



SPECTRUM'S STREAMING AND PRODUCTION VENTURE

AGENDA

1 Company's purpose

2 Data

3 Popularity Anlysis

4 Model Prediction

5 Business Suggestions

6 Next Steps

COMPANY PURPOSE

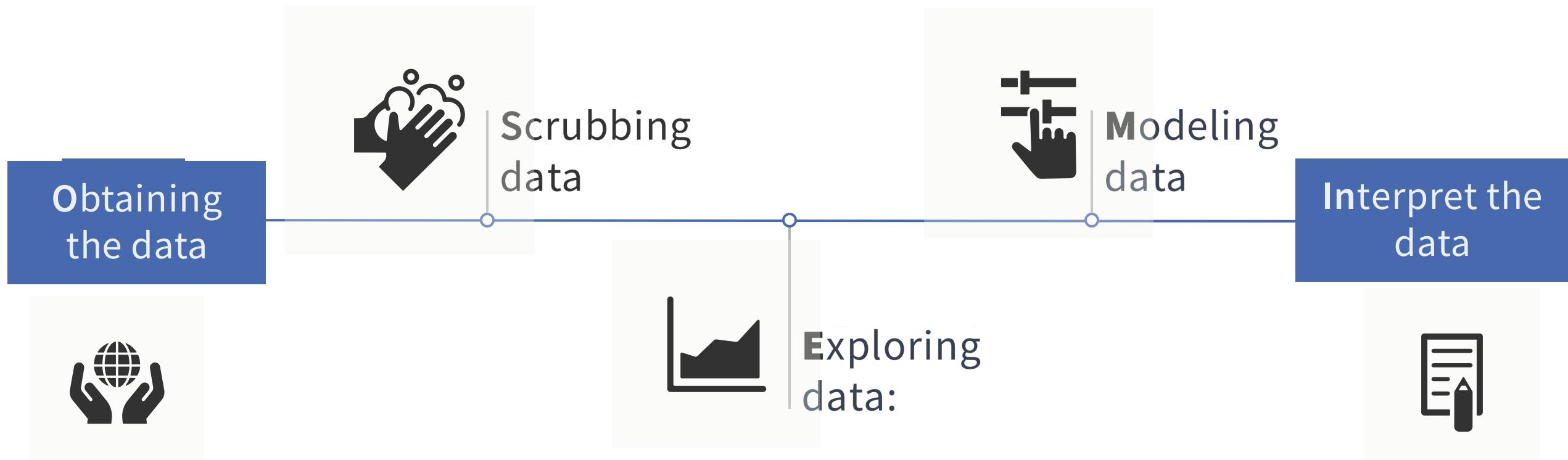
Spectrum venture into the streaming industry & build a production company.



We use machine learning to predict movie popularity and provide personalized recommendations for Spectrum.

DATA ANALYSIS PROCESSES

OSEMİN



DATA

— Kaggle —

— The Movie DB —

5,000 Movies

Years 1916 - 2017



Popularity	Title	Budget	Runtime (min.)	Cast	Release Date	Languages	Genres
112	The Dark Knight Rises	250 Million	165	Christian Bale	2012-07-16	English	Action
6.5	City Island	6 Million	104	Andy García	2010-03-19	English	Drama
26.2	The Break-Up	52 Million	106	Vince Vaughn	2006-06-02	English	Romance

POPULARITY

The level of interest and engagement with movies based on the behavior of IMDB users. Ranges 1-1000.

