


Movie Stars

Retailers invest heavily in predicting how customers will rate new products such as movies, books, games, and appliances. Accurate recommendations lead to increased revenue and happier customers. To make these recommendations, retailers look for correlations between different products in order to make suggestions on what other products a customer might like to buy.

Table 1 shows movie ratings from five customers for five movies. The ratings range from 1 to 5. A rating of 5 indicates that the movie was very highly liked and a rating of 1 indicates that it was not liked at all. There is one movie rating that is missing because Evan has not yet seen the movie Prognosis Negative.

Question: Using only the data in the table, what is the most likely rating that Evan will give to the movie Prognosis Negative?



	Chunnel	Death Blow	Rochelle, Rochelle	Cry, Cry Again	Prognosis Negative
Alex	4	5	1	4	4
Bill	4	1	5	5	2
Carla	2	4	2	2	4
Dan	2	3	4	5	2
Evan	5	3	1	2	???