

The background is a blurred, high-angle shot of a professional video camera. A hand is visible in the lower right corner, adjusting a knob on the side of the camera. The camera's lens and various mechanical parts are visible, though out of focus. The overall tone is professional and technical.

MovieLens Data Project

NETFLIX

Our Team



John Bruemmer



Xibei (Julian) He



Juliet Day



Agenda:

01

Business Understanding

02

BLUF

03

Data Overview

04

Recommendation System/User Example

05

Further Development

Business Understanding



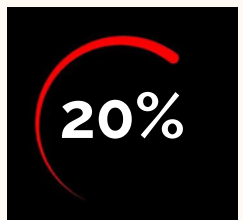
Business Understanding

1-5
minutes

**Time spent deciding whether to
watch a show/movie**

500
days

**Time spent trying to find
something to watch**



Stakeholder

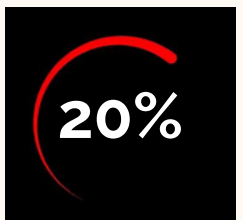
Netflix

Problem

Customize user
streaming
experience

Goal

Create a
recommendation
system based on
users ratings



BLUF

Baseline RMSE:
1.43

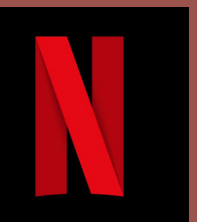


Our model RMSE:
0.88



Xibei (Julian) He

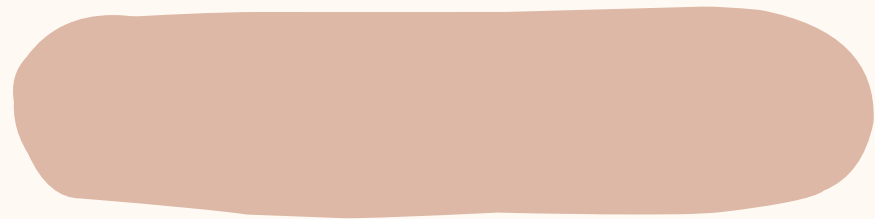
Data Overview



Data Overview



100.8 k reviews

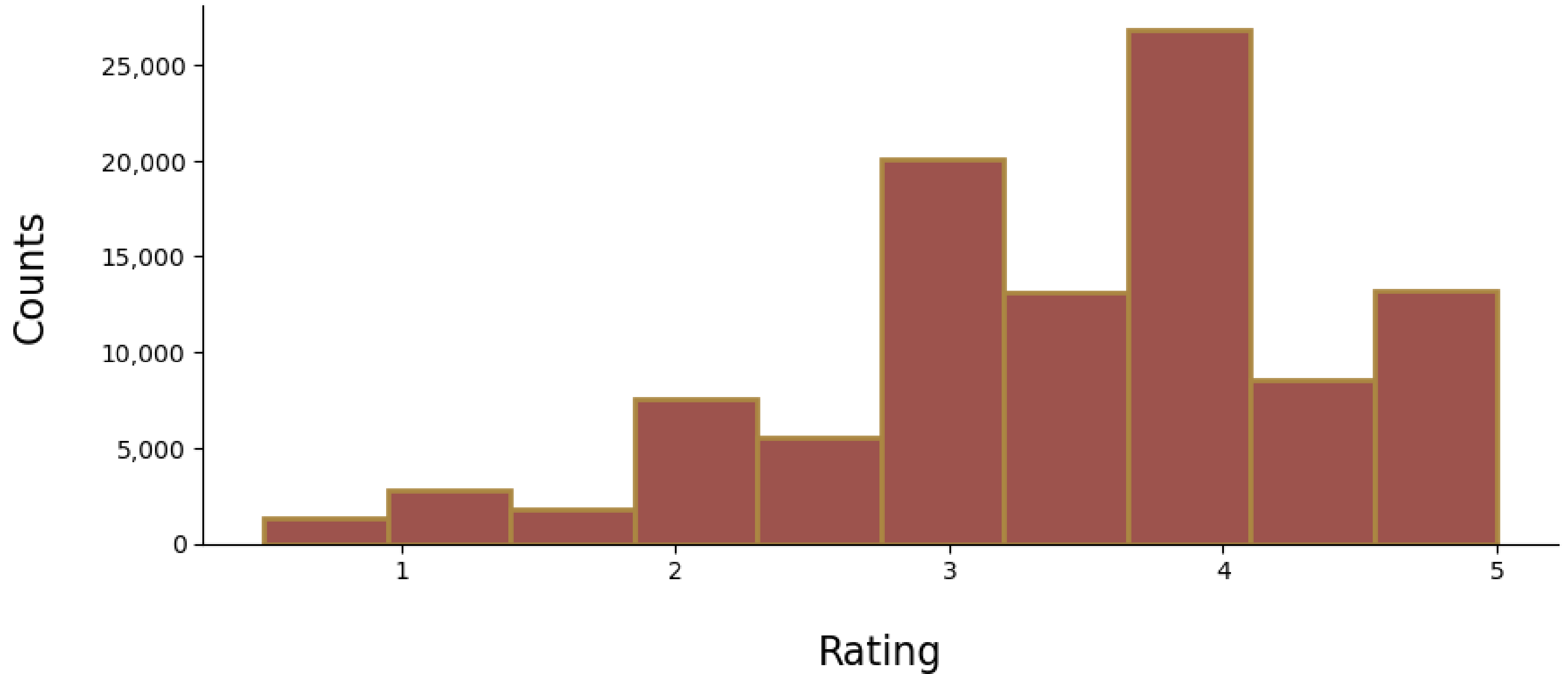


9.7 k movies

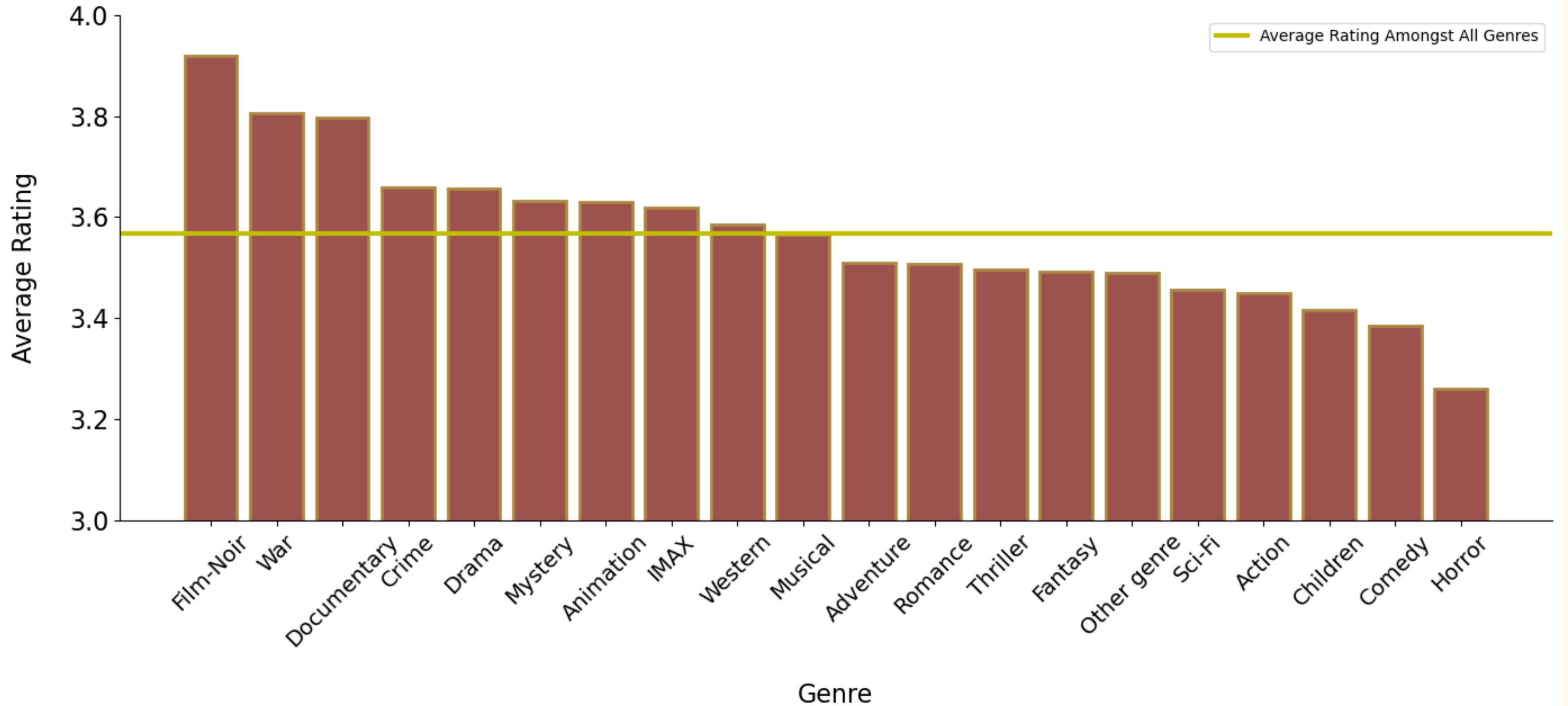


610 users

Distribution of Movie Ratings

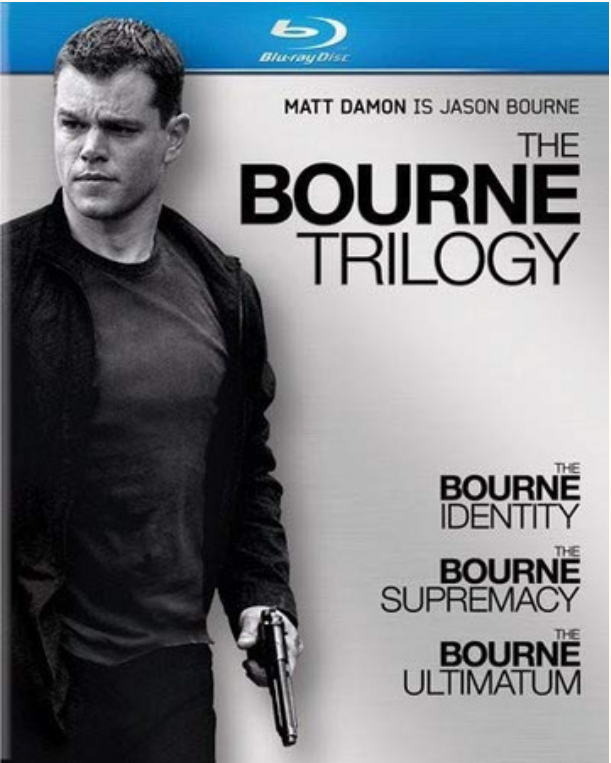


Average Rating for Each Genre



60%

N



		Title	Correlation
		The Bourne Identity	1.00
		The Bourne Ultimatum	0.804
		The Bourne Supremacy	0.734
Clear and Present Danger		0.699	
The Santa Clause		0.648	
Contact		0.639	
Broken Arrow		0.637	
Crimson Tide		0.610	
The Firm		0.569	
Get Shorty		0.488	





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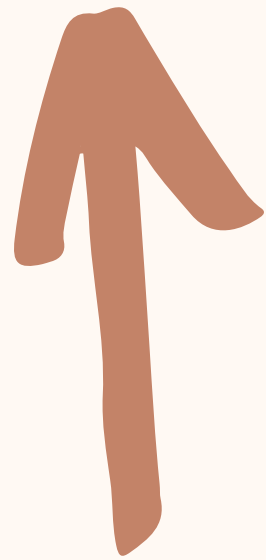
John Bruemmer

Rec System- User Examples

