

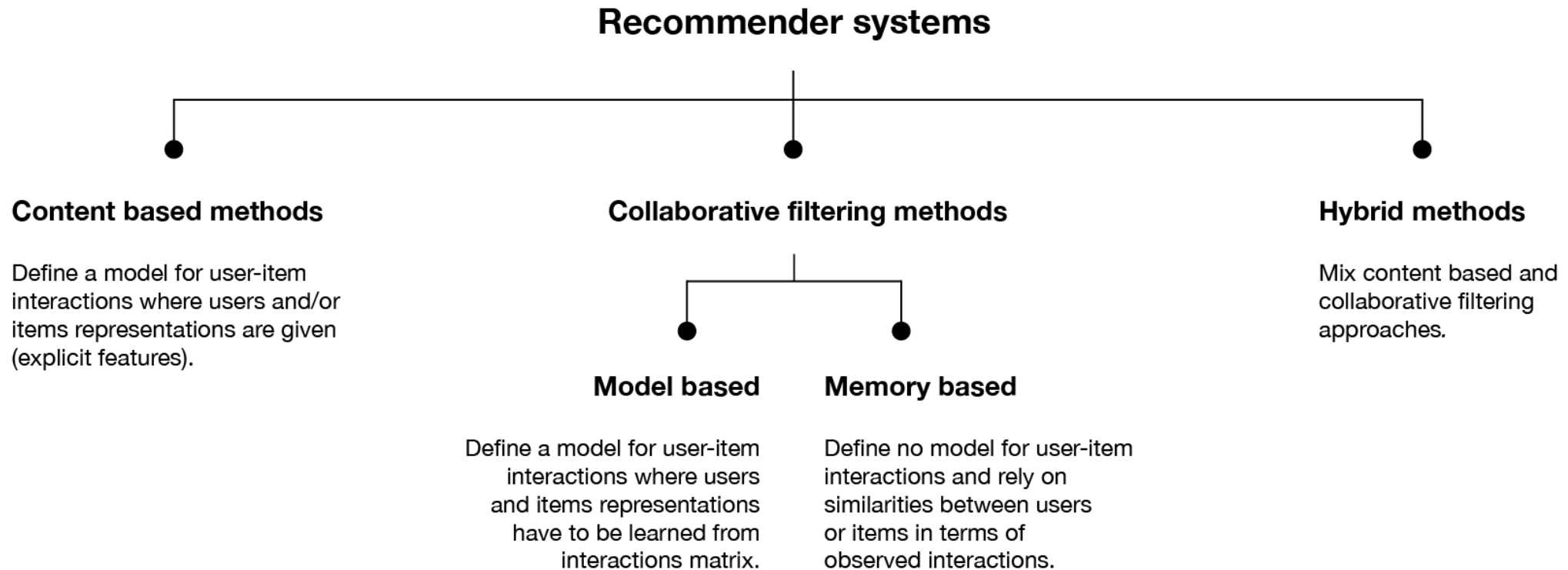
[illegible]

