# SCHOOL OF COMPUTING SCIENCE & ENGINEERING



**PROJECT APPROVAL FORM AND ABSTRACT Odd 2024-2025**

**B. Tech**

**Project Details:**

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| --- | --- | --- | --- |
| **Title** | Movie Recommendation System | | |
| **Project Type** | **Community based design problem (Interdisciplinary)**  **Sustainable development goal**  **App Development / Utility**  **IOT/Hardware based**  **AI/ML/Data Science**  **Healthcare Projects** | **Project Outcome** | **Project and Research Paper Project and Patent**  **Project and Book Chapter** |
|  | **SCOPUS Journal** |  | |
| **Publication Target** | **SCOPUS Conference**  **SCOPUS Book Chapter** | **Guide Name:** Mr. Mandeep Kumar | |
|  | **SCI Journal** |  | |

**Student Details:**

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| --- | --- | --- | --- | --- | --- |
| **S.**  **No** | **Name** | **Enrollment Number** | **Admission Number** | **Program**  **/ Branch** | **Sem** |
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**Guide Lines for One Page Abstract:**

1. Project Title should be in bold letters maximum of two lines, and the font must be in Times New roman with the size of 22 and it should be in center alignment.
2. The Abstract should have minimum of 200 words and maximum of 250 words.
3. The Abstract should be in Justify alignment, and the font must be in Times New roman with the size of 14 and the line spacing must be in 2.0 exactly.
4. Please refer the next page for the Abstract format.

**Movie Recommendation System**

Movie recommendation systems play a crucial role in modern digital entertainment platforms by enhancing user experience through personalized suggestions. These systems influence machine learning algorithms and data science techniques to analyze user preferences and historical interactions with movies, aiming to predict and recommend content that aligns with individual tastes. The goal is to not only improve user satisfaction and engagement but also to optimize content consumption and retention on streaming platforms. The primary goal is to improve the accuracy and relevance of movie recommendations provided to users. This involves overcoming challenges such as cold start problem (new users or items), sparsity of user-item interactions, and ensuring diversity and novelty in recommendations. Existing recommendation systems often struggle with effectively balancing between popular and niche content, personalized versus diverse recommendations, and adapting to changing user preferences over time. Successful implementation of an enhanced movie recommendation system can significantly impact user engagement, satisfaction, and platform revenue. By improving movie recommendations, you can contribute to more personalized user experiences, potentially increase user retention, and provide a competitive advantage to streaming platforms.

# Signature of Student Signature of Guide