

Anime Recommendation System

November 13th 2024

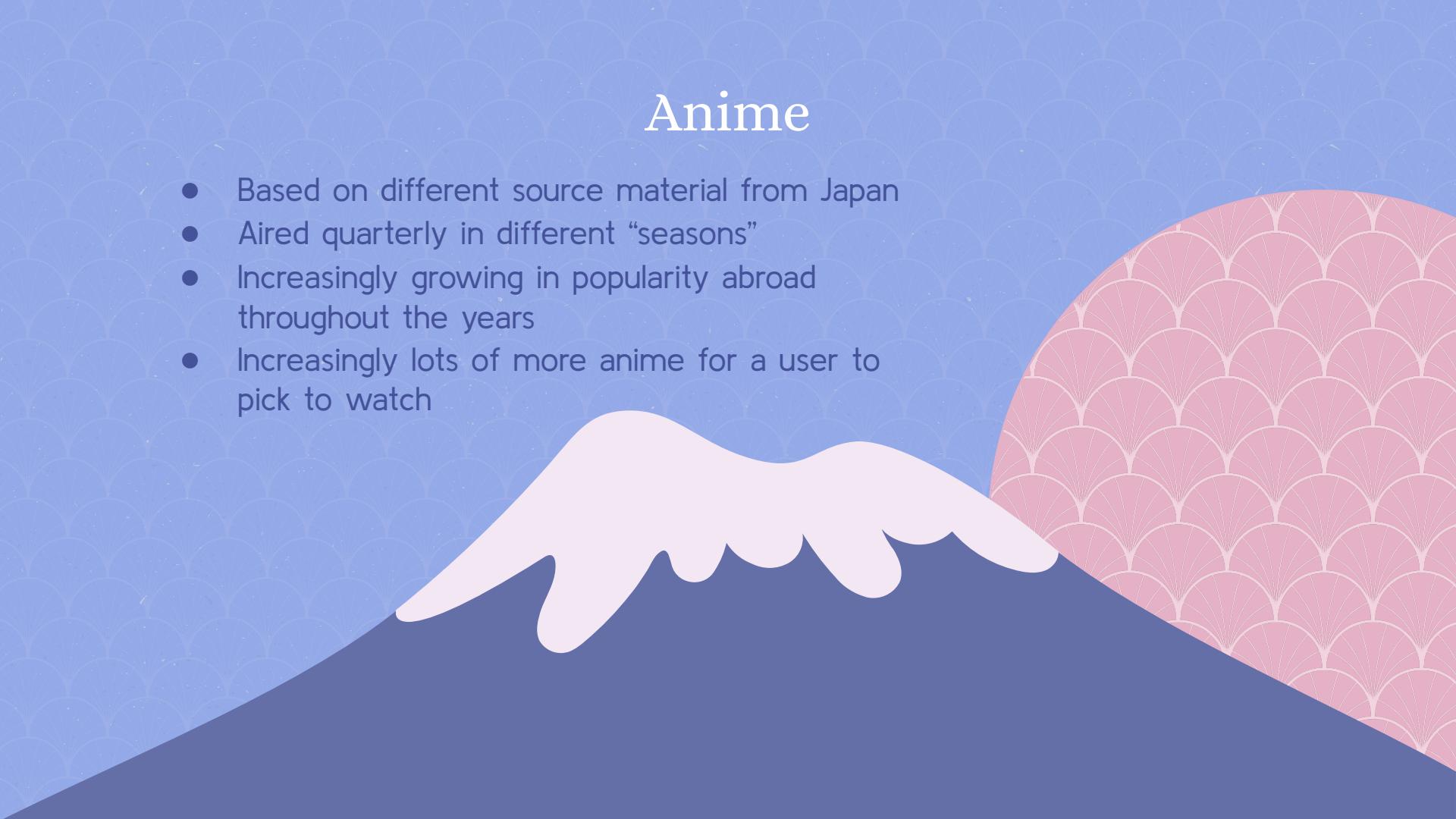
Presented By



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Anime

- Based on different source material from Japan
- Aired quarterly in different “seasons”
- Increasingly growing in popularity abroad throughout the years
- Increasingly lots of more anime for a user to pick to watch

