plot, summary, and cast.

```
# We will now create a new DataFrame that contains only the columns we need for our analysis.

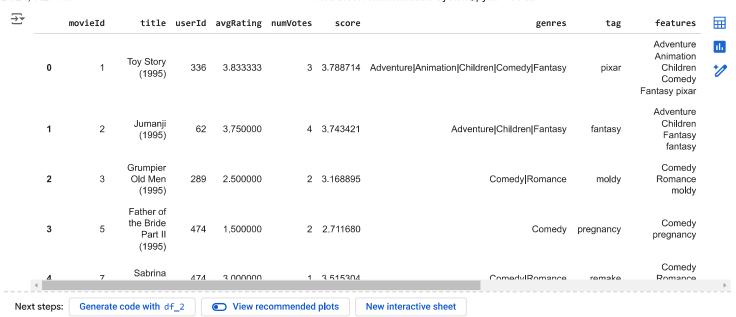
df_2 = df_1[['movieId', 'title', 'userId', 'avgRating', 'numVotes', 'score', 'genres', 'tag']].copy()

df_2.reset_index(drop=True, inplace=True)

df_2
```

<del></del>										
<u> </u>		movieId	title	userId	avgRating	numVotes	score	genres	tag	
	0	1	Toy Story (1995)	336	3.833333	3	3.788714	Adventure Animation Children Comedy Fantasy	pixar	11.
	1	2	Jumanji (1995)	62	3.750000	4	3.743421	Adventure Children Fantasy	fantasy	+/
	2	3	Grumpier Old Men (1995)	289	2.500000	2	3.168895	Comedy Romance	moldy	
	3	5	Father of the Bride Part II (1995)	474	1.500000	2	2.711680	Comedy	pregnancy	
	4	7	Sabrina (1995)	474	3.000000	1	3.515304	Comedy Romance	remake	
	1459	183611	Game Night (2018)	62	4.000000	3	3.881749	Action Comedy Crime Horror	Comedy	
	1460	184471	Tomb Raider (2018)	62	3.500000	3	3.602644	Action Adventure Fantasy	adventure	
	1461	187593	Deadpool 2 (2018)	62	4.000000	3	3.881749	Action Comedy Sci-Fi	Josh Brolin	
	1462	187595	Solo: A Star Wars Story (2018)	62	4.000000	2	3.854716	Action Adventure Children Sci-Fi	Emilia Clarke	
	1463	193565	Gintama: The Movie (2010)	184	3 500000	4	3 586541	Action Animation Comedv Sci-Fi	anime	<b>&gt;</b>
Next	steps:	Generate	e code with df_2	iew recon	nmended plot	ts New	interactive	sheet		

```
# Replace '|' with spaces in 'genres' and combine it with 'tag' using a space
df_2['features'] = df_2['genres'].str.replace('|', ' ') + ' ' + df_2['tag'].fillna('')
df_2
```



Next, let's vectorize the features column using TF-IDF vectorizer. The Term Frequency-Inverse Document Frequency(TF-IDF) vectorizer is used to transform text into numerical representations. It evaluates the importance of a word in a document relative to a collection of documents by considering both its frequency within a specific document (TF) and its rarity across all documents (IDF).

```
vectorizer = TfidfVectorizer(stop_words='english')
# Fit and transform the 'features' column to create TF-IDF vectors
X = vectorizer.fit_transform(df_2['features'])
Finally, let's get the cosine similarity and recommend items based on users' needs.
from sklearn.metrics.pairwise import cosine similarity
# Calculate Cosine Similarity
similarity = cosine_similarity(X)
# Recommendation function (including itself as first result)
def recommendation(title, df, similarity, top_n=3):
        # Get the index of the movie that matches the title
        idx = df[df['title'] == title].index[0]
   except IndexError:
        print(f"Movie '{title}' not found in the dataset.")
        return
   # Get the similarity scores for the given movie
   sim_scores = list(enumerate(similarity[idx]))
   # Sort the movies based on similarity scores in descending order
   sim_scores = sorted(sim_scores, key=lambda x: x[1], reverse=True)
   # Print the top_n most similar movies (including itself)
   print(f"Movies similar to '{title}' (First movie is itself):")
   for i, (index, score) in enumerate(sim_scores[:top_n+1]):
       movie = df.iloc[index]
        print(f"{i}. {movie['title']} (Similarity Score: {score:.3f})")
        print(f"
                  Genres: {movie['genres']}")
        print(f"
                  Tag: {movie['tag']}\n")
# Test the recommendation function
recommendation("Toy Story (1995)", df_2, similarity)
→ Movies similar to 'Toy Story (1995)' (First movie is itself):
     0. Toy Story (1995) (Similarity Score: 1.000)
        Genres: Adventure Animation Children Comedy Fantasy
        Tag: pixar
```

from sklearn.feature extraction.text import TfidfVectorizer

```
    Bug's Life, A (1998) (Similarity Score: 0.939)
        Genres: Adventure|Animation|Children|Comedy
        Tag: Pixar
    Toy Story 2 (1999) (Similarity Score: 0.675)
        Genres: Adventure|Animation|Children|Comedy|Fantasy
        Tag: animation
    Sintel (2010) (Similarity Score: 0.583)
        Genres: Animation|Fantasy
        Tag: adventure
```

### Exercise 2 - Check the recommendations for the movie 'Toy Story 2 (1999)'

```
recommendation("Toy Story 2 (1999)", df_2, similarity)

Movies similar to 'Toy Story 2 (1999)' (First movie is itself):
0. Toy Story 2 (1999) (Similarity Score: 1.000)
    Genres: Adventure|Animation|Children|Comedy|Fantasy
    Tag: animation

1. Croods, The (2013) (Similarity Score: 0.856)
    Genres: Adventure|Animation|Comedy
    Tag: animation

2. Sintel (2010) (Similarity Score: 0.853)
    Genres: Animation|Fantasy
    Tag: adventure

3. Invincible Iron Man, The (2007) (Similarity Score: 0.775)
    Genres: Animation
    Tag: animation
```

### Collaborative filtering

Collaborative filtering is a recommendation system technique that makes automatic predictions about a user's preferences by collecting taste or preference information from many users. The assumption behind collaborative filtering is that if users agreed on certain items in the past, they are likely to agree on similar items in the future.