# the dataset

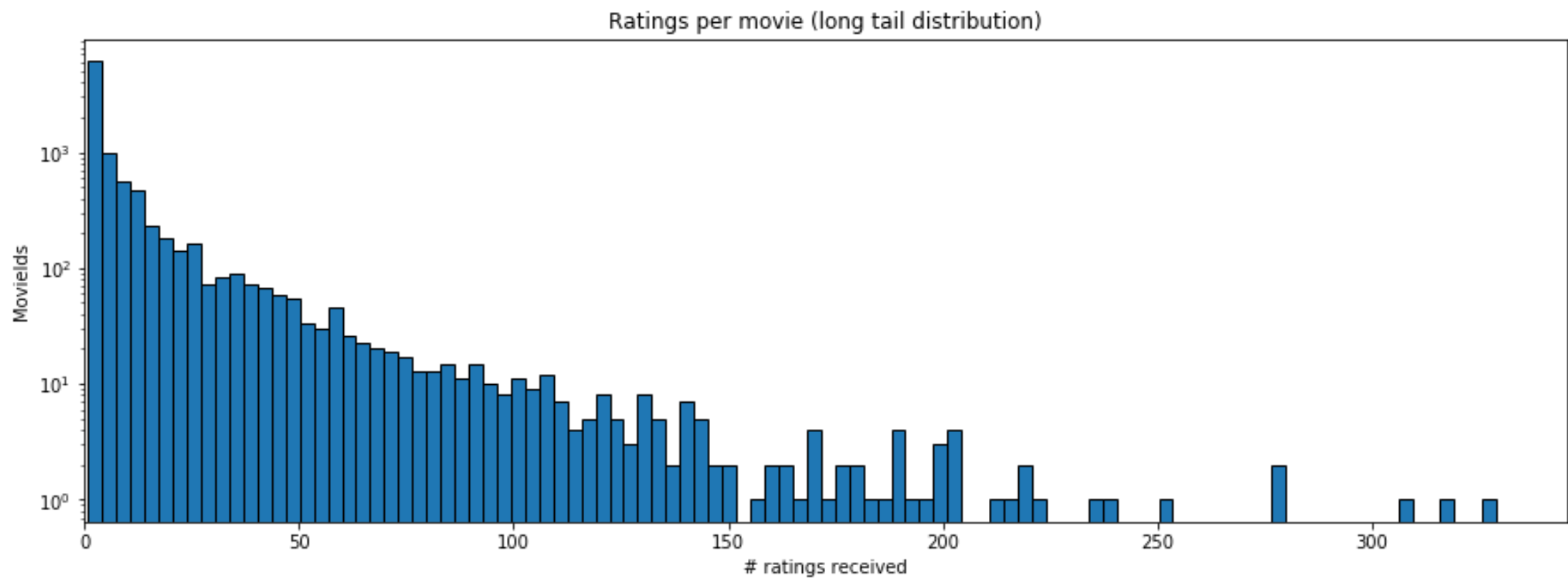
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- The dataset contains 100836 ratings and 3683 tag applications across 9742 movies. These data were created by 610 users between March 29, 1996 and September 24, 2018. The dataset consists of four csv files and a readme text file: links, movies, ratings, and tags with the following parameters:
- movies.csv
  - (9742, 3) rows/columns
  - 'movieId', 'title', 'genres'
- ratings.csv
  - (100836, 4) rows/columns
  - 'userId', 'movieId', 'rating', 'timestamp'
- tags.csv
  - (3683, 4) rows/columns
  - 'userId', 'movieId', 'tag', 'timestamp'
- links.csv
  - (9742, 3) rows/columns
  - 'movieId', 'imdbId', 'tmdbId'
- README.txt
  - much like a dictionary

# Recommendation systems in general



# The need for recommendation systems



2001: A Space Odyssey (1968)	1.280072
Blade Runner (1982)	0.671624
African Queen, The (1951)	0.627018
Lawrence of Arabia (1962)	0.622976
2010: The Year We Make Contact (1984)	0.616504
North by Northwest (1959)	0.596037
Abyss, The (1989)	0.587159
Untouchables, The (1987)	0.586499
Clockwork Orange, A (1971)	0.570817
Chinatown (1974)	0.568316

