

Spotify's Movie Division Algorithm

Chris Helmerson, Dara Estrada, Mide Olayinka



MEET THE TEAM



CHRIS HELMERSON

Future Data Scientist



DARA ESTRADA

Future Data Scientist



MIDE OLAYINKA

Future Data Scientist

Agenda



**BUSINESS
UNDERSTANDING**



**DATA
UNDERSTANDING**



MODELING



RECOMMENDATIONS



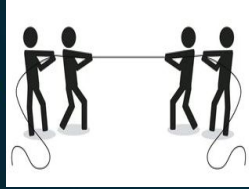
FUTURE

Decision Fatigue??



INDUSTRY OVERVIEW

**FIERCE
COMPETITION**



Cord Cutters



SPOTIFY

**DECISION
FATIGUE**



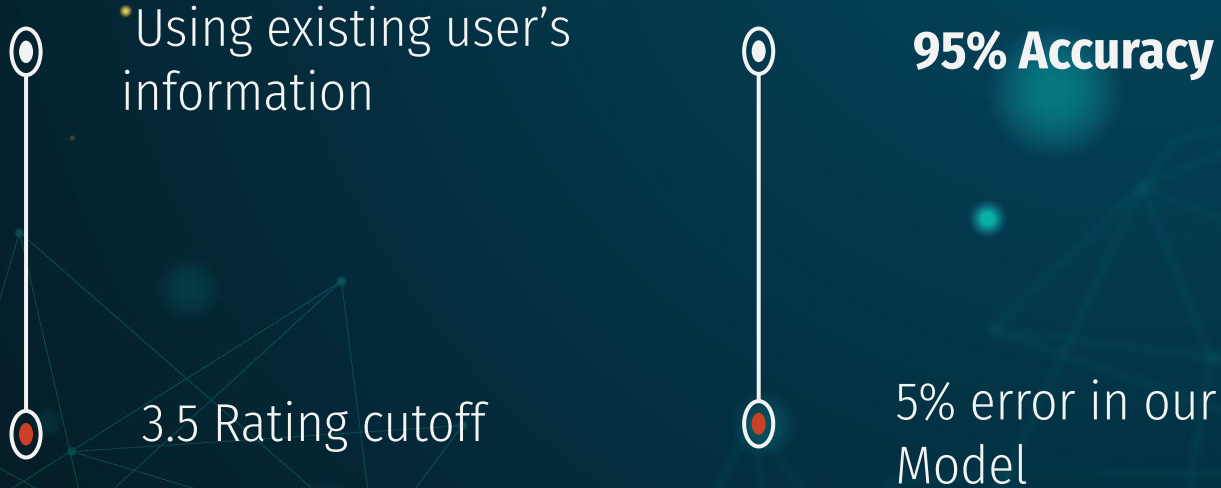
**EXPERIENCE
DECISION FATIGUE**

MOVIE LENS DATA

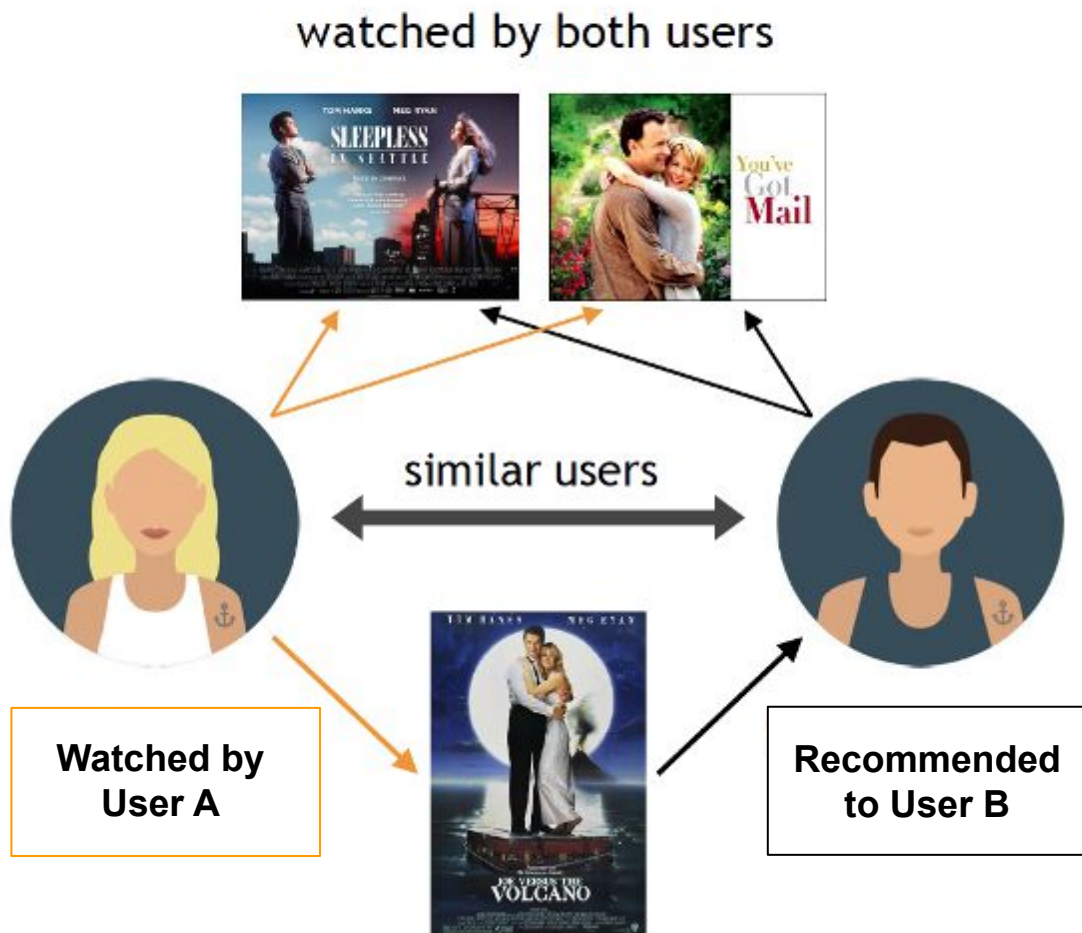


Dates	Ratings	Users	Movies	Datasets
1996 - 2018	100,836	610	9,742	Genres, Titles

COLLABORATIVE FILTERING MODEL



THE PROCESS



User Examples



User Profile A



User Profile B



NEXT STEPS

Utilize larger Dataset



**More Genre -based
Filtering**

**Cold Start
Recommendation
System**

THANKS!



DARA ESTRADA

Future Data Scientist



CHRIS HELMERSON

Future Data Scientist



MIDE OLAYINKA

Future Data Scientist

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THANKS!

Do you have any questions?

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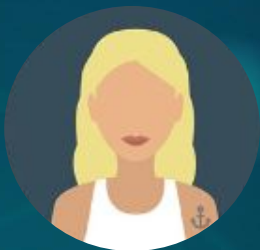
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