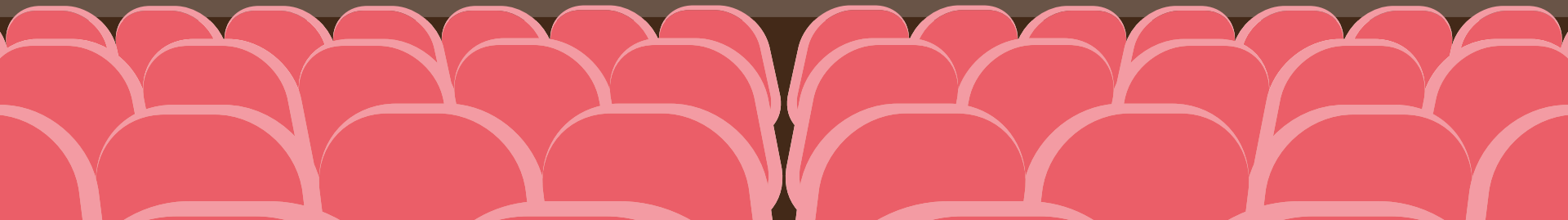
# Movies that you actually like

**Brought to you by**

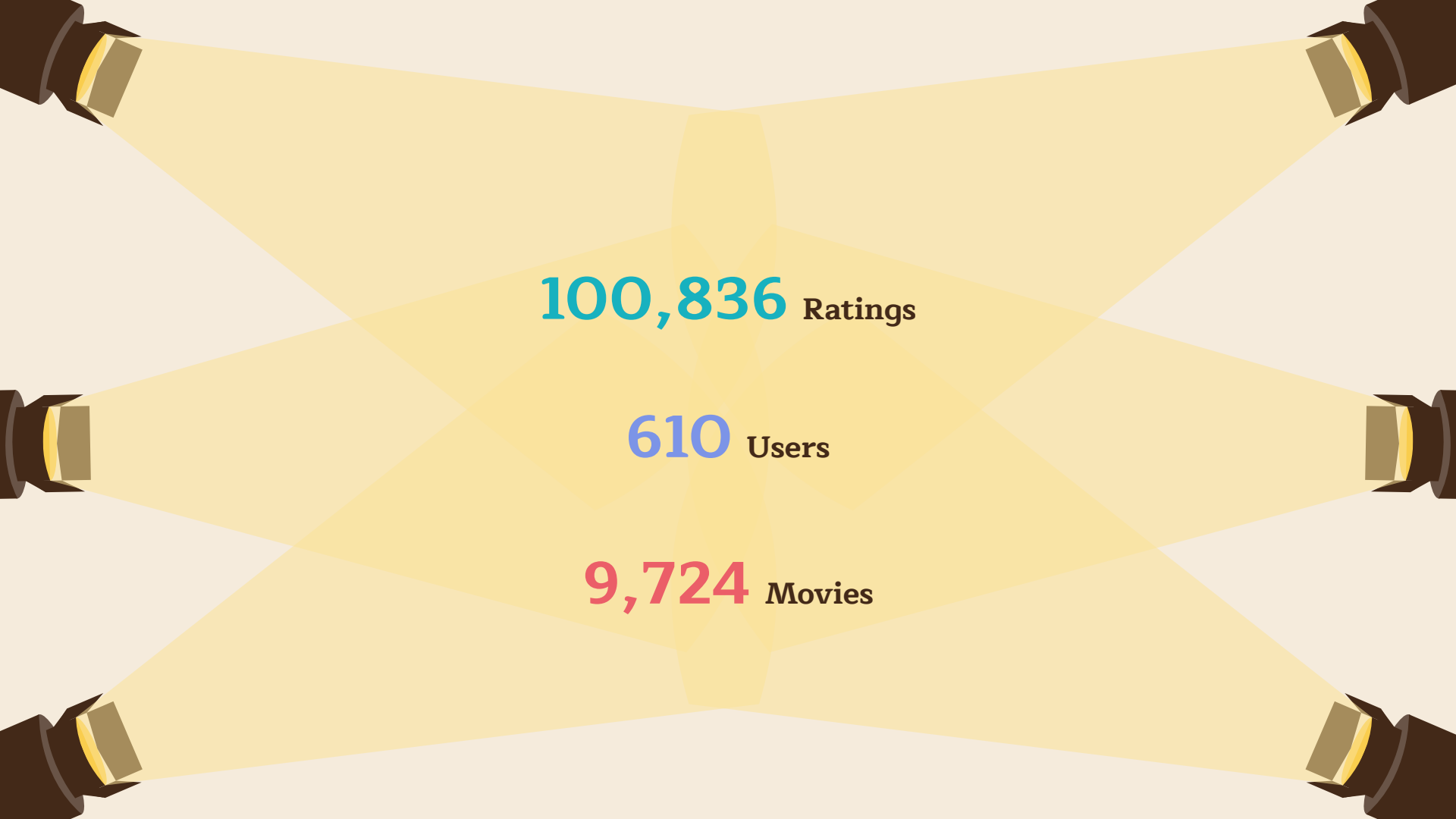
Sindhu Ravikumar
Jeff Accomando
William Melville



