

HULU-HOOPING TO VICTORY

Collaborative Based Filtering

MEET OUR TEAM



JAWWAD SIDDIQUI

[GitHub](#)
[LinkedIn](#)
[Email](#)



XIAOHUA SU

[GitHub](#)
[LinkedIn](#)
[Email](#)



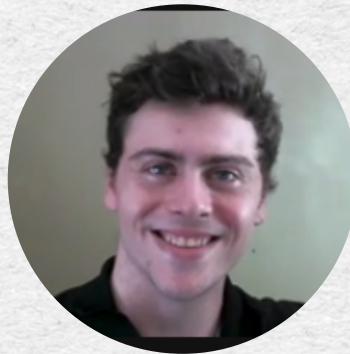
ZACH RAUCH

[GitHub](#)
[LinkedIn](#)
[Email](#)



NISH FERNANDO

[GitHub](#)
[LinkedIn](#)
[Email](#)



KYLE WEESNER

[GitHub](#)
[LinkedIn](#)
[Email](#)

TODAY'S AGENDA

- 01** Business Problem
- 02** Data Understanding
- 03** The Model
- 04** The App
- 05** Recommendations & Next Steps

THE BUSINESS PROBLEM

Hulu is losing customers and market share



NETFLIX

THE DATA

The Hulu logo is displayed in a bright green color against a solid black rectangular background. The logo consists of the word "hulu" in a lowercase, rounded, sans-serif typeface. The letters are closely spaced, with the 'h' and 'u' having a distinctive shape where the top and bottom curves are connected. The entire logo is centered within the black rectangle.

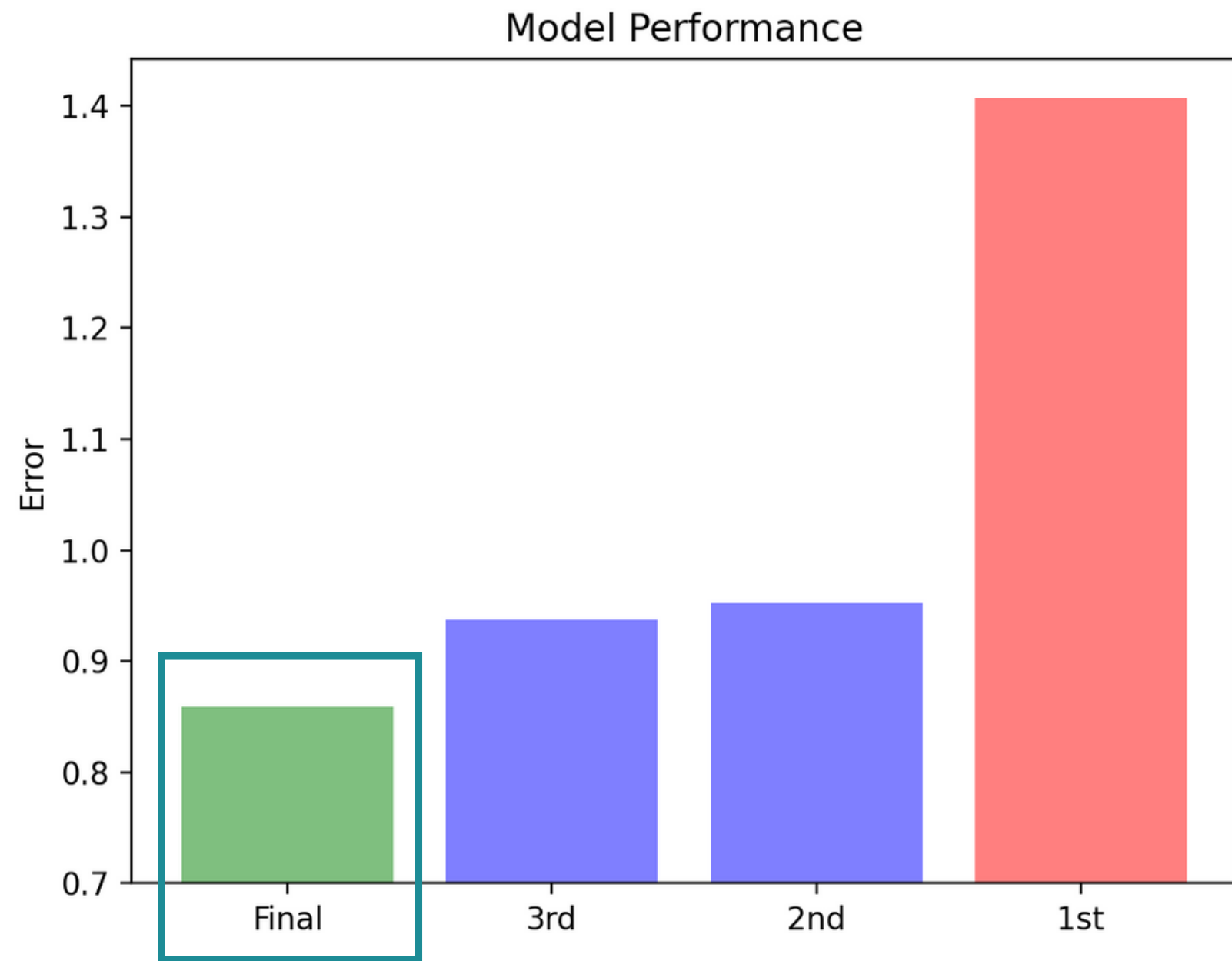
hulu

SOURCE

[GroupLens.org](https://grouplens.org/)

BUTTER CHICKEN BEST MODEL

Error = .86
means
within 1 rating



BUTTER CHICKEN - THE APP

Check it out!

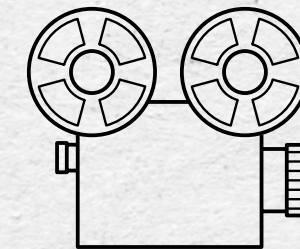
RECOMMENDATIONS



Predict ratings



Use our AWESOME
app



Increase engagement
and retention

NEXT STEPS

Current, first-party data

Re-train model

Content-based filtering

App version 2

CONTACT US

Butter Chicken Project Repo



JAWWAD SIDDIQUI

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[Email](#)



XIAOHUA SU

[GitHub](#)
[LinkedIn](#)
[Email](#)



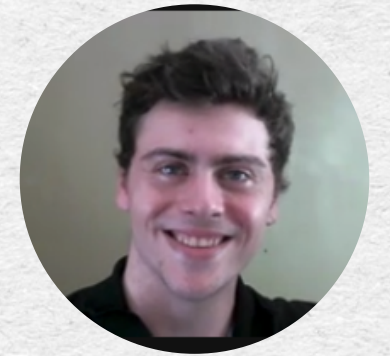
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[GitHub](#)
[LinkedIn](#)
[Email](#)



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[GitHub](#)
[LinkedIn](#)
[Email](#)



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[GitHub](#)
[LinkedIn](#)
[Email](#)