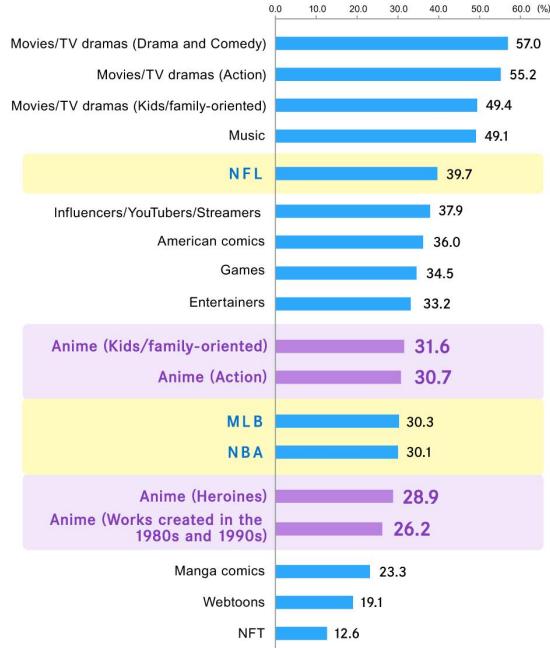


How does anime compare to sports?

Overall | Enjoyment of entertainment by category

The rate of enjoyment was the highest for movies/TV dramas, followed by music and the NFL.

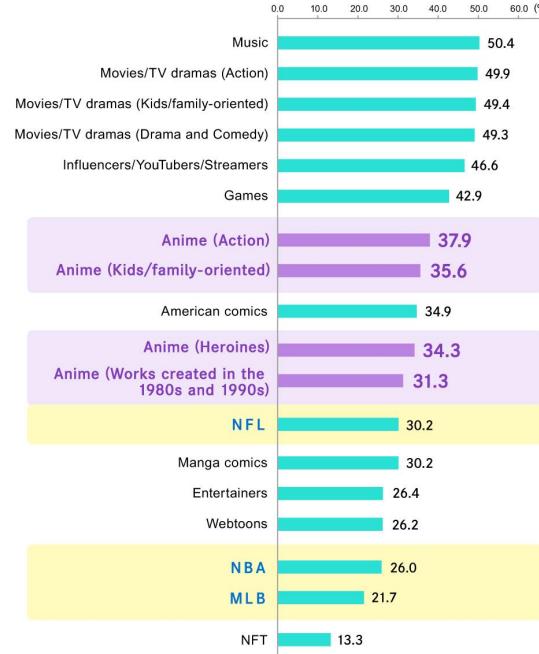
Anime (Kids/family-oriented and Action) ranked higher than the MLB and NBA.