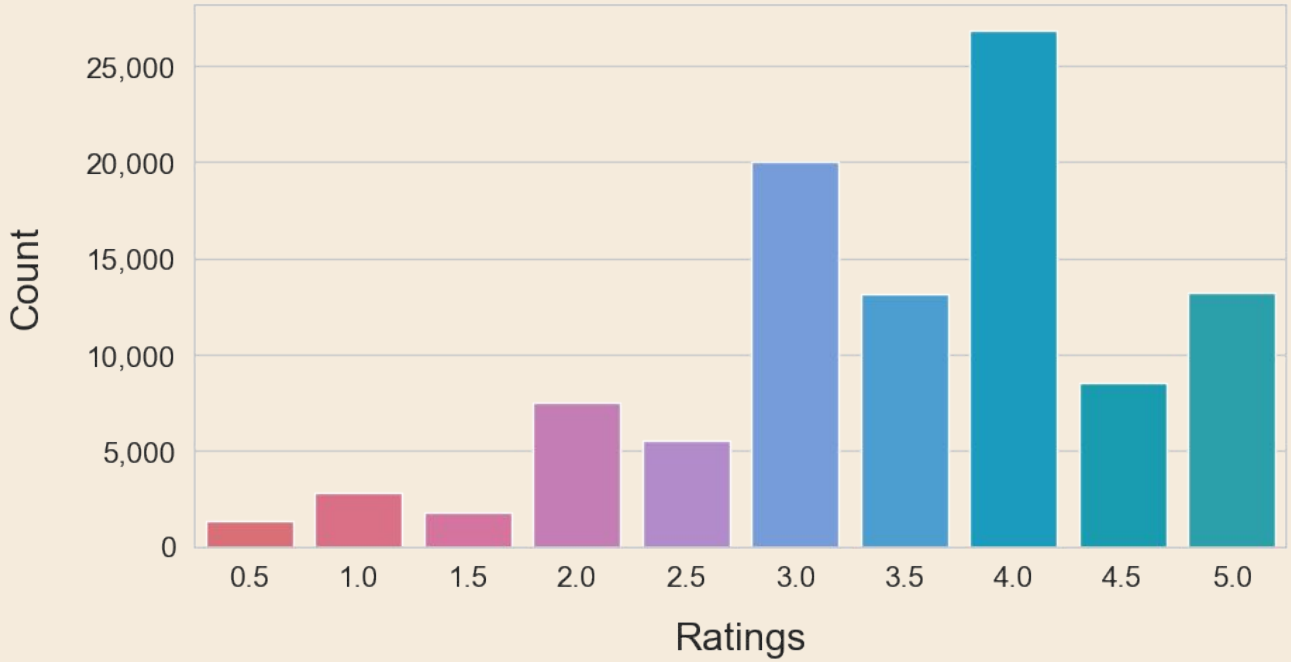
# WHY YOU NEED US

- Netflix says **80%** of watched content is based on algorithmic recommendations
- Increased customer satisfaction and engagement means increased revenue
- We’ve got the recommendation engines for you

