

MOVIE RECOMMENDATION SYSTEM



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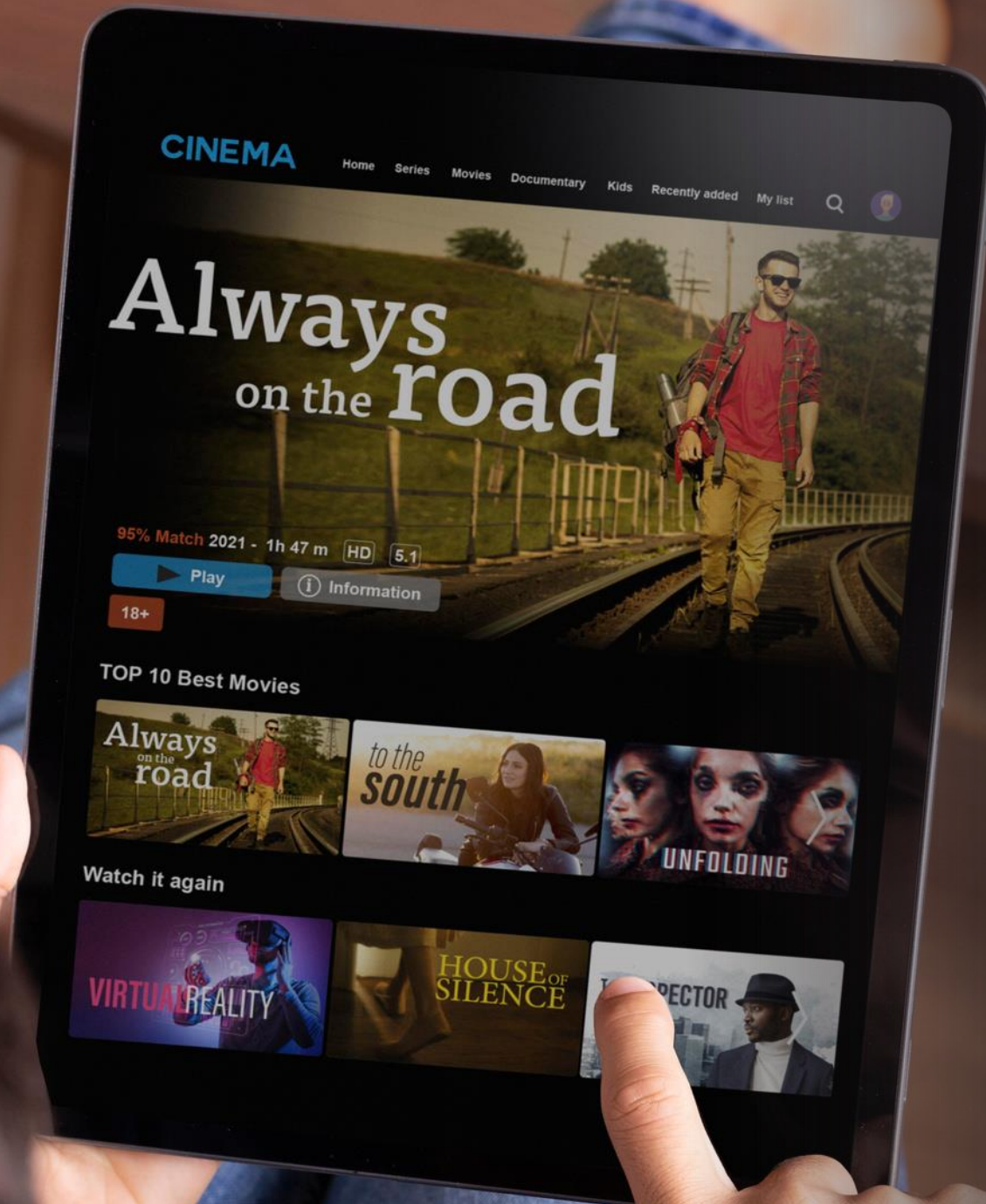


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PROJECT SUMMARY

Jaba Movie Shop endeavors to optimize user engagement and satisfaction through the implementation of a sophisticated recommendation system. Leveraging the extensive movie database of MovieLens, the project aims to pair clients with films closely aligned with their preferences, prioritizing highly rated movies to ensure customer satisfaction.





OUTLINE

- 1) Business Problem
- 2) Project Goal
- 3) Data used
- 4) Methodology
- 5) Results and Recommendation



BUSINESS PROBLEM

Developing a seamless user experience for rating movies and implementing a robust recommendation algorithm that suggests the top 5 movies a user is likely to enjoy, leveraging collaborative filtering techniques.