- 1. User-based Collaborative Filtering: This method identifies users with similar preferences and recommends items that similar users have liked. In other words, a user receives recommendations based on the preferences of users who have historically rated items similarly.
- 2. Item-based Collaborative Filtering: In this method, items similar to those the user has liked or rated highly in the past are recommended.

  The system identifies items that are frequently rated similarly across a user base and suggests items that share these patterns.

```
# Pivot user-item matrix from ratings
user_rating_matrix = rating_df.pivot(index="movieId", columns="userId", values="rating")
# fill na with 0
user_rating_matrix = user_rating_matrix.fillna(0)
user_rating_matrix.head()
₹
       userId
                                                                                                                             扁
                                                                                603
                                                                                                     607
                                                                                                                609
      movieId
                                                                                                                             d.
                4.0 0.0 0.0 0.0 4.0 0.0 4.5 0.0 0.0 0.0
                                                                      4.0
                                                                           0.0
                                                                                4.0
                                                                                      3.0
                                                                                           4.0
                                                                                                 2.5
                                                                                                      4.0
                                                                                                           2.5
                                                                                                                 3.0
                                                                                                                      5.0
          2
                    0.0 0.0 0.0 0.0 4.0 0.0 4.0 0.0 0.0
                                                                      0.0
                                                                           4.0
                                                                                 0.0
                                                                                      5.0
                                                                                           3.5
                                                                                                0.0
                                                                                                      0.0
                                                                                                           2.0
                                                                                                                 0.0
                                                                                                                      0.0
         3
                4.0
                    0.0 0.0 0.0 0.0 5.0 0.0
                                                 0.0
                                                      0.0
                                                          0.0
                                                                      0.0
                                                                           0.0
                                                                                 0.0
                                                                                      0.0
                                                                                           0.0
                                                                                                0.0
                                                                                                      0.0
                                                                                                           2.0
                                                                                                                0.0
                                                                                                                      0.0
          4
                0.0 0.0 0.0 0.0 0.0 3.0 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
         5
                0.0 \quad 0.0 \quad 0.0 \quad 0.0 \quad 0.0 \quad 5.0 \quad 0.0 \quad 0.0 \quad 0.0
                                                                      0.0
                                                                           0.0
                                                                                0.0
                                                                                      3.0
                                                                                           0.0
                                                                                                0.0
                                                                                                      0.0
                                                                                                           0.0
                                                                                                                0.0
                                                                                                                      0.0
     5 rows × 610 columns
```

In this section, we will be using a NearestNeighbors classifier and using it based on the cosine similarity metric.

```
from sklearn.neighbors import NearestNeighbors

rec = NearestNeighbors(metric = 'cosine')

rec.fit(user_rating_matrix)

NearestNeighbors ① ②

NearestNeighbors(metric='cosine')
```

Finally, here is our function to get 5 recommended items based on a movie previously watched.

```
# Function to get movie recommendations based on a title
def get_recommendations(title):
   # Get movie details
   movie = df_2[df_2['title'] == title]
   if movie.empty:
        print(f"Movie '{title}' not found in dataset.")
        return None
   movie_id = int(movie['movieId'])
   # Get the index of the movie in the user-item matrix
   try:
        user_index = user_rating_matrix.index.get_loc(movie_id)
    except KeyError:
        print(f"Movie ID {movie_id} not found in the user rating matrix.")
        return None
   # Get the user ratings for the movie
   user_ratings = user_rating_matrix.iloc[user_index]
   # Reshape the ratings to be a single sample (1, -1)
   reshaped_df = user_ratings.values.reshape(1, -1)
   # Find the nearest neighbors (similar movies)
   distances, indices = rec.kneighbors(reshaped_df, n_neighbors=15)
   # Get the movieIds of the nearest neighbors (excluding the first, which is the queried movie itself)
   nearest_idx = user_rating_matrix.iloc[indices[0]].index[1:]
   # Get the movie details for the nearest neighbors
   nearest_neighbors = pd.DataFrame({'movieId': nearest_idx})
   result = pd.merge(nearest_neighbors, df_2, on='movieId', how='left')
   # Return the top recommendations
   return result[['title', 'avgRating', 'genres']].head()
# Test the recommendation function
get_recommendations('Toy Story (1995)')
→
                                                                                                      \blacksquare
                                        title avgRating
                                                                                            genres
     0
                              Toy Story 2 (1999)
                                                3.125000 Adventure|Animation|Children|Comedy|Fantasy
                            Jurassic Park (1993)
                                                 4 500000
                                                                        Action|Adventure|Sci-Fi|Thriller
      1
             Independence Day (a.k.a. ID4) (1996)
                                                 4.000000
                                                                        Action|Adventure|Sci-Fi|Thriller
      3 Star Wars: Episode IV - A New Hope (1977)
                                                                               Action|Adventure|Sci-Fi
                                                 4.527778
                                                                         Comedy|Drama|Romance|War
                            Forrest Gump (1994)
                                                 3.666667
```