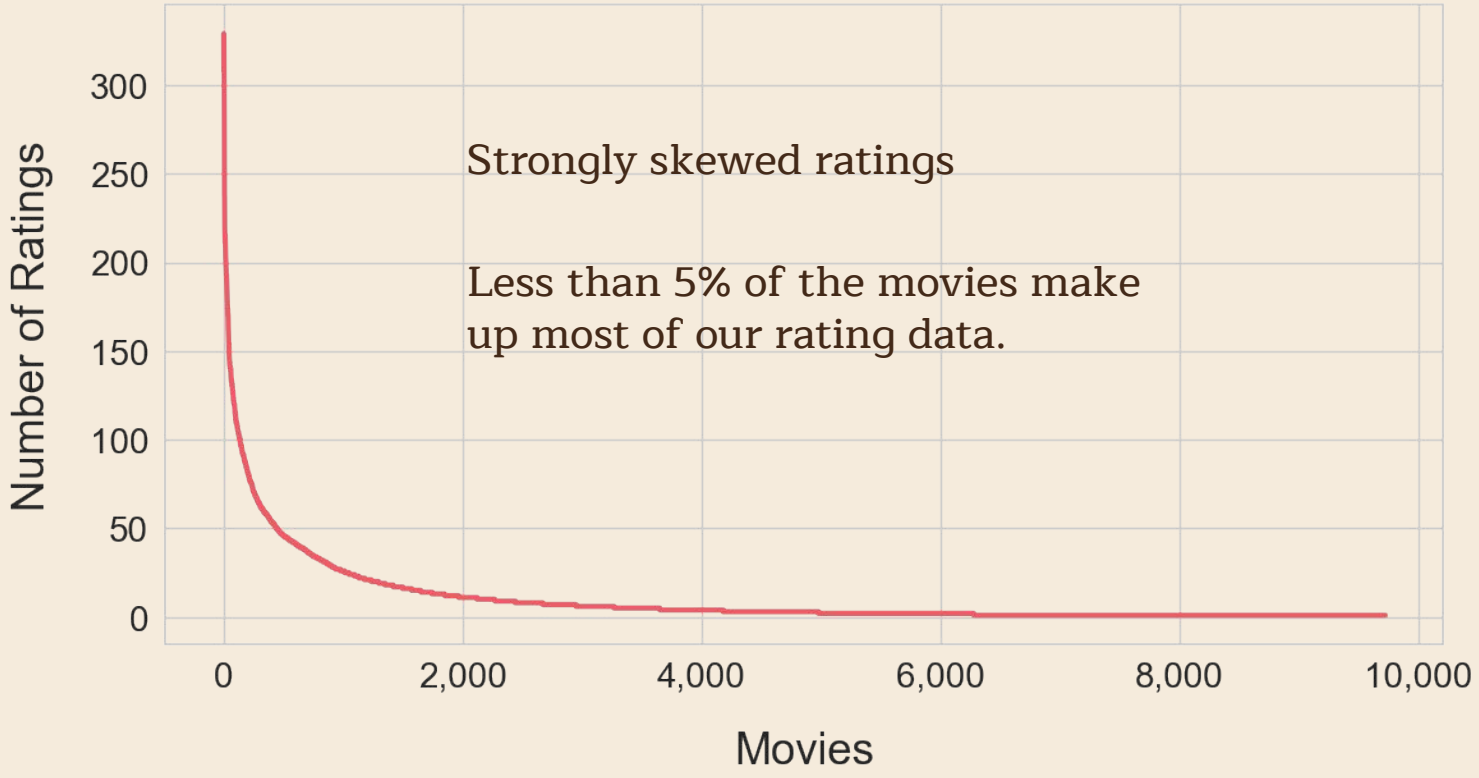
# THE MOVIELENS DATABASE


100,836 Ratings
610 Users
9,724 Movies

# DISTRIBUTION OF RATINGS

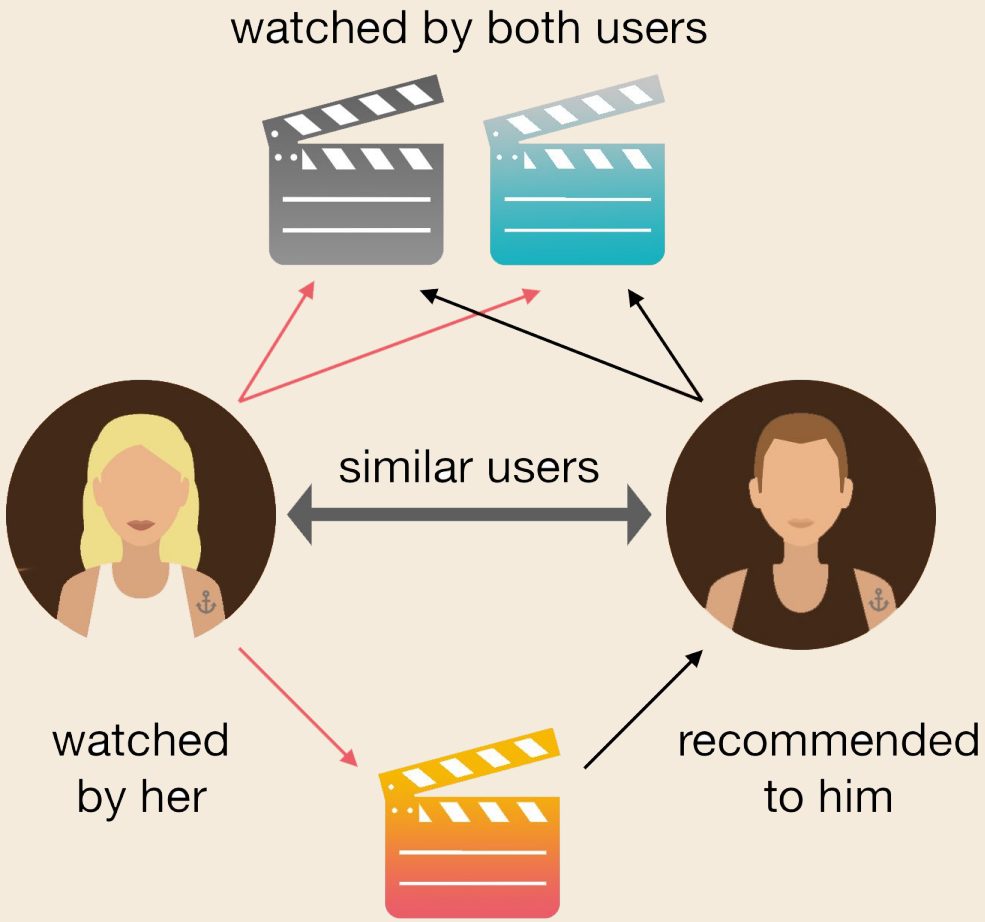


# "LONG TAIL" ISSUE



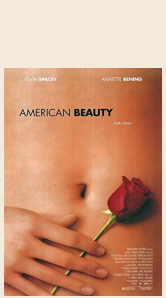
# GENRES AND USER-GENERATED TAGS

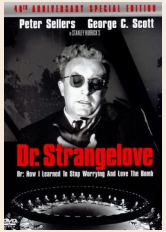
# RECOMMENDATIONS




# COLLABORATIVE-BASED RECOMMENDER ENGINE

APACHE Spark™

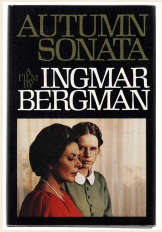


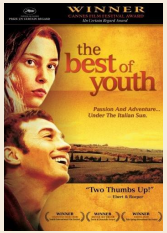


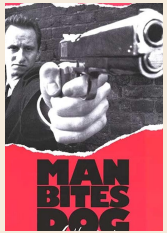
User 168 has given 33 movies 5 star ratings including those shows above. They have rated 94 movies in total.