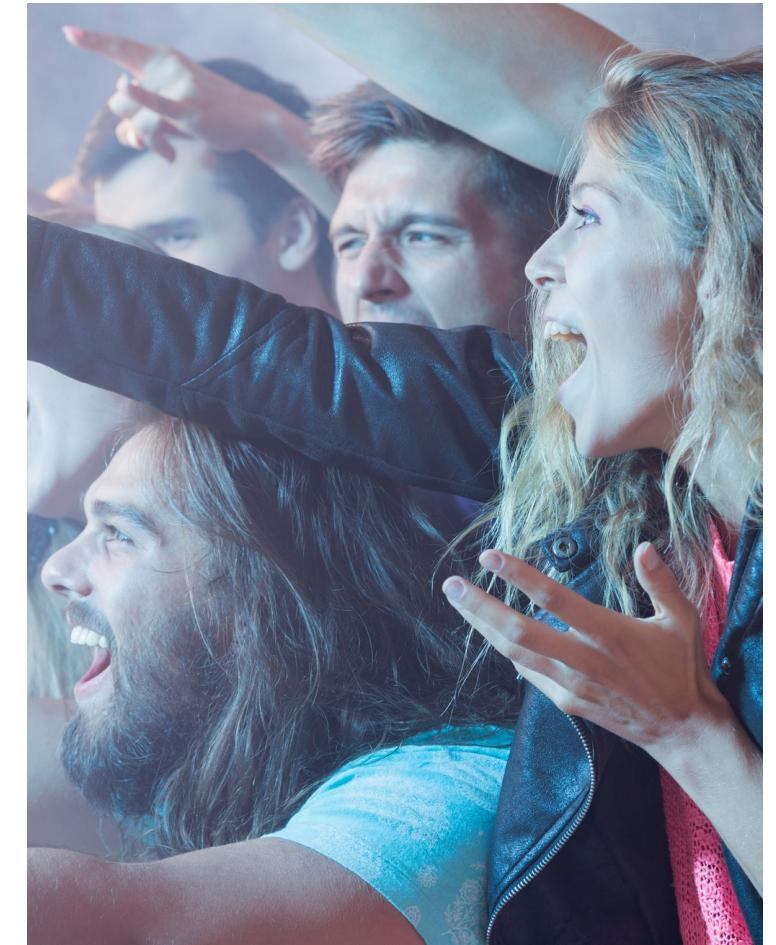


POPULARITY DISTRIBUTION

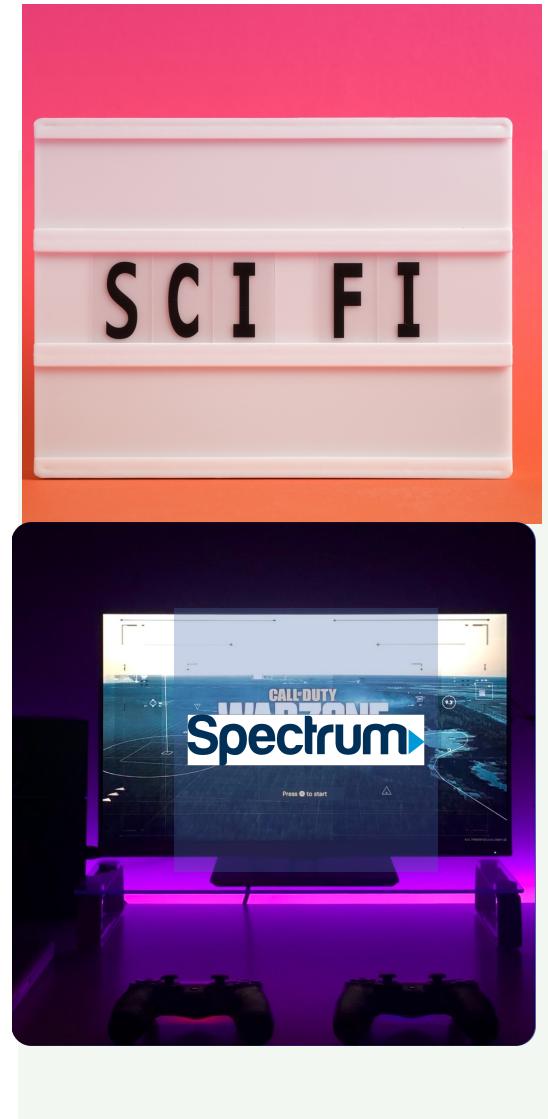
