Film Recommendation Engine

# Goal

To build a film recommendation engine using the Sakila database, using a customer’s previous rental record to identify which films they are likely to be interested in renting in the future.

# Metrics

* Category of previous films - *Category*
* Actors within previous films - *Actor*
* Approval rating of recommended films – *Approval*
* Customers that rented many of the same films - *Similar*

# Metric tracking

## Category

* Determine the relative popularity of each category within the database
* Determine the count of rentals for the customer by category
* Determine how this differs from the average proportion of rentals

## Actor

* Determine the presence of individual actors in films rented by the customer
* Determine the relative presence of all actors in the films rented by the customer
* Calculate the deviation to determine any outliers that are particularly liked

## Approval