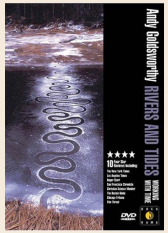
Our engine finds similar users based on user 168's ratings and recommends the following movies

## RECOMMENDATIONS



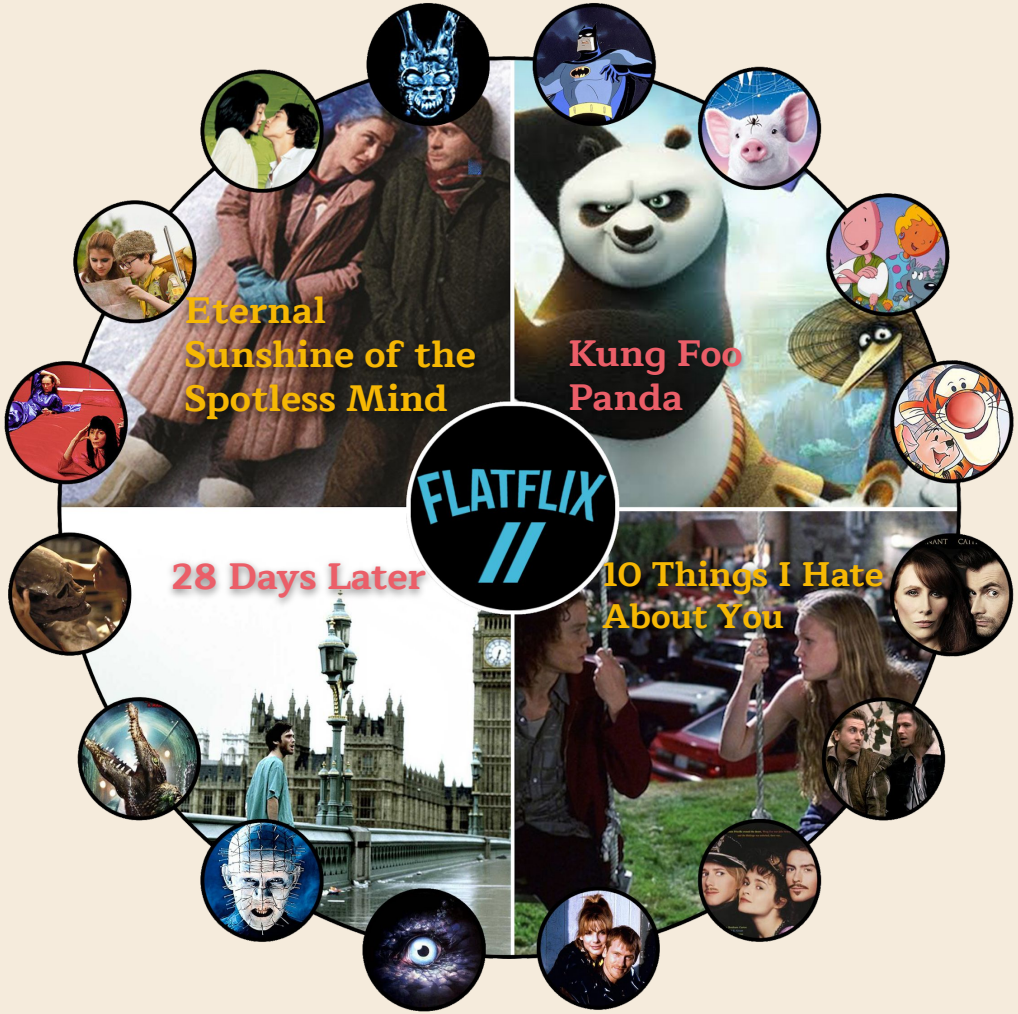
# THE COLD START PROBLEM

What do we recommend to a new user?

