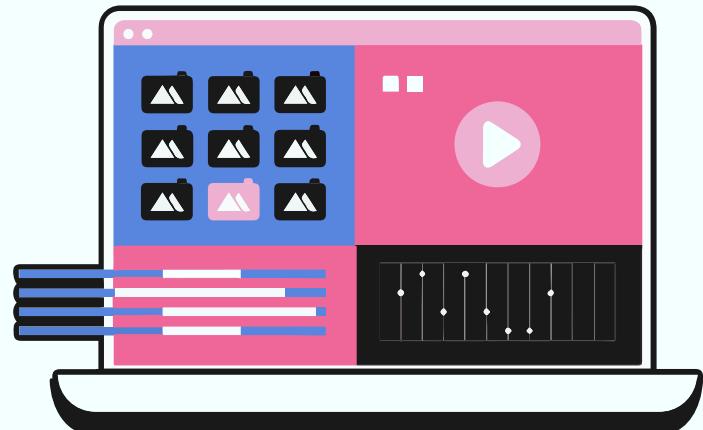


NETFLIK MOVIE

RECOMMENDATION SYSTEM



MEET THE TEAM



Em Jager



Sam Whitehurst

OVERVIEW



**BUSINESS
UNDERSTANDING**



DATA & ANALYSIS



MODELS



**RECOMMENDATION
SYSTEM**



USER EXAMPLES



NEXT STEPS

BUSINESS PROBLEM

- Overwhelming Content
- Inconvenient Scrolling
- Risking Customer Retention
- Solution?



