Revature: Project 1 Presentation

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Class ID: 220314 - UTA-SH - Scala-Big Data

Hypothetical Business Scenario

- For the two last prior business quarters, Q1 and Q2, Walmart Supercenter Store #3775 located in the South-Western District of Atlanta, Georgia, has been unable to meet sales projections for physical movie sales in-store.
- To further illustrate the lack of sales, there are (1): Walmart Supercenters in less urban areas, such as Store #2811 located in Athens, Georgia, and Store #4616 in Cleveland, Georgia, which have met sales projections for physical movie sales in-store.
- Even worse, (2): There are no other large multinational retail stores, or other business competitors near Store #3775, which includes, but is not limited to, Target, Costco, The Dollar Tree, etc.

Walmart Store #3775, located at
1105 Research Center Drive
Atlanta SW, Atlanta, GA 30331

What We Can Do To Improve the Sales of Store #3775: We can use data to answer the following questions.

- What are the highest rated movies by our customers? These movies should be in the store. (Brandon)
- What are the lowest rated movies by our customers? These movies should not be in the store. (Brandon)
- Which specific movies were released within the most current year at Store #3775. We should provide our customers with the right product. (Melissa)
- What movie genres are our customers who frequent Store #3775 most interested in, and are most likely to purchase? We should fulfill our customer’s interests. (Melissa)

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Conclusion, and Thank You!

- Using data, we can specifically identify a customer need and provide a solution.
- Using data, we can specifically identify our organization’s needs and provide a solution.
- Using data, we can better understand the relationships between our organization and the customers, and the customers can better understand their relationship to us.
- Who wins? Everybody.

Citations (Works Cited)

- Image 1, Revature Logo from: revature.com Technology Talent Development | Technology Solutions | Revature
- Map of Walmart Stores, in Atlanta, Athens, and Cleveland GA: https://www.google.com/search?sa=X&rlz=1C1UEAD_enUS963US963&hl=en&tbs=lf:1,lf_ui:3&tbm=lcl&sxsrf=APq-WBsXIKEEKi8PVD41QinIsCgTySB58Q:1649798339362&q=walmart+stores+in+georgia&rflfq=1&num=10&ved=2ahUKEwidxd_fuY_3AhUAknIEHWkNAOoQjGp6BAgUEAE&biw=1920&bih=1007&dpr=1#rlfi=hd:;si:10981428559968597510;mv:[[34.73439372358209,-82.2678624439428],[32.78912558698065,-86.3877354908178],null,[33.767279133107806,-84.3277989673803],9]
- Image 2, Revature Logo from: revature.com Technology Talent Development | Technology Solutions | Revature
- Image 3, Walmart Store #3775 from: corporate.walmart.com
- Image 4, Revature Logo from: revature.com Technology Talent Development | Technology Solutions | Revature
- Instructions, Project Requirements, Details, and All Files Provided by: Revature, Khumar Bharath, Github: 220314---UTA-SH---Scala-Big-Data/01 Tech Stach and Installation/**,** https://cloudxlab.com/assessment/displayslide/326/hive-movielens-assignment, https://grouplens.org/datasets/movielens/

Citations, Dataset Provided By:

- **SUMMARY & USAGE LICENSE**
- MovieLens data sets were collected by the GroupLens Research Project at the University of Minnesota.
- This data set consists of: * 100,000 ratings (1-5) from 943 users on 1682 movies. * Each user has rated at least 20 movies. * Simple demographic info for the users (age, gender, occupation, zip)
- The data was collected through the MovieLens web site (movielens.umn.edu) during the seven-month period from September 19th, 1997 through April 22nd, 1998. This data has been cleaned up - users who had less than 20 ratings or did not have complete demographic information were removed from this data set. Detailed descriptions of the data file can be found at the end of this file.
- Neither the University of Minnesota nor any of the researchers involved can guarantee the correctness of the data, its suitability for any particular purpose, or the validity of results based on the use of the data set. The data set may be used for any research purposes under the following conditions:
- * The user may not state or imply any endorsement from the
- University of Minnesota or the GroupLens Research Group.
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- * The user must acknowledge the use of the data set in
- publications resulting from the use of the data set
- (see below for citation information).
-
- * The user may not redistribute the data without separate
- permission.
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- * The user may not use this information for any commercial or
- revenue-bearing purposes without first obtaining permission
- from a faculty member of the GroupLens Research Project at the
- University of Minnesota.
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- If you have any further questions or comments, please contact GroupLens grouplens-info@cs.umn.edu.
- **CITATION**
- To acknowledge use of the dataset in publications, please cite the following paper:
- F. Maxwell Harper and Joseph A. Konstan. 2015. The MovieLens Datasets: History and Context. ACM Transactions on Interactive Intelligent Systems (TiiS) 5, 4, Article 19 (December 2015), 19 pages. DOI=http://dx.doi.org/10.1145/2827872
- **ACKNOWLEDGEMENTS**
- Thanks to Al Borchers for cleaning up this data and writing the accompanying scripts.
- **PUBLISHED WORK THAT HAS USED THIS DATASET**
- Herlocker, J., Konstan, J., Borchers, A., Riedl, J.. An Algorithmic Framework for Performing Collaborative Filtering. Proceedings of the 1999 Conference on Research and Development in Information Retrieval. Aug. 1999.
- **FURTHER INFORMATION ABOUT THE GROUPLENS RESEARCH PROJECT**
- The GroupLens Research Project is a research group in the Department of Computer Science and Engineering at the University of Minnesota. Members of the GroupLens Research Project are involved in many research projects related to the fields of information filtering, collaborative filtering, and recommender systems. The project is lead by professors John Riedl and Joseph Konstan. The project began to explore automated collaborative filtering in 1992, but is most well known for its world wide trial of an automated collaborative filtering system for Usenet news in 1996. The technology developed in the Usenet trial formed the base for the formation of Net Perceptions, Inc., which was founded by members of GroupLens Research. Since then the project has expanded its scope to research overall information filtering solutions, integrating in content-based methods as well as improving current collaborative filtering technology.
- Further information on the GroupLens Research project, including research publications, can be found at the following web site:
- http://www.grouplens.org/
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- GroupLens Research currently operates a movie recommender based on collaborative filtering:
- http://www.movielens.org/