

Recommendation System for SmoothFold Streaming

Move aside CrunchyRoll, SmoothFold is
in town :)



Intro: Sam Song

- Data Scientist
- Professional Degenerate Anime Enjoyer



What are we solving?

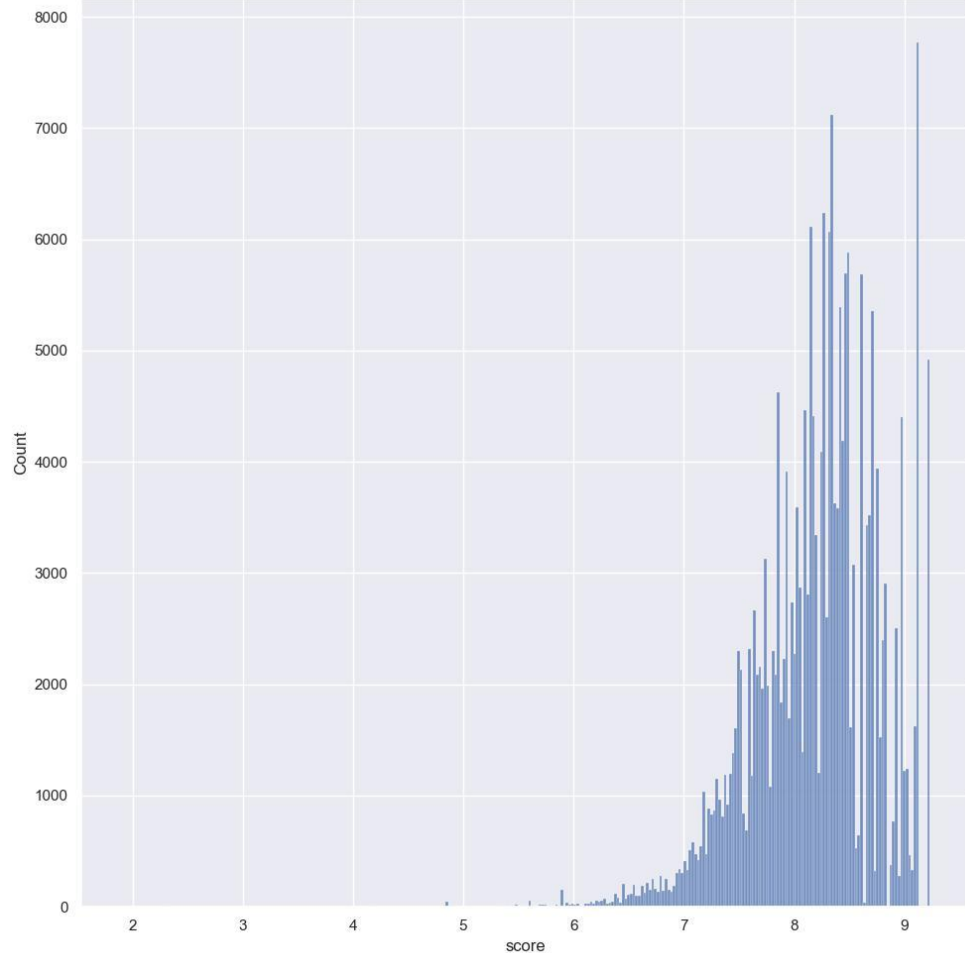
- Project Manager/UX UI Designers
- Recommendation System
- How to tackle cold start
- Next steps for a better system

Data Understanding

- Data came from kaggle
- Originally from myanimelist.net
- Over 8,000+ shows to look at
 - 16,000 including movies
- Over 200,000 reviews to use



One note
about the
data:



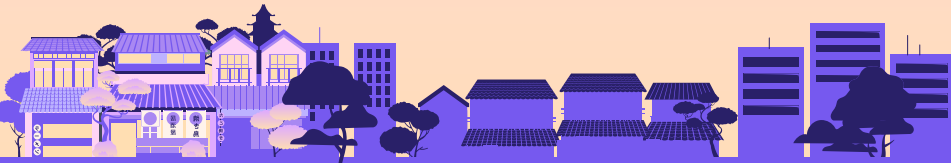
Current Models:

Content-Based

- Based on 'X' show

Collaborative Based

- Based on users like you



The background is a stylized illustration of a Japanese cityscape. On the left, there is a traditional Japanese house with a thatched roof and a tree with yellow and orange foliage. In the center, there are modern buildings and a pagoda. On the right, there is another traditional house with a sign that reads 'ラーメン' (Ramen) and a tree with yellow and orange foliage. The sky is a gradient of pink and orange, suggesting a sunset or sunrise.

01. Collaborative-Based Model Methods

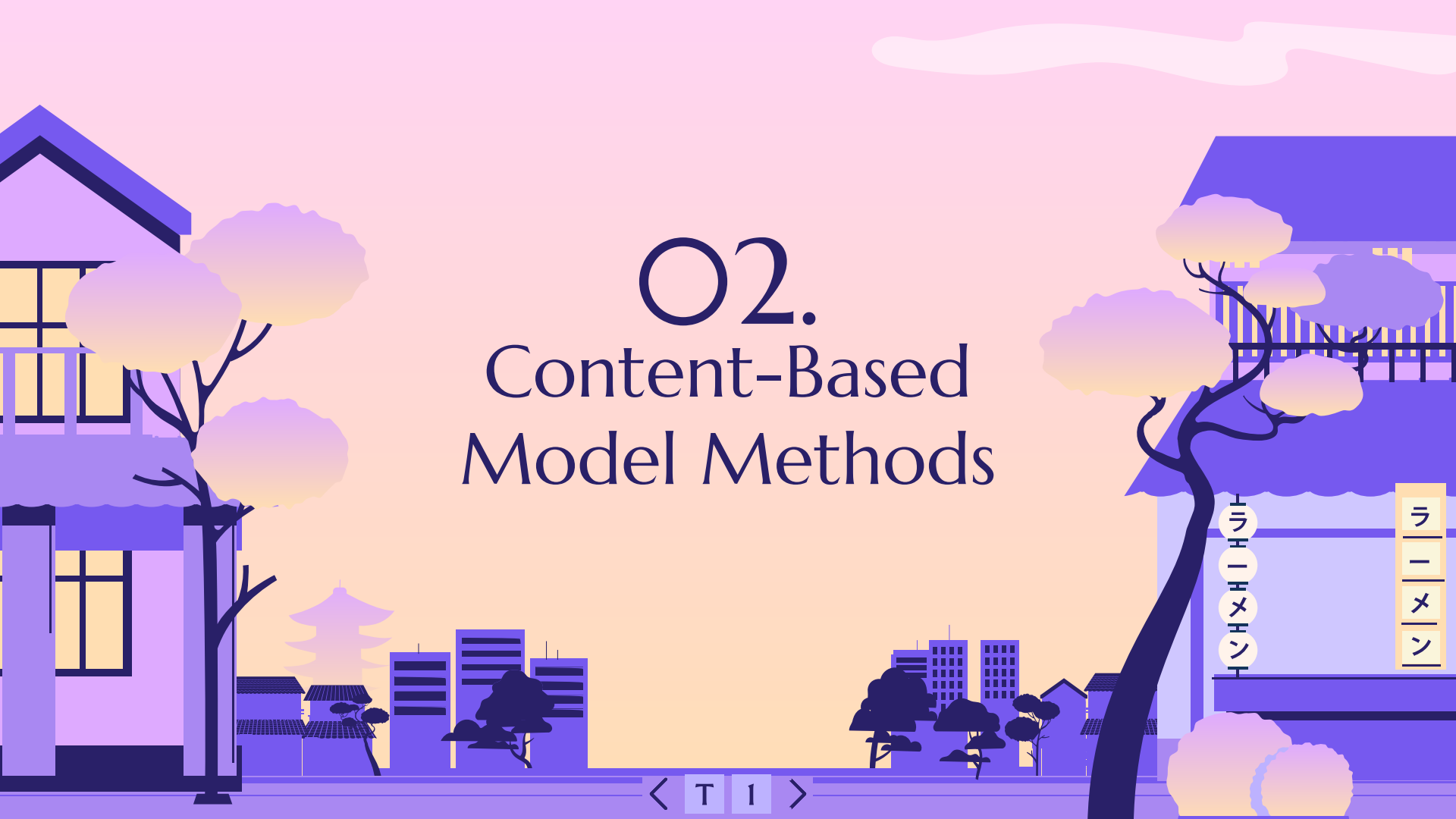
What does it do?

Analyze behavior and preference of users

How does ours work?

- Mathematical Magic with models
- Give prediction on missing values



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O2. Content-Based Model Methods

What does it do?

Utilize characteristics such as:

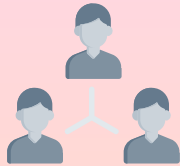
- Genre
- Keywords
- Descriptions

How does ours work?

- Turn above into 'vectors' of numbers
- Spits back recommendations



Model Performance



Collaborative
Recommendation
Model

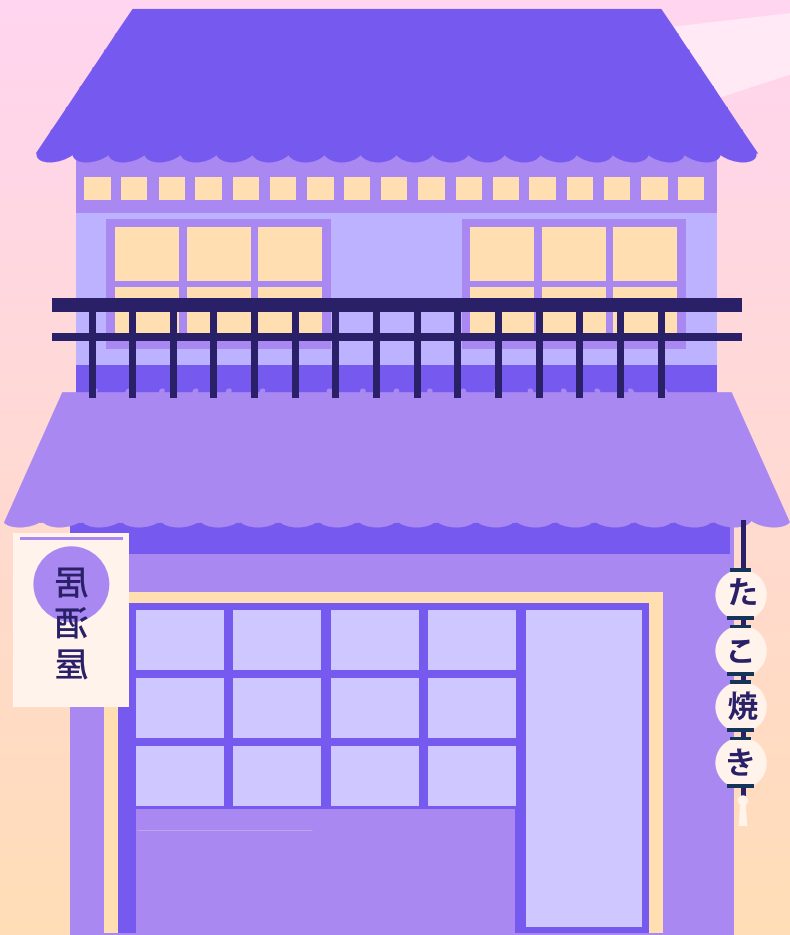
89%



Content
Recommendation
Model

??

Demo Time~



Recommendations



1

Encourage User Feedback

2

Measure Performance Metrics

3

Management

- Allocate resources for R&D
- Consider Ethical Implications

Next Steps:

- Create a Hybrid Model
- Evaluate and Refine our models
 - Incorporate new user inputs to models
 - Conduct A/B testing





THANKS!

Do you have any questions?

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PREMIUM ICON PACK

