Recommendation Systems

Most of us are familiar with OTT platforms like Netflix, Amazon prime etc.

These platform and apps know what kind of movies and series each user like.

How do they do it?

They all own their own recommendation system.

There are three types of recommendation system.

* Content based recommendation system
* Popularity based recommendation system
* Collaborative based recommendation system

# Content based r. system

The content-based system promotes movies to a user based on the content they watched before. For example, if one is watching multiple superheroes movies, then this type of recommendation system recommends him more of superhero-based movies.

# Popularity based r. system

This type of system recommends which movie or series has been very popular.

Like top ten movies in India.

It is totally based on how popular the movie or series is.

# Collaborative based r. system

Such recommendation system groups people based on their watching pattern. Suppose there are groups of people and people of certain group are watching similar kind of movie. But these people don’t know each other. This data is collected by these kinds of systems. Now assume there is a new user who watched some movies which watched by certain group of people. Now the system knows that this new user has similar interest as a certain group. Hence this user will be recommended those movies which were watched by those people.

In this project we are going to build content based and certain amount of popularity based recommendation system.