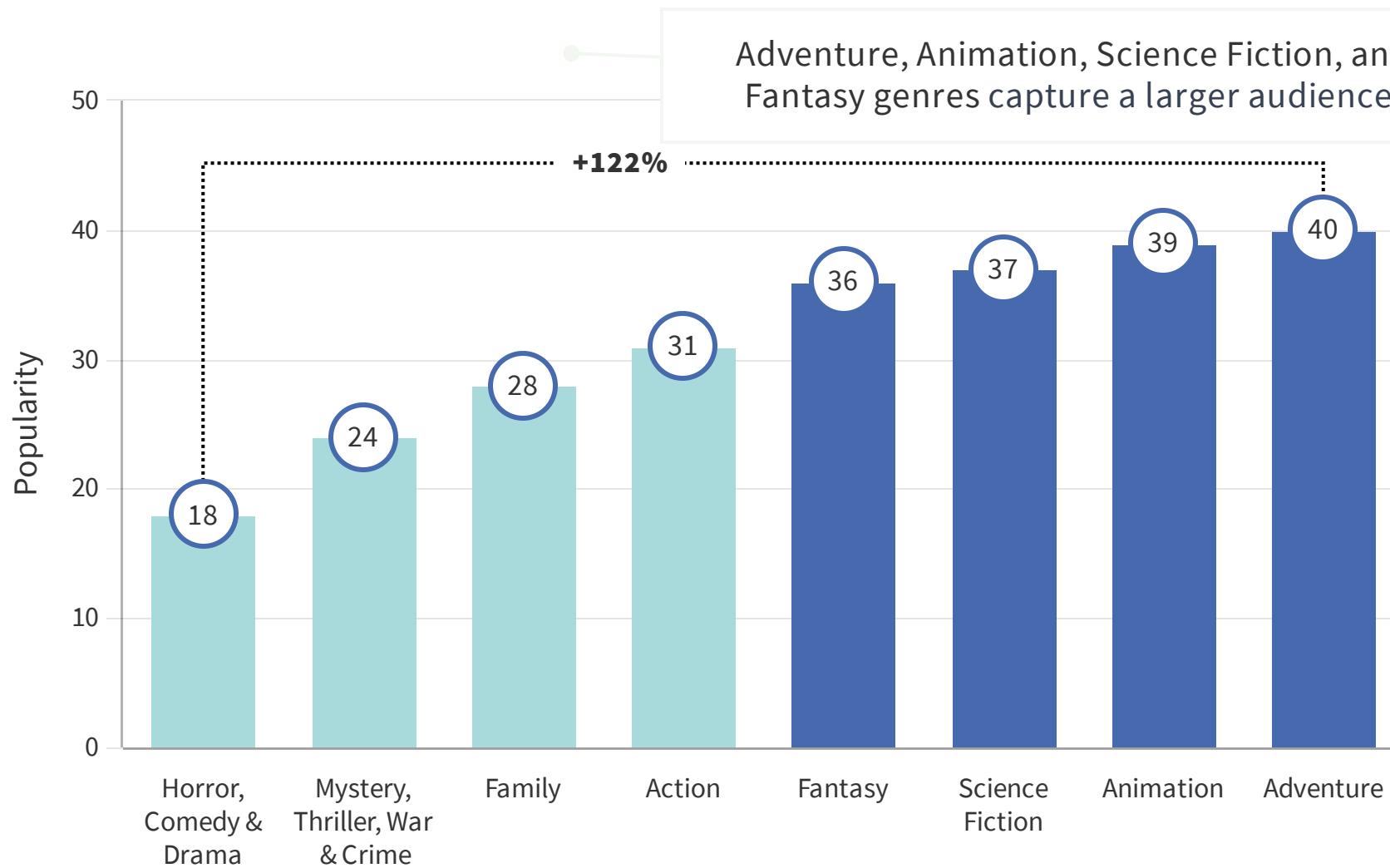
2% 🔥 🔥 🔥 🔥 🔥 🔥 🔥 🔥 🔥
100 and higher

