

**MUKESH PATEL SCHOOL OF TECHNOLOGY MANAGEMENT  
AND ENGINEERING**



**RESEARCH OBJECTIVE**  
**For**  
**MOVIE RATING PREDICTION AND RECOMMENDER SYSTEM**

**April 2020**

**By-**

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## **GOAL/PROBLEM STATEMENT**

The goal of this project is to predict the rating that a user will give to a movie by analyzing various factors that affect the rating given. User demographics like gender, age, and occupation are studied to understand the likelihood of a particular rating being given. The genre of the movie is also taken into account to analyze the correlation of these factors with the final ratings. This analysis has two applications-

The user can be recommended to watch certain movies that are more likely to match his/her interests by analyzing the ratings given by other users and the user's ratings for other movies as well.

Production houses and marketers can get an insight into the target demographic which is likely to react favorably to their movie and towards which their movies can be marketed.

## **THE FOLLOWING TOPICS HAVE BEEN COVERED IN OUR PROJECT:**

SR. NO	TOPIC
1	GOAL/PROBLEM STATEMENT
2	UNDERSTANDING THE DATASET
2.1	DETAILED DESCRIPTIONS OF DATA FILES
3	EXPLORATORY DATA ANALYSIS
3.1	FREQUENCY OF RATING BY GENDER
3.2	AGE DISTRIBUTION AND OCCUPATION OF USERS
3.3	FREQUENCY OF MOVIES BY YEAR
3.4	FREQUENCY OF OCCUPATION GROUPED BY RATING
4	MODEL 1: DECISION TREE
5	MODEL 2: LOGISTIC REGRESSION
6	RESULTS AND CONCLUSION