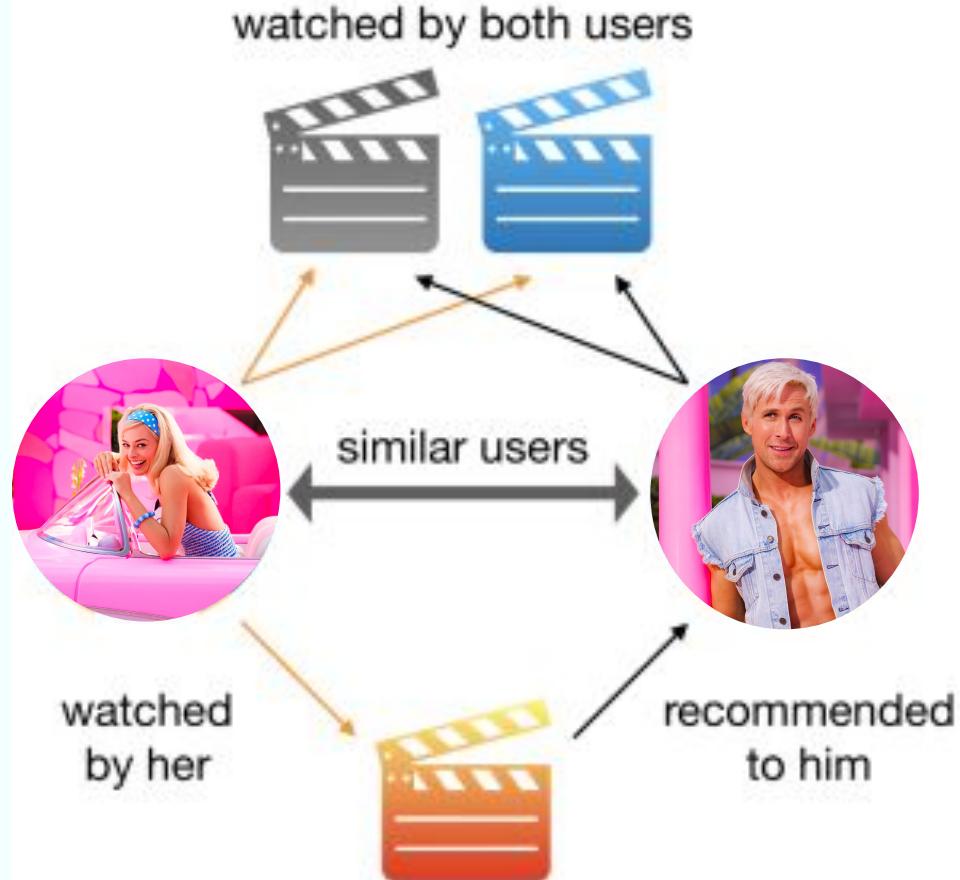


DATA & ANALYSIS

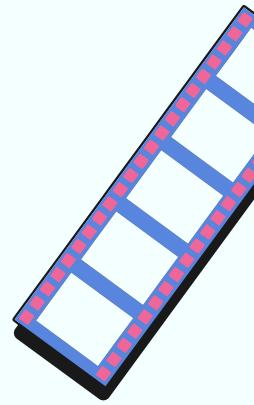
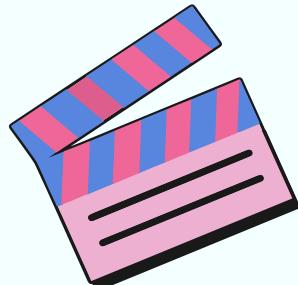
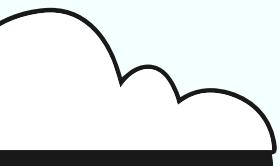
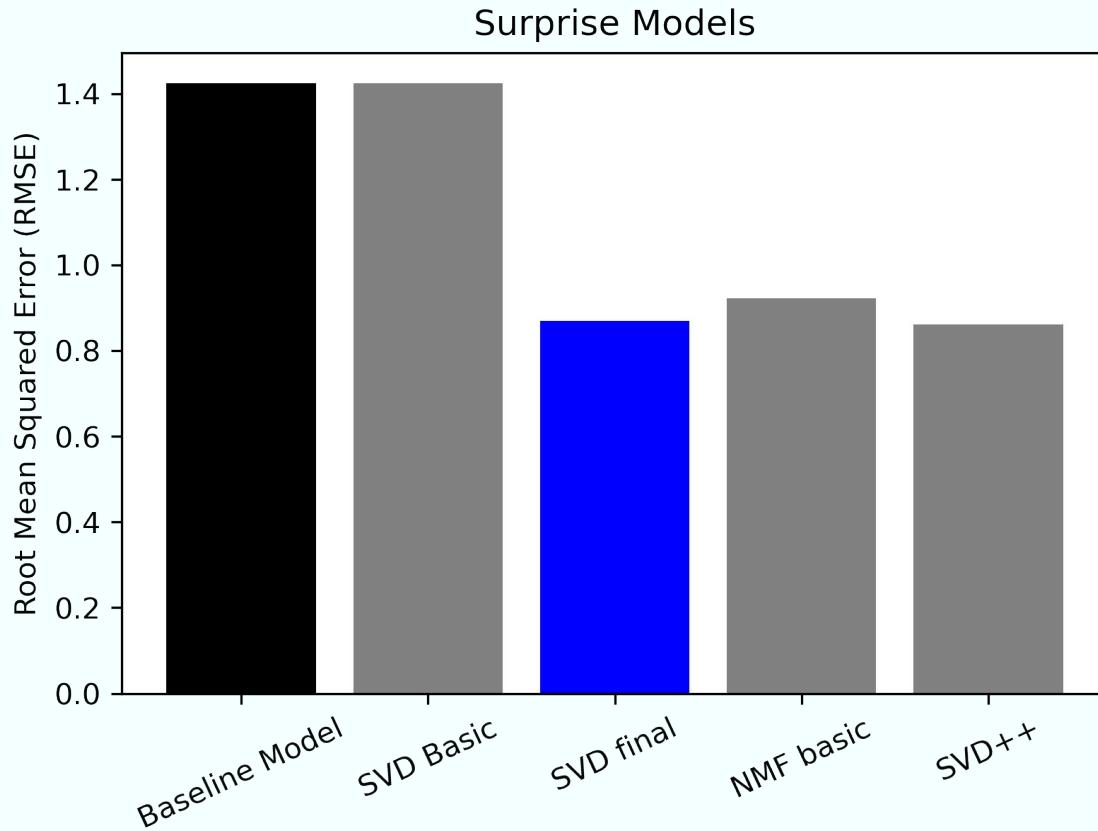
- MovieLens Dataset
- 610 unique users
- ~100,000 movie ratings
- 9,742 movies

MODEL APPROACH

- Collaborative Filtering
- Scoring: RMSE



MODELS



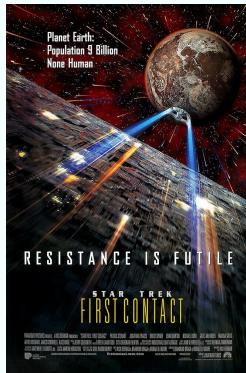
RECOMMENDATION SYSTEM

- Input: userId
- Builds ratings-based user profile
- Eliminates previously watched films
- Predicts user ratings
- Generates a list of Top 5 Rec's!