Ratings based recommendations



```
1 # genre based recommendations
2 genre_based_recommendations('Zombieland (2009)')

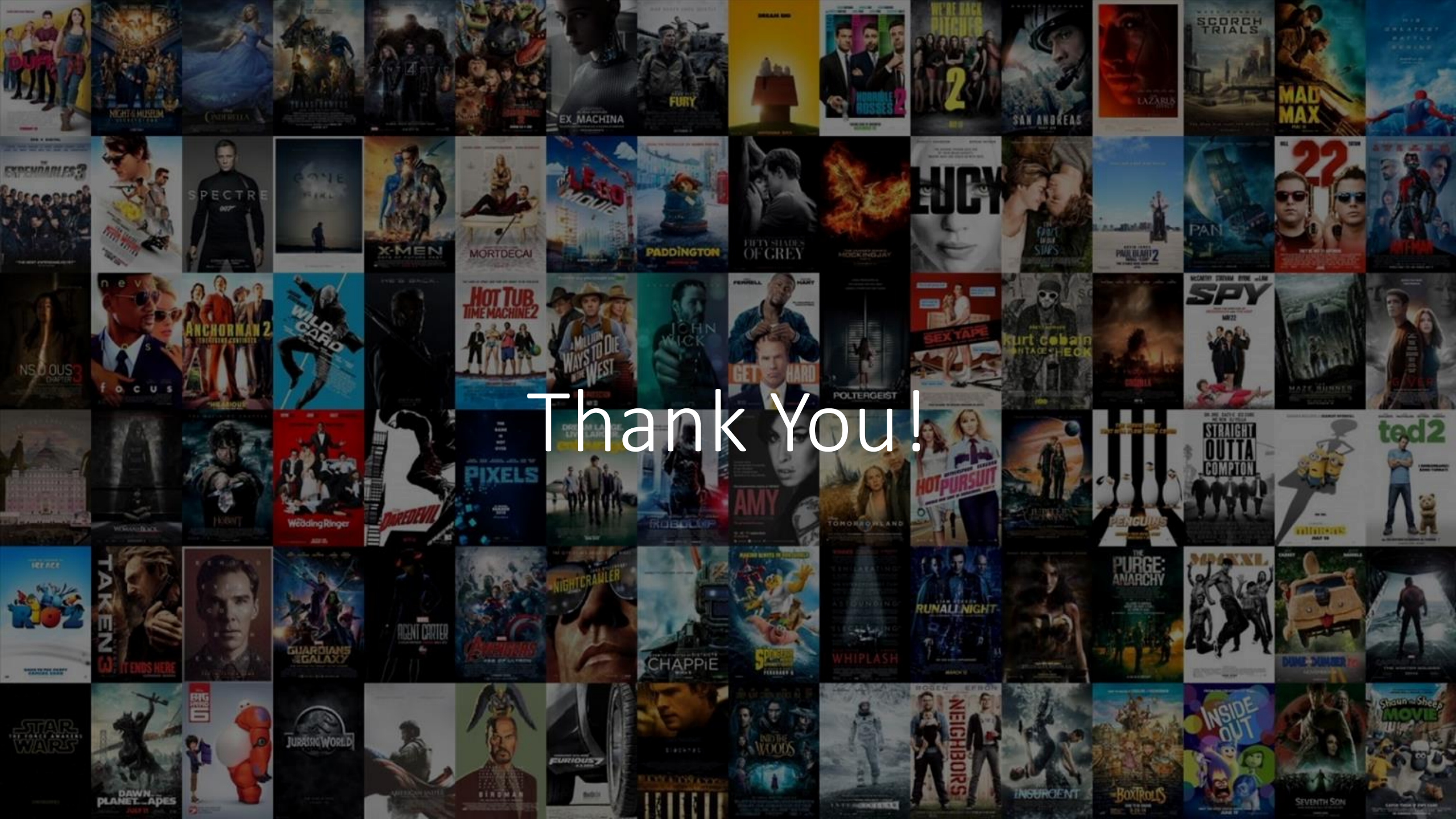
7154                                Zombieland (2009)
8434                                Zombeavers (2014)
8565                    Dead Snow 2: Red vs. Dead (2014)
9035    Scouts Guide to the Zombie Apocalypse (2015)
62                                From Dusk Till Dawn (1996)
6251                    Snakes on a Plane (2006)
6324                                Feast (2005)
11                    Dracula: Dead and Loving It (1995)
654    Tales from the Crypt Presents: Bordello of Blo...
1478                                Gremlins (1984)
Name: title, dtype: object
```

# Genre based recommendations

# The benefits of a recommendation system

- 'Alibaba achieved growth of 20% conversion rate using personalized landing pages' (Alizila)
- 70% of YouTube videos are based on their recommendation implementation
- Netflix saves nearly a billion each year thanks to their recommendation system(ACM.org)
- The Amazon Recommendations Secret to Selling More Online.  
"Judging by Amazon's success, the recommendation system works. The company reported a 29% sales increase to \$12.83 billion during its second fiscal quarter, up from \$9.9 billion during the same time last year. (rejoiner.com)





Thank You!