



SmartAI



ABOUT US

SMARTAI is an innovative AI technology provider that focuses on the creation and implementation of advanced entertainment recommenders for personalized viewing experiences.

SmartAI



TEAM MEMBERS



McDaniel Ogechukwu



Timmy Egbe



Emmanuel Osayande



Adekemi Folarin



Ireoluwa Ige



Ibrahim Olasupo

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Background Context

Objective Overview

Our Solution

The Process

EDA

Web App Demo



CURRENT CHALLENGE.

- Limited informed movie choices.
- Need for a personalized movie recommendation system.

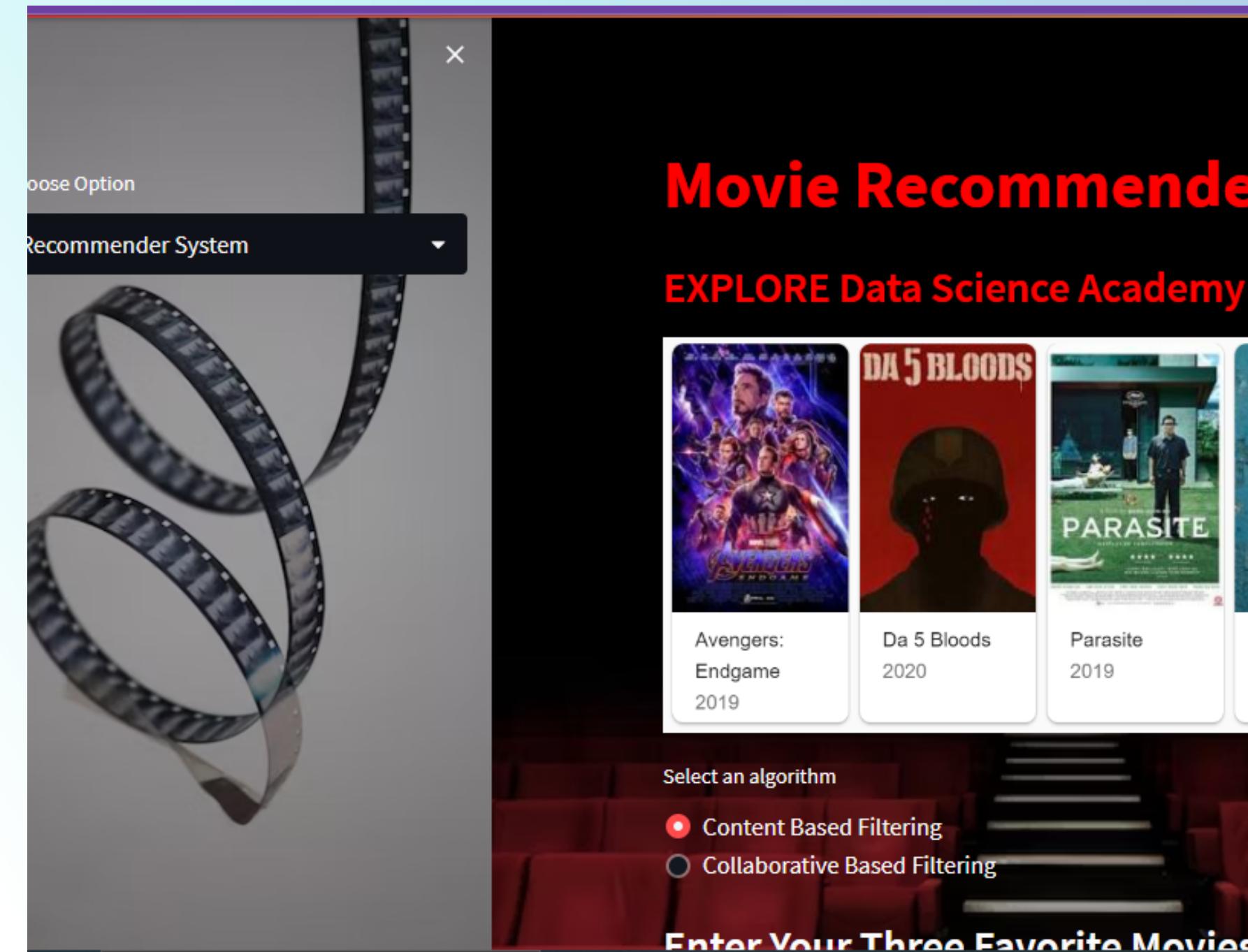


OUR OBJECTIVE

**Build a personalized movie
recommendations system
that suggests movies
aligned with users' tastes**

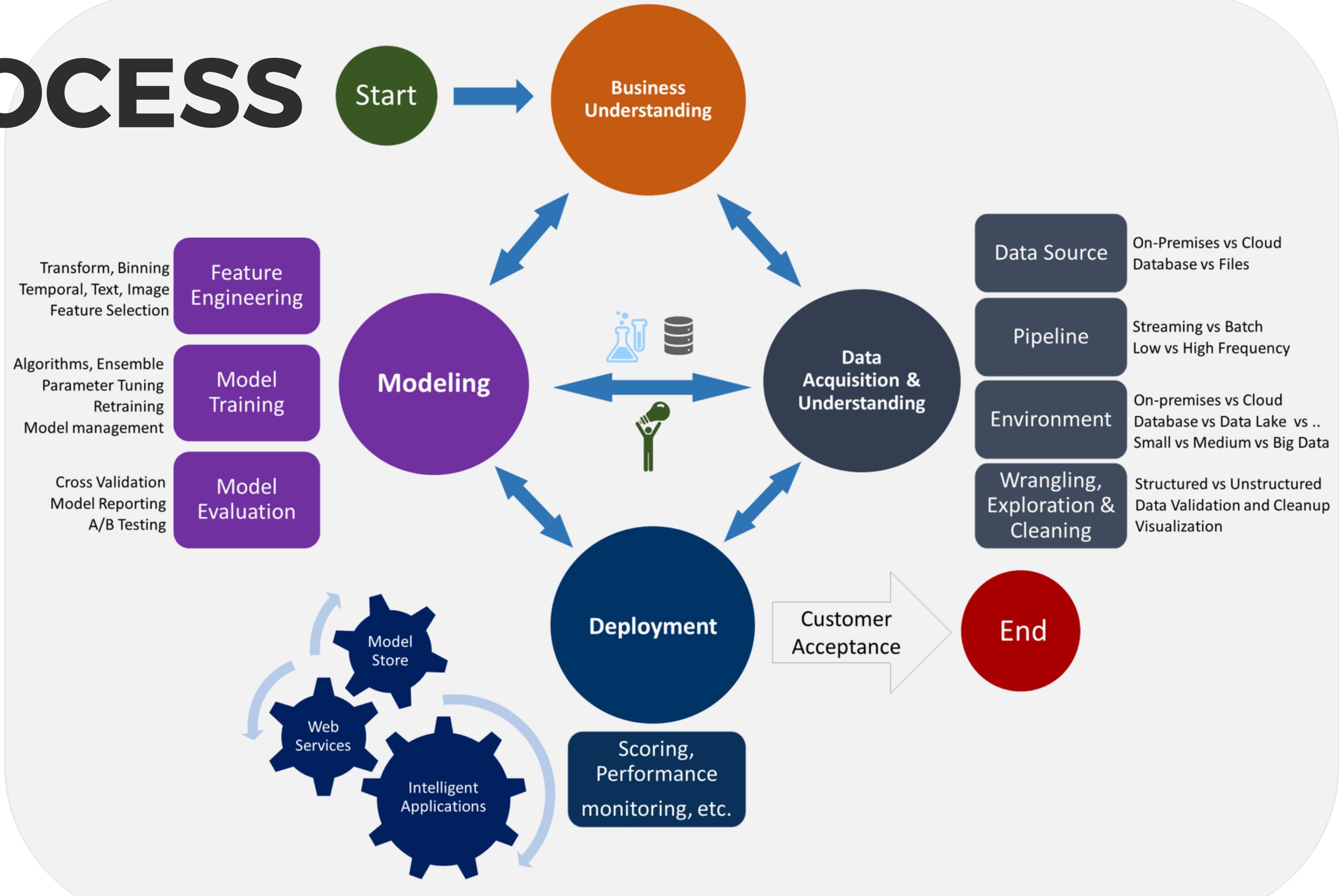