User Profile

Some Top-Rated Films for User 474



★ 5.0

★ 5.0

★ 5.0

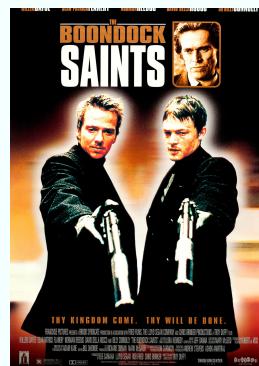
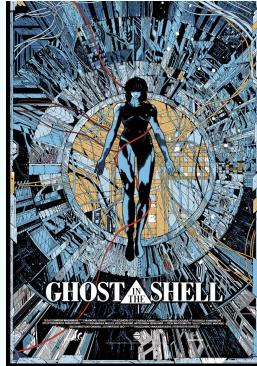
★ 5.0

★ 5.0



User Interface Demo

Recommendations for User 474



★ 4.31

★ 4.26

★ 4.24

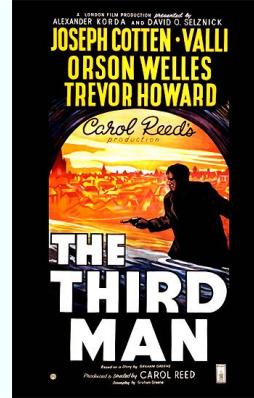
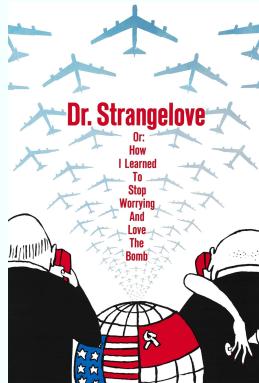
★ 4.19

★ 4.18



User Profile

Some Top-Rated Films for User 387



★ 5.0

★ 5.0

★ 5.0

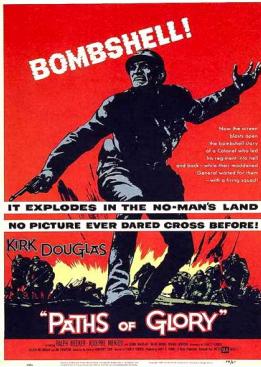
★ 5.0

★ 5.0

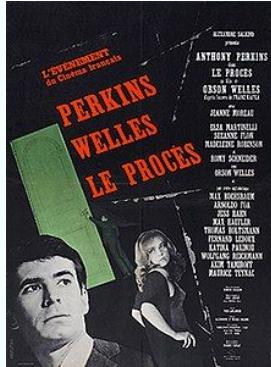


User Interface Demo

Recommendations for User 387



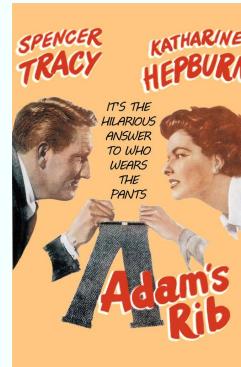
★ 4.22



★ 4.19



★ 4.16



★ 4.15



★ 4.13

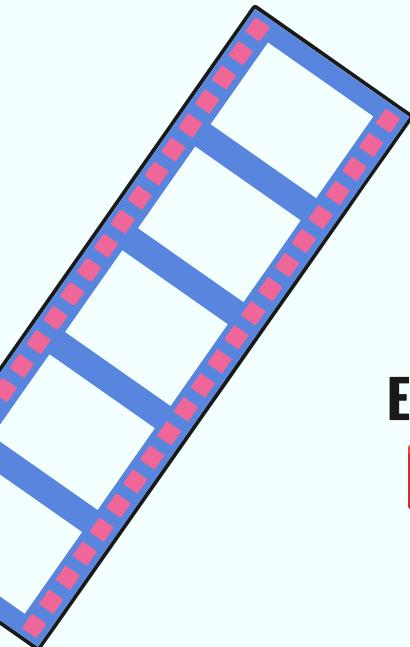


NEXT STEPS

- Build a Content-Based model
- Incentivize users to rate the films they watch
- Illicit feedback from users, regarding their perception of the 5-film recommender system



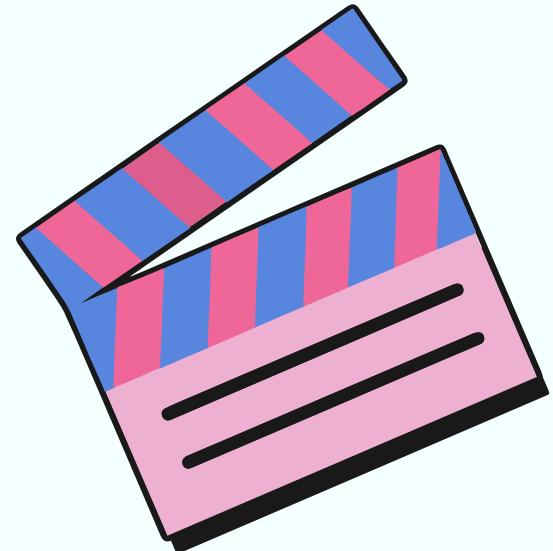
THANK YOU!



EM JAGER



SAM WHITEHURST



For more information on our recommendations, check out our [Github repository](#)