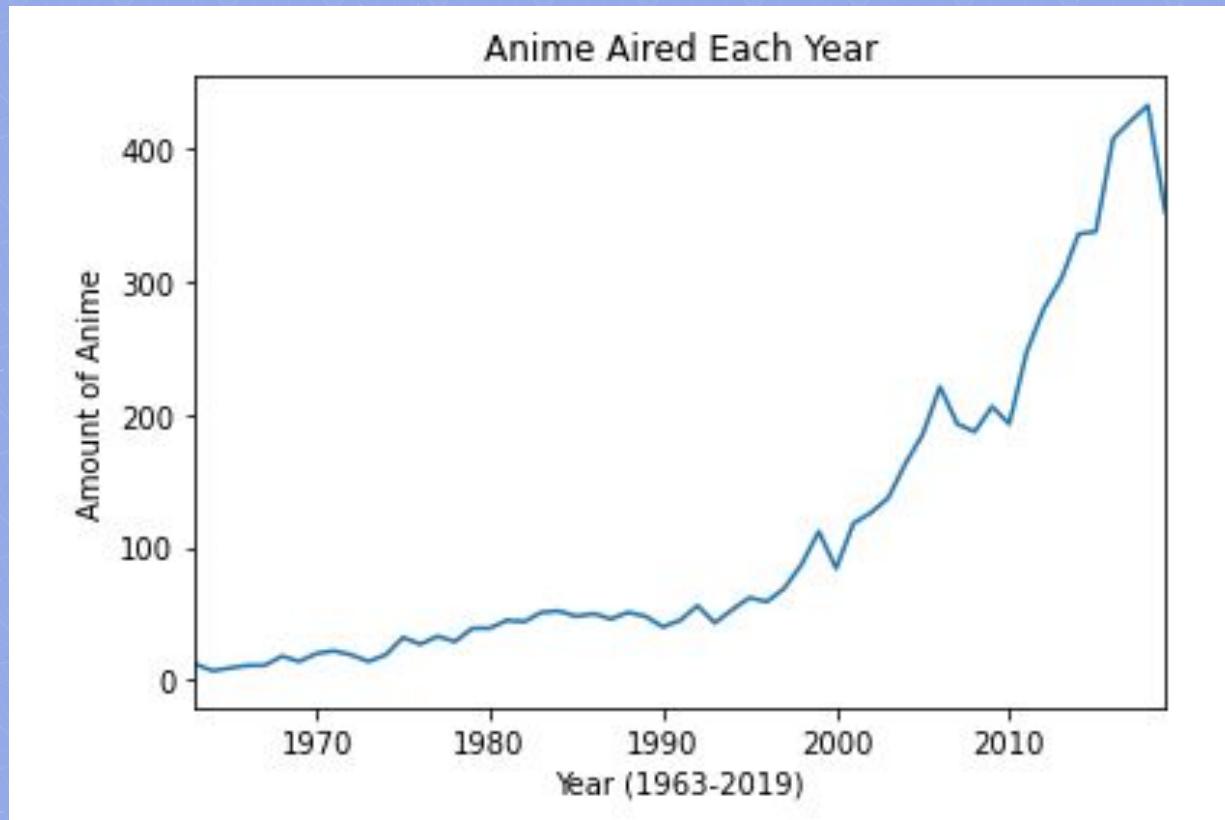
Gen Z | Enjoyment of entertainment by category

The rate of enjoyment was the highest for music, followed by movies/TV dramas, and influencers/ streamers.

All categories of anime were more popular than the top three most popular sports.