Objectives:

- 1) Enhanced User Engagement**
- 2) Improved Customer Satisfaction**
- 3) Top Movie Recommendation**

The project aims to boost user engagement with personalized movie recommendations based on reviews, tags, and ratings. It seeks to improve customer satisfaction by offering tailored suggestions that resonate with each user, enhancing their overall experience. The focus is on building a model for delivering top movie picks to users, aligning with their preferences and interests.

METHODOLOGY

- 1) Data Loading and understanding
- 2) Exploratory Data Analysis (EDA)
- 3) Feature Engineering
- 4) Data Pre-processing
- 5) Modeling and Model Evaluation
- 6) Hyperparameter Tuning
- 7) Conclusion and Recommendations



DATA

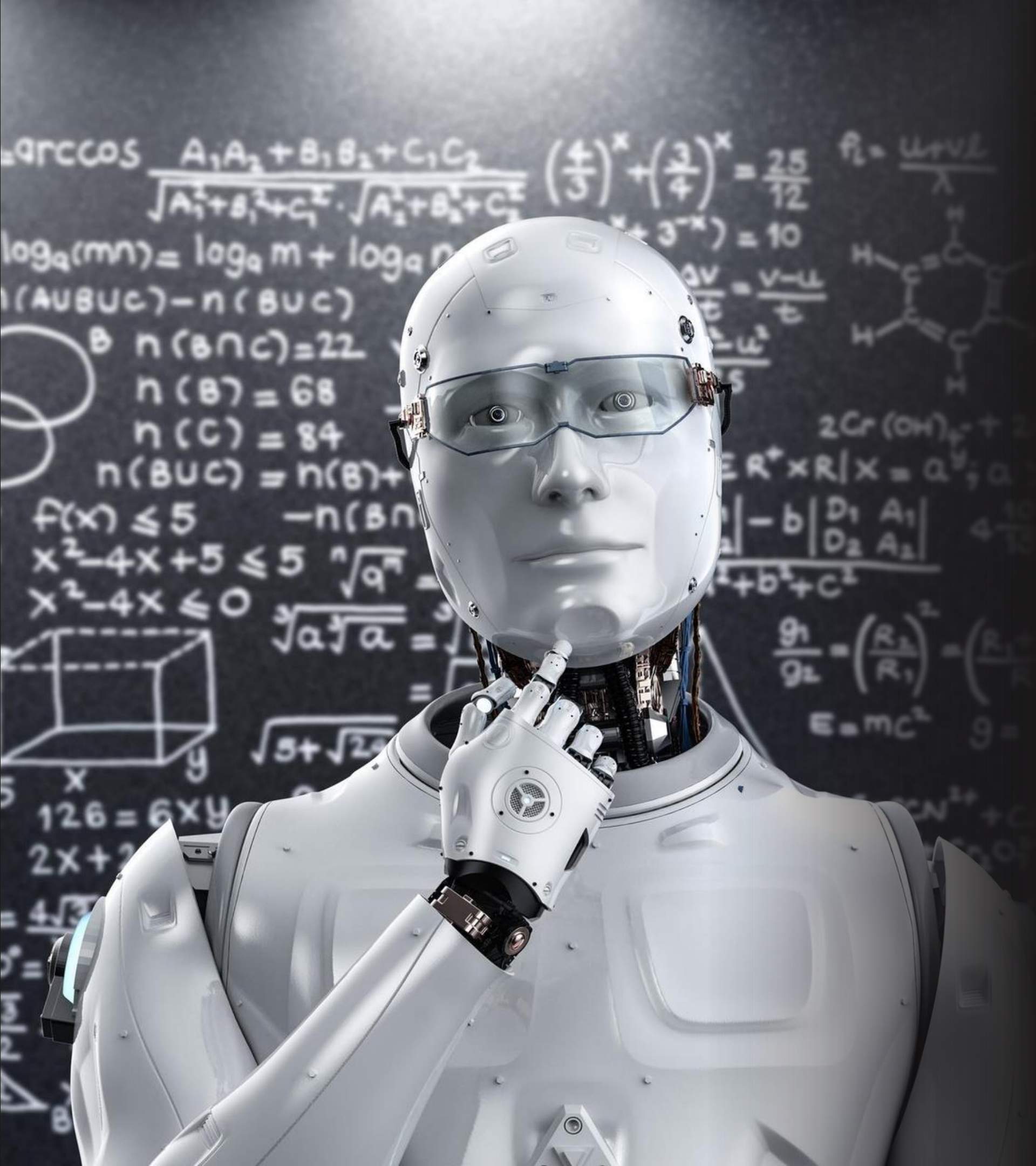
The data resulted from a combination of 3 datasets from the GroupLens research lab at the University of Minnesota.

The dataset used in this project consists of 100,000 user ratings



Modeling Result

We used K Nearest Neighbor Models whose RMSE value was 0.8520



RECOMMENDATIONS

We recommend using an item based collaborative filtering learning model for your recommendation system.



THANK YOU