8% 🔥 🔥 🔥 🔥 🔥 🔥 🔥 🔥
50 to 100

90% 🔥 🔥 🔥 🔥 🔥 🔥 🔥 🔥 🔥
less than 50

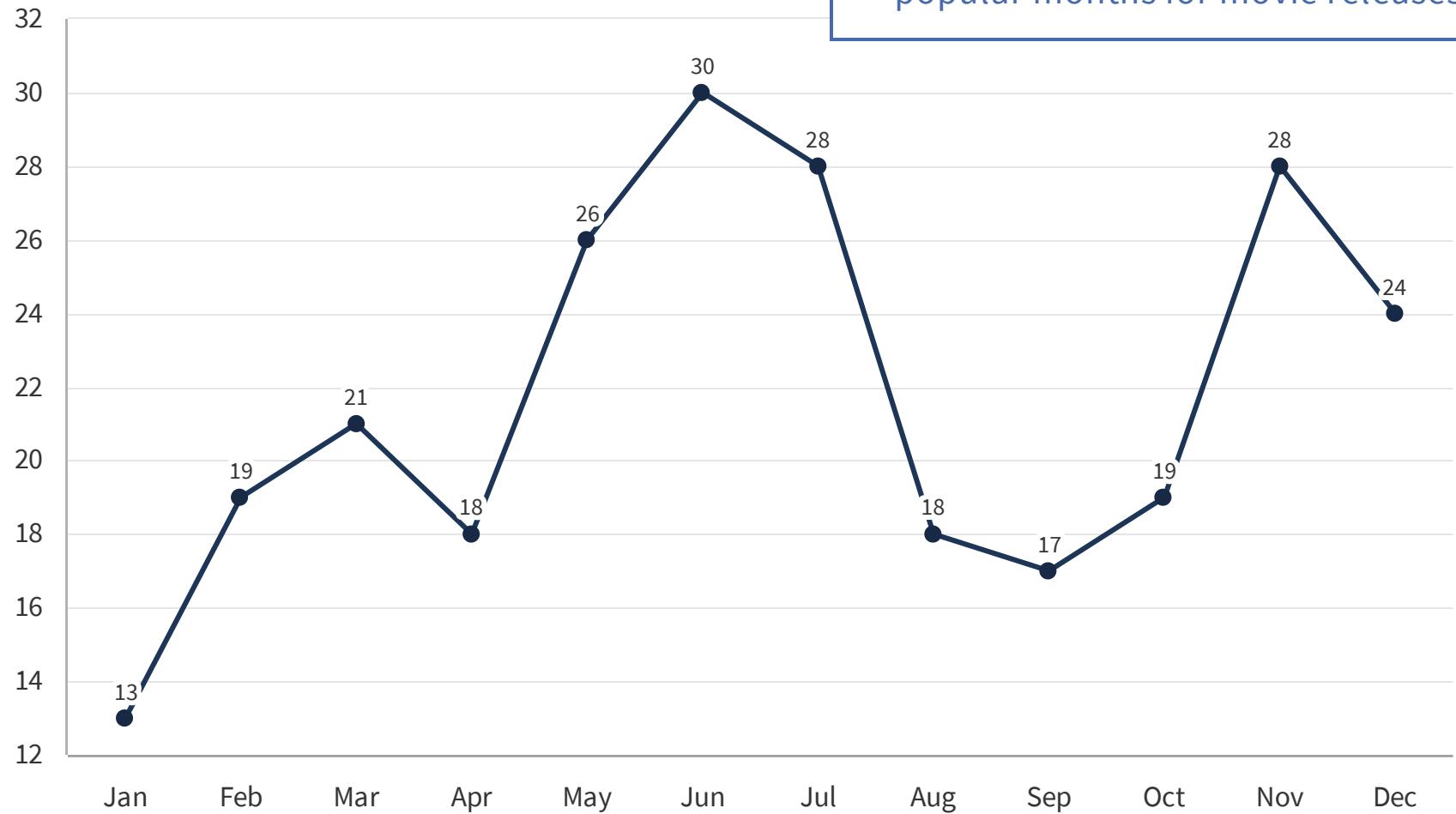


POPULAR GENRES



POPULARITY TRENDS BY RELEASE MONTH

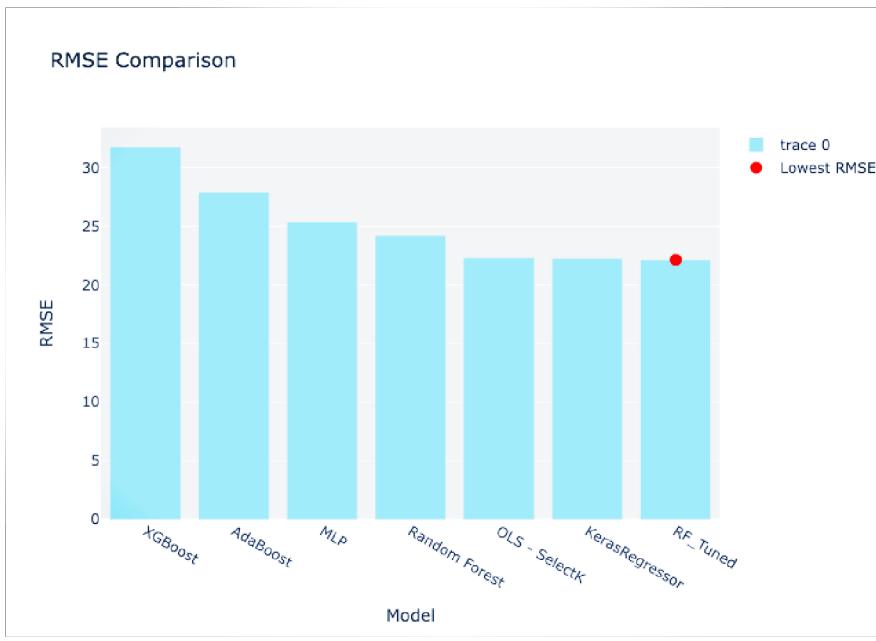
Jun, Jul, Nov, and Dec are the most popular months for movie releases.