The Increasing Quantity of Anime



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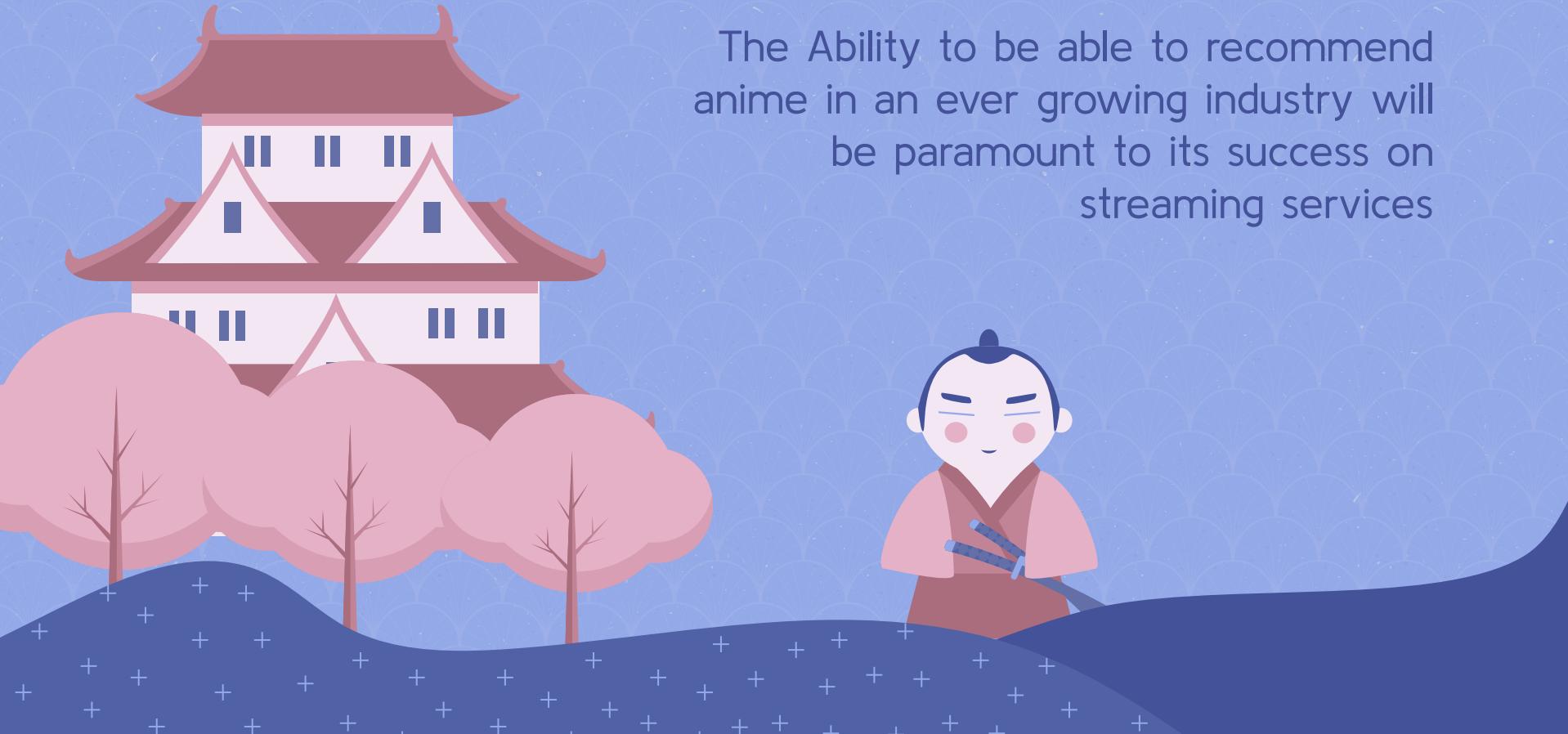
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Business Understanding

The Ability to be able to recommend anime in an ever growing industry will be paramount to its success on streaming services



Data Source

- Data is retrieved from the site, myanimelist.com.
- Data is up to February 2020.
- There were 109 Million reviews on around 18k anime
- Characteristics include user rating, genre, when it was aired, how popular it is, etc.

MyAnimeList

Showing: 155/202

Dandan

Oct 4, 2024 | 12 eps, 23 min



Action | Comedy | Supernatural



After being aggressively rejected, Momo Ayase finds herself sulking when she stumbles across a boy being bullied. Saved by her rash kindness, the alien-obsessed boy attempts to speak to her about extraterrestrial interests he believes they share. Rejecting his claims, Ayase proclaimed that she instead is a

Studio: Science SARU

☆ 8.64

• 392K

Add to My List

Blue Lock vs. U-20 Japan

Blue Lock Season 2

Oct 6, 2024 | 14 eps, 23 min



Sports



The next phase of the controversial Blue Lock project is underway with the candidate pool being dwindled down to just 35. Out of the remaining strikers, only a select few will be chosen to play in an upcoming exhibition game against the current U-20 Japanese soccer team. Playing in this match comes with a

Studio: 8bit

☆ 6.71

• 195K

Add to My List

Re:Zero Kara Hajimeru Isekai Seikatsu 3rd Season

Re:ZERO -Starting Life In Another World- Season 3

Oct 2, 2024 | 16 eps, 23 min



Drama | Fantasy | Suspense



One year after the events at the Sanctuary, Subaru Natsuki trains hard to better face future challenges. The peaceful days come to an end when Emilia receives an invitation to a meeting in the Watagata City of Priestella from none other than Anastasia Hoshin, one of her rivals in the royal selection. Considering the meeting's