Recommendation System



Collaborative-Based

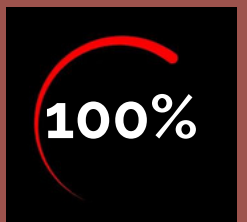


Average error is 0.88

John's Recommendation's

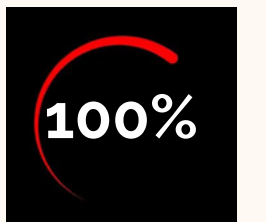
title	genres	predictions	release_year
Paths of Glory	Drama War	4.459482	1957
Three Billboards Outside Ebbing, Missouri	Crime Drama	4.454927	2017
Man Bites Dog	Comedy Crime Drama Thriller	4.344420	1992
Day of the Doctor, The	Adventure Drama Sci-Fi	4.336889	2013
Streetcar Named Desire, A	Drama	4.316451	1951
...
Disaster Movie	Comedy	2.114936	2008
Problem Child	Children Comedy	2.103305	1990
Police Academy: Mission to Moscow	Comedy Crime	1.949775	1994
Catwoman	Action Crime Fantasy	1.910249	2004
Spice World	Comedy	1.874059	1997

Further Development



Further Development

1. Seasonality
2. Time of day
3. "Bingeability"



Thank You!

Questions?

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