# CONTENT-BASED RECOMMENDATIONS

NLTK

scikit learn

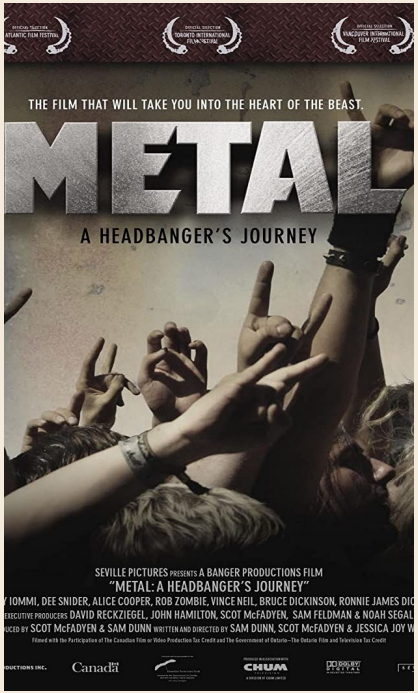


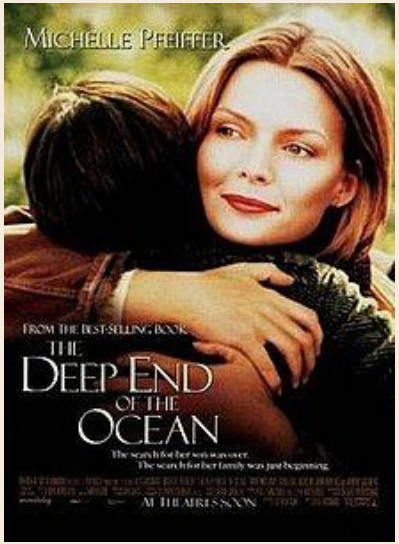
# MORE COLD START PROBLEMS

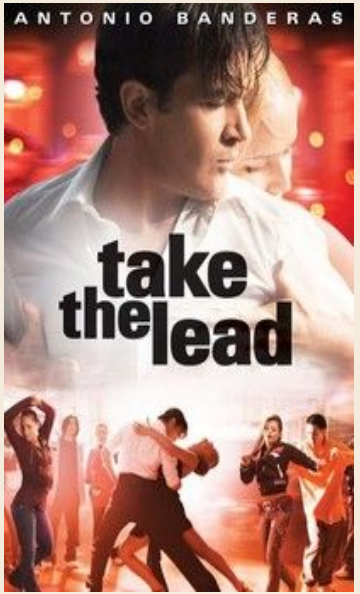
What if the new user doesn’t select any movies?

# RECOMMENDATION ENGINE #3

## UCB BAYES



# FINALE

WE HAVE ENGINES TO COVER ALL OF YOUR RECOMMENDATION NEEDS

# CREDITS

From the minds behind classics such as Project 1, 2, and 3

## Produced by

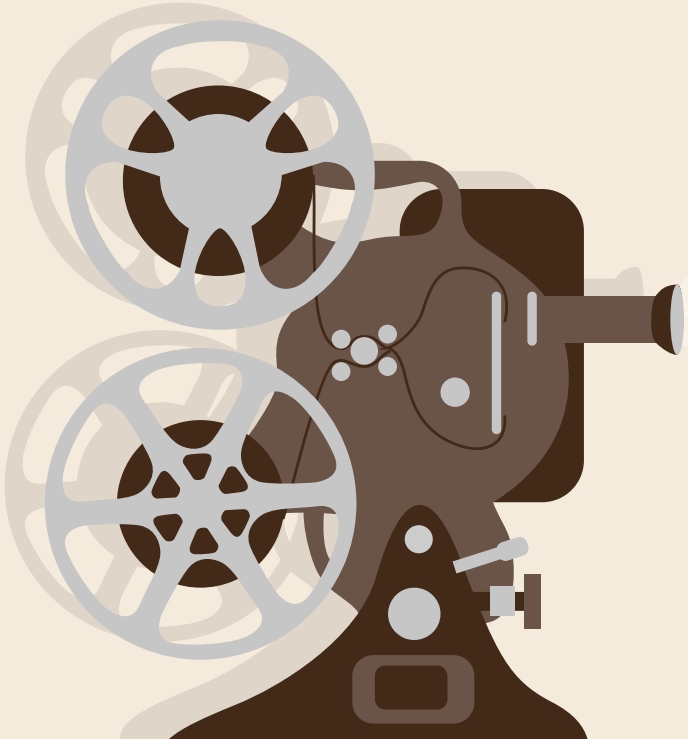
Sindhu Ravikumar
https://github.com/SinShady

## Directed by

William Melville
https://github.com/Johnny-Foreigner

## Starring

Jeff Accomando
https://github.com/Jaccomando



# EL FIN

CREDITS: This presentation template was created by Slidesgo, including icons by Flaticon, and infographics & images by Freepik.