Studio: White Fox

☆ 8.85

• 295K

Add to My List

Uzumaki

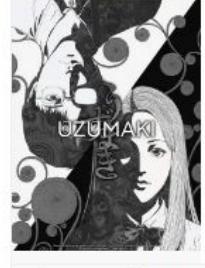
Uzumaki: Spiral into Horror



Sep 28, 2024 | 4 eps, 28 min



Avant Garde | Drama | Horror | Suspense



In the town of Kurouzu-cho, Kire Goshima lives a fairly normal life with her family. As she walks to the train station one day to meet her boyfriend, Shuuichi Saito, she sees his father staring at a snail shell in an alley. Thinking nothing of it, she mentions the incident to Shuuichi, who says that his father has been acting weird

Studios: Akatsuki, Fugaku

☆ 5.99

• 218K

Add to My List

Ao no Hako

Blue Box

Oct 3, 2024 | 25 eps, 23 min



Romance | Sports



Every morning, incoming first-year Taiki Inomata hurries to his high school gym in order to further refine his badminton skills. However, his true motivation stems from sharing the otherwise empty gym with second-year Chinatsu Kano, Taiki's crush and the star player of the girls' basketball team. Although Chinatsu seems

Studio: Telecom Animation Film

☆ 8.41

• 146K

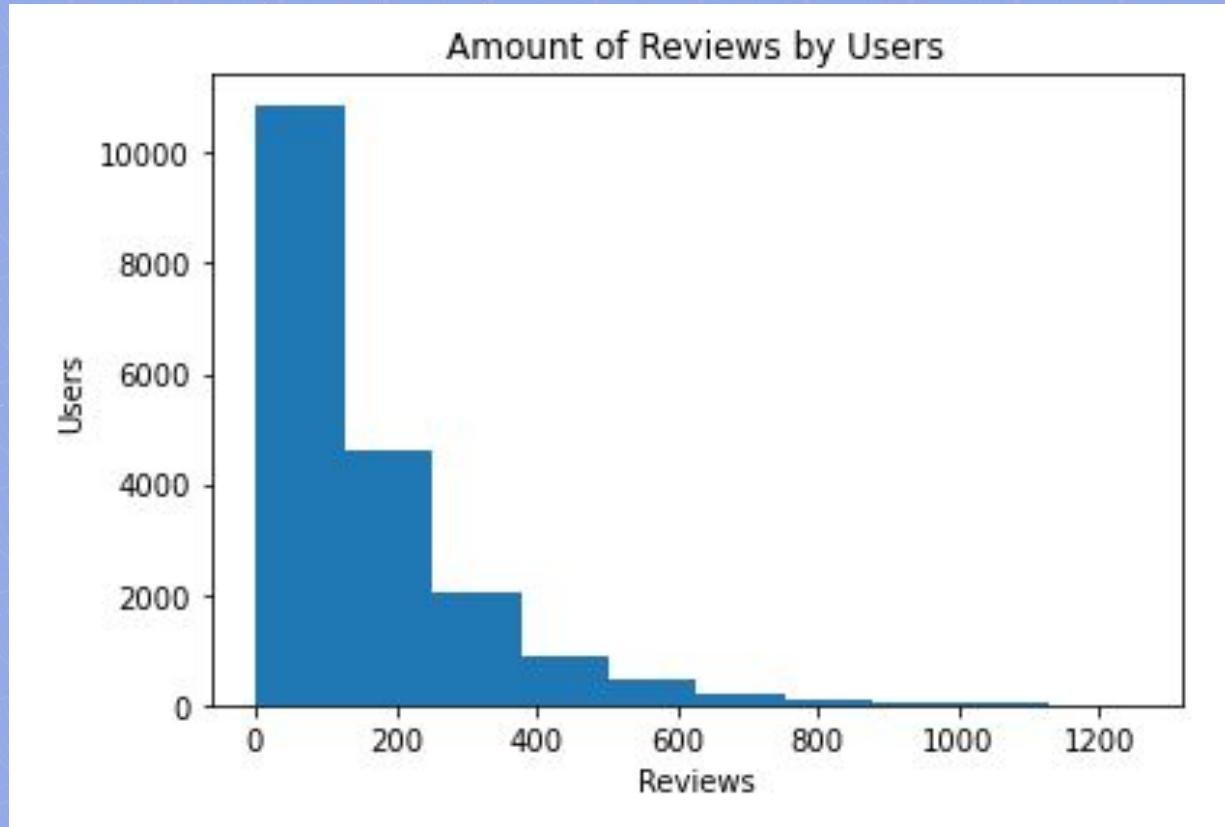
Add to My List

Data Understanding

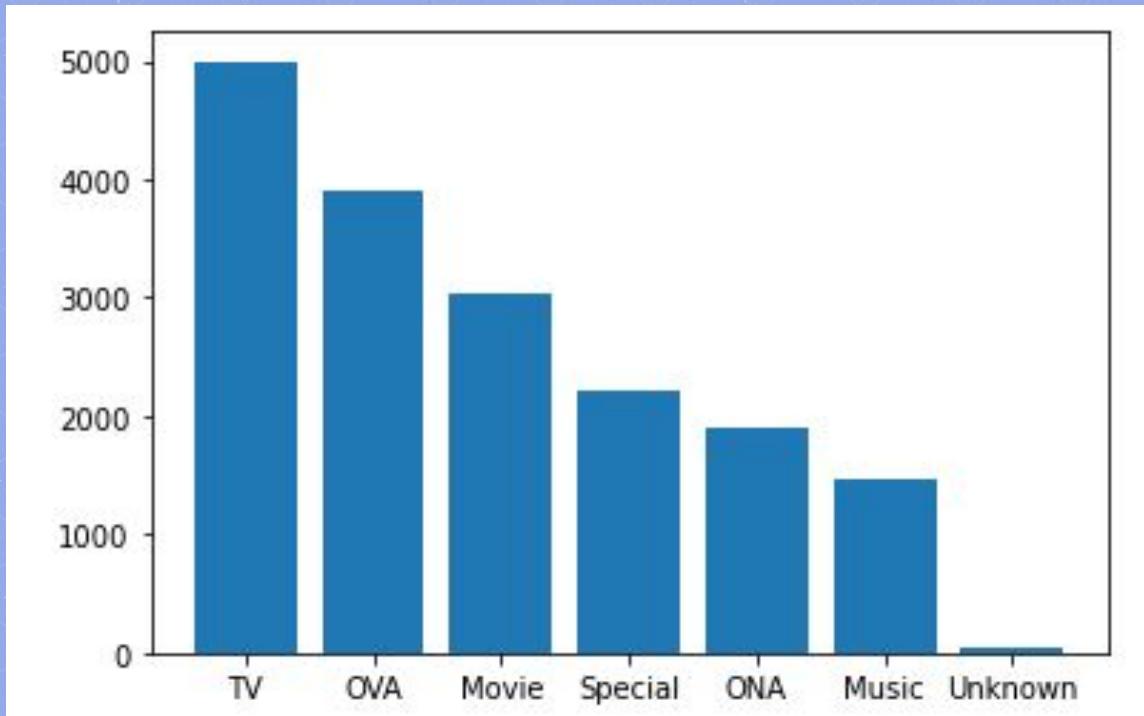


- Only include anime that was either a television show or movie, and also removed risque anime
- Rating system was 1 to 10
- Took a 20k sample

