DELIGHTME!

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Motivation and Objective

DelightMe is a movie recommendation engine based on Tweets. By providing IBM Watson Personality Insights with Tweets as input data, we will use the "Movie Preferences" output to query Itunes for movies that the user will likely enjoy.
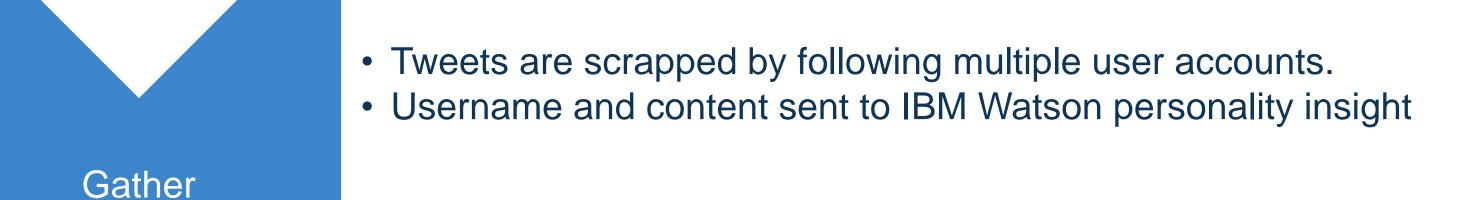
We will track the click-through rates to use as a metric for determining how accurate our users find our recommendations to be.

Approach

The SaaS service enables production studios and movie junkets to better target their audience. The recommendation engine rank a list of suitable movies by integrating the output from IBM Watson Personality Insights to Itunes. To provide a more personalized, social, and engaging user experience, the results can be integrated with IMDB movie database and reviews.

With data from our recommender engine and reviews from IMDB, movies and ancillary their products such as toys, books, collectibles can all be recommended to the user.
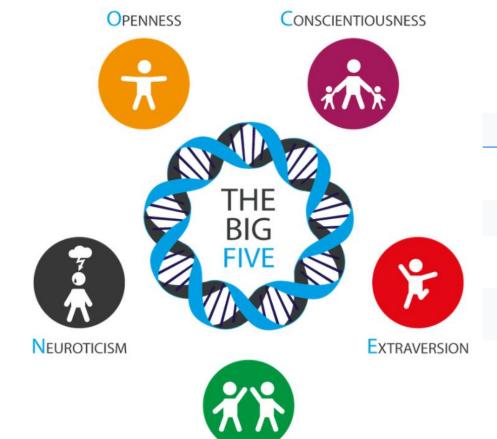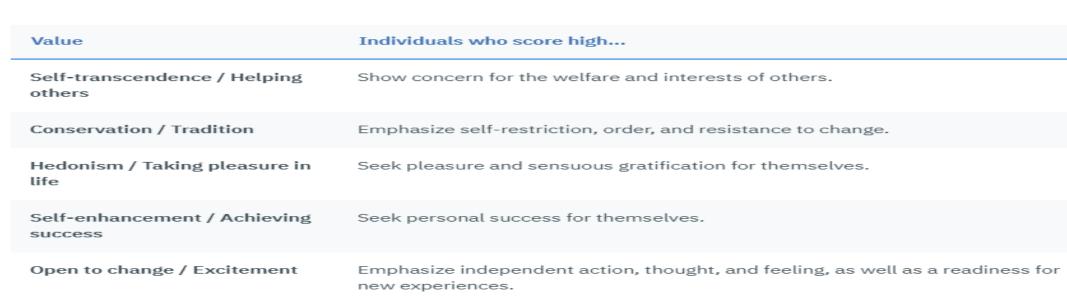
Implementation

Gather
- Tweets are scrapped by following multiple user accounts.
- Username and content sent to IBM Watson personality insight

HOW TO SCRAPE DATA FROM TWITTER PROFILE PAGES

http://urlprofiler.com/blog/scrape-twitter/

Process
- Using *Big Five* personality traits, 12 values and 5 needs, individuals are categorized and a score given for each recommended movie.
- Recommended movie is linked to username.

Value	Individuals who score high…
Self-transcendence / Helping others	Show concern for the welfare and interests of others.
Conservation / Tradition	Emphasize self-restriction, order, and resistance to change.
Hedonism / Taking pleasure in life	Seek pleasure and sensuous gratification for themselves.
Self-enhancement / Achieving success	Seek personal success for themselves.
Open to change / Excitement	Emphasize independent action, thought, and feeling, as well as a readiness for new experiences.

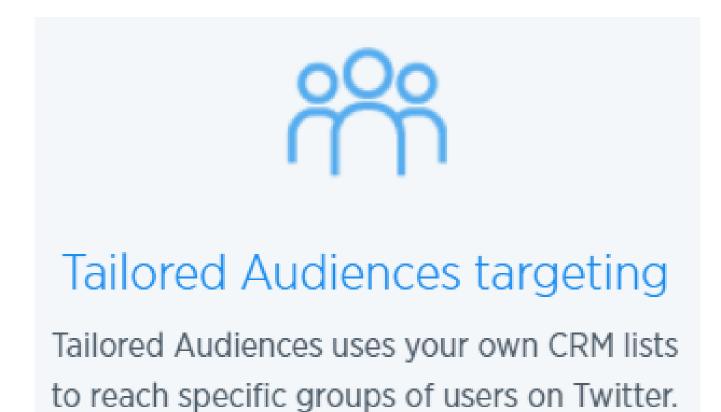https://www.enkimd.com/big-five-personality-traits.html

Aggregate
- List of users with their recommended movies are compiled.
- Interested parties such as Itunes, movie producers and cinema chains can procure this information.

Recommend
- By using tailored audiences targeting, these parties can reach out to them through twitter to promote their movies.
- Promotional campaigns can also be launched from our service since we have followed all these users in the Gather stage.

Tailored Audiences targeting

Tailored Audiences uses your own CRM lists to reach specific groups of users on Twitter.

Revenue Model

Based on research done, most of the revenue come from the ticket sales and ancillary products like merchandise. Therefore, parties who are involved in box office ticket sales and merchandise will be most interested with our data and service.

User preferences change over time, resulting in a non-static database. Our service can also provide quarterly database updates to ensure continuous revenue stream from movie producers, movie junkets and merchandisers.

ENTERTAINMENT REVENUES
(₹ crore)

	2013	2018	CAGR (%)
Domestic box office	9,300	15,800	11.00
Overseas box office	1,000	1,400	6.96
Ancillary revenues	2,200	4,500	15.39
Home video	200	100	-12.94

CAGR: compound annual growth rate   Source: Industry
http://bsmedia.business-standard.com/_media/bs/img/article/2014-09/21/full/1411237978-0519.jpg