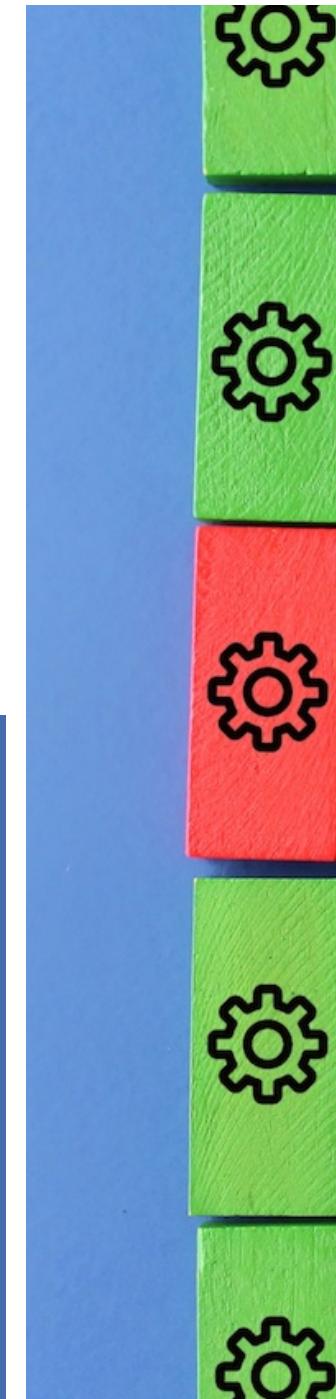
TOP PRODUCTION COMPANIES: AVERAGE POPULARITY

Among the top production companies, there are promising opportunities for potential partnerships.



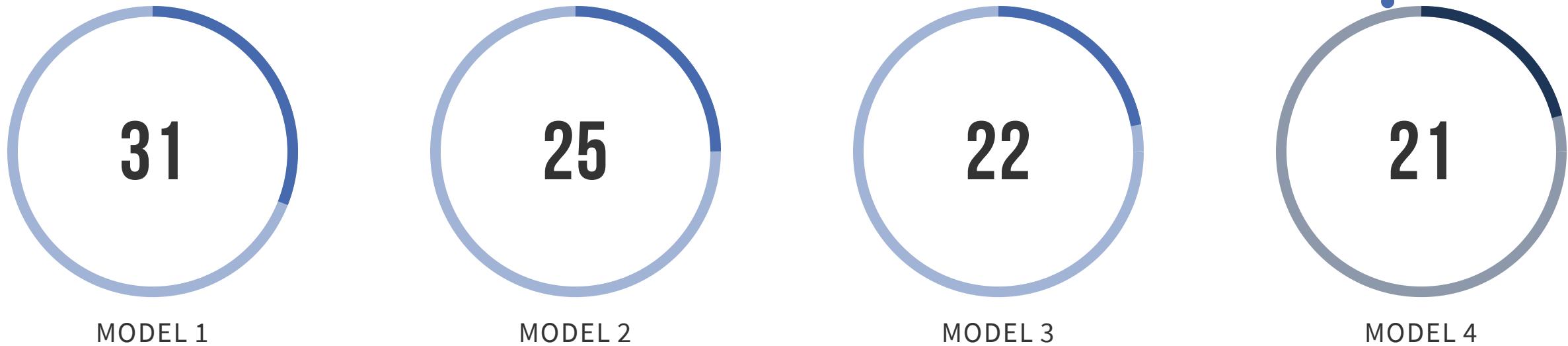


WE EVALUATE THE MODEL
USING A SCORE THAT
MEASURES THE AVERAGE
PREDICTION ERROR.



