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PROJECT PROPOSAL

# INTRODUCTION

The growth of the number of customers in large organizations offering both products and services has come with various challenges and issues. These include how to determine the products that an individual person may prefer or rather choose based on the previous inputs and selections. New customers bring up new challenges too since the system doesn’t know their preferences. This makes the system recommend new products and services based on the common preferences of most people. The system then will determine their preference based on their inputs.

This lead to the development of complex systems which incorporate Machine Learning and other complex functions in order to predict the upcoming preferred choice of a customer. These systems are known as the Recommender Systems. They are key systems in use in e-commerce sites, online services e.g. online entertainment movie sites (to recommend movies related to the ones in search or previously seen or what other people have preferred), in social media sites to determine the best content to display for one among many others.

The continuous growth of Artificial Intelligence, Machine Learning, and more powerful Hardware and Software systems have made both the development and maintenance of such systems possible.

# PROBLEM STATEMENT

In an organization that offers online movie streaming services, there is a need for recommending to the user movies related to the current search of a user. There are many things to consider based on the search. These are the Movie attributes such as the name, genre, actors, and year of release among many others.

The user should be kept to the site as much as possible so that the number of movies viewed may increase. This increases revenue for the organization.

# PROBLEM DEFINITION

The system in need should be able to quickly capture the search item, perform in-depth functions to recommend the most relevant movie and recommend it to the user.

The movies should relate to it based on the date of release, name, genre, ratings, most viewed, actors, and sequels among other items. This makes the movie more relatable to the user. Whenever an item is not available the system should recommend others based on previous searches so that the customer can be kept to the site as much as possible hence more revenue for the company based on the views.

# METHODOLOGY

Based on the stated problem, the following approach will be used to solve the problem:

Integration of an Artificial Intelligence system that is able to perform a deep study on the search trends and selected movies. The system should use Machine Learning to analyze how users interact with the recommended choices hence modifying itself on how to recommend for more users.

A big database should be kept with all the movies and their attributes. The system should interact with this database as desired and produce desirable outcomes. The best outcomes should be noted for future re-use hence quicker outputs.

# EXPECTED SYSTEM

The system in the mind of the users and company members is one that is quick, produces relevant outcomes based on the selections and choices made or generated due to intense analysis. It should be of a very low downtime at any time since it is constantly needed during the searching of movies. It should require minimum supervision by users and minimum maintenance.

The system should be able to work well with the available technologies to produce relevant outcomes.

The proposed system is expected to bring more revenue for the company while using optimally the available resources.

# CONCLUSION

The technologies to be recommended should be able to bring a positive impact on the company based on its operations, revenues and lead to the creation of competitive advantage to the organization. The system is expected to be of minimum maintenance and monitoring. The creation of such a system will lead to the optimal use of current AI systems for profit.