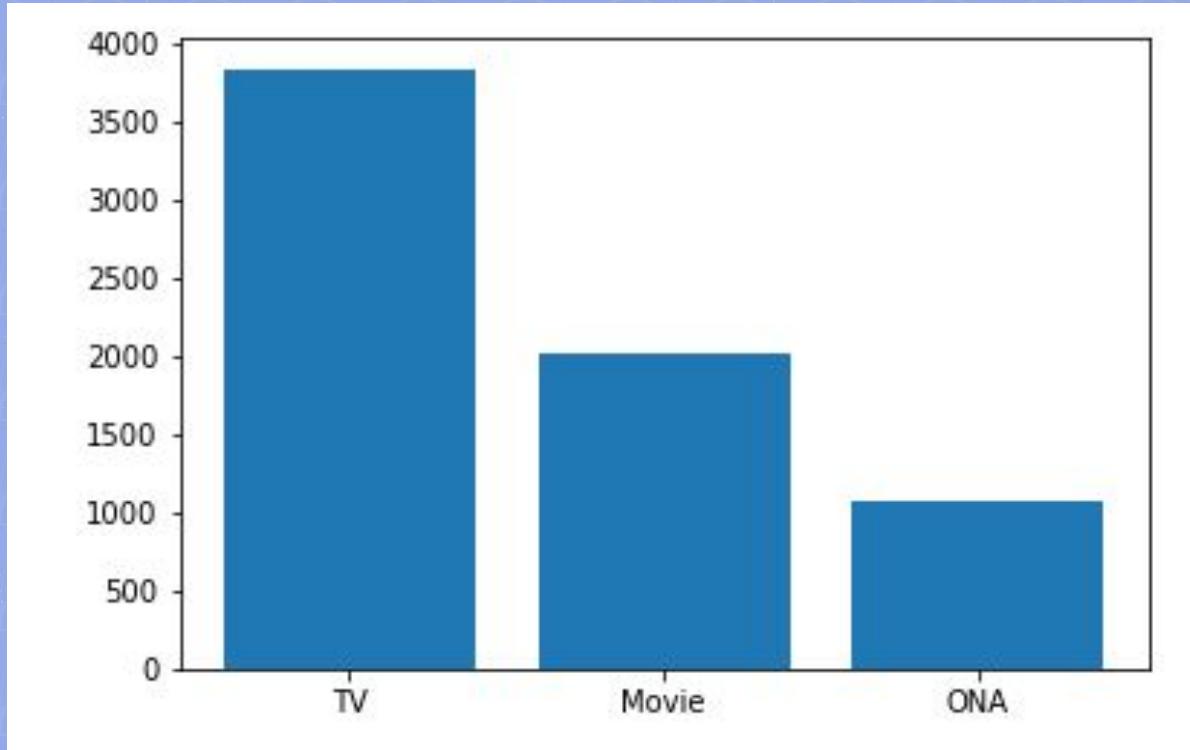
Distribution of Reviews from Users



Different Types of Anime



Different Types of Anime



Data Analysis

Building off from an algorithm with the 20,000 sampled users, we were able to predict within 1.2 of a user's rating.

Using this we were able to recommend 5 anime that we believe a user would want to watch



Results

Example User: 74632

Has watched 274 anime

Recommended to watch:

- Clannad: After Story
- Dragon Ball
- Dragon Ball Z
- One Piece
- When Marnie was There

Further Steps



Streaming Service

Further filter out anime that isn't in our streaming service



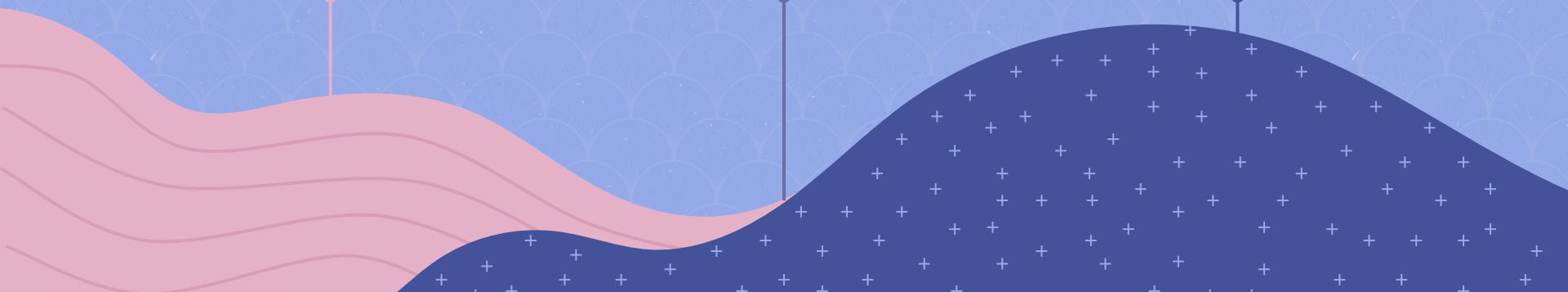
Demographics

See how age and gender affect recommendations



Merch

See how we can advertise merch based on their reviews



Thanks!

Do you have any questions?

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