MINIMIZE ERROR

COMPARING PREDICTIVE MODELS



A man with a beard and short hair, wearing a white hoodie, sits on a light-colored sofa, looking intently at something off-camera to his left. He is holding a clear bowl filled with popcorn. A large, light-colored blanket is draped over the back of the sofa. The background shows a bookshelf with various items. The overall lighting is warm and focused on the man.

RECOMMENDATION SYSTEM

ENHANCING VIEWER EXPERIENCE

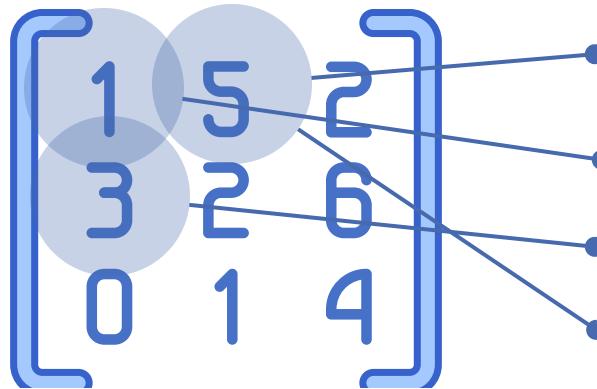
Type in what genre you want to watch:



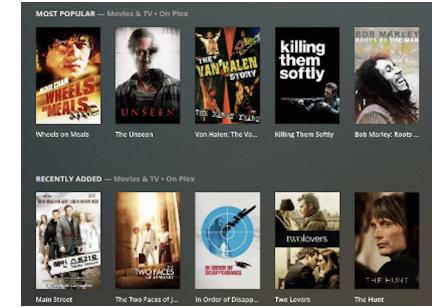
The system recommends movies matching the viewer's preferred genre.



System converts genre preference into a numerical representation.



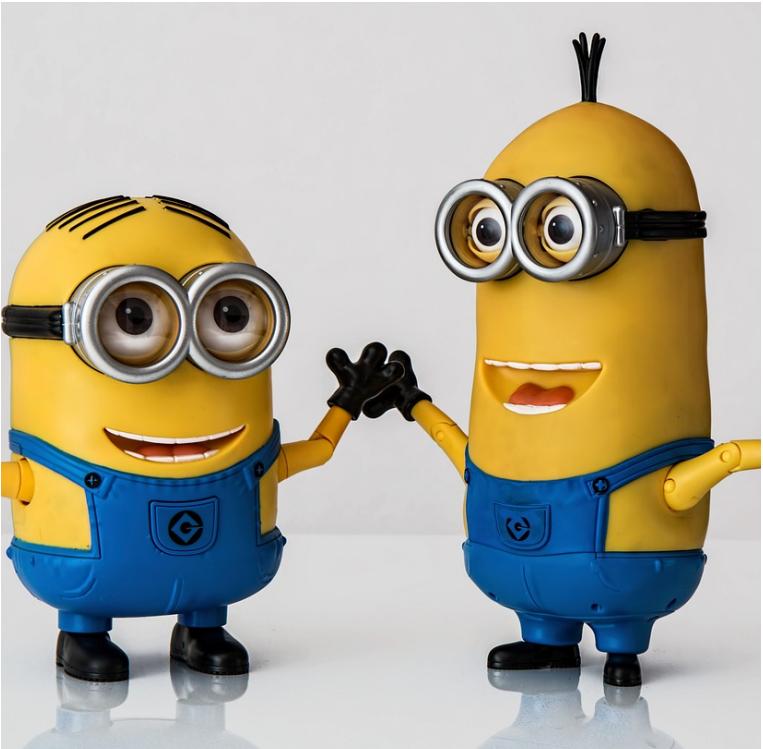
Finding similar movies based on the cosine similarity scores.



Af cos



BUSINESS RECOMMENDATIONS



Focus on Popular Genres



Collaborate with leading production companies



Maximize Success with July Releases

NEXT STEPS

Gather More Recent Data

Collaborate with
Influencers & Test New
Marketing Strategies

Compare Movie and TV
Show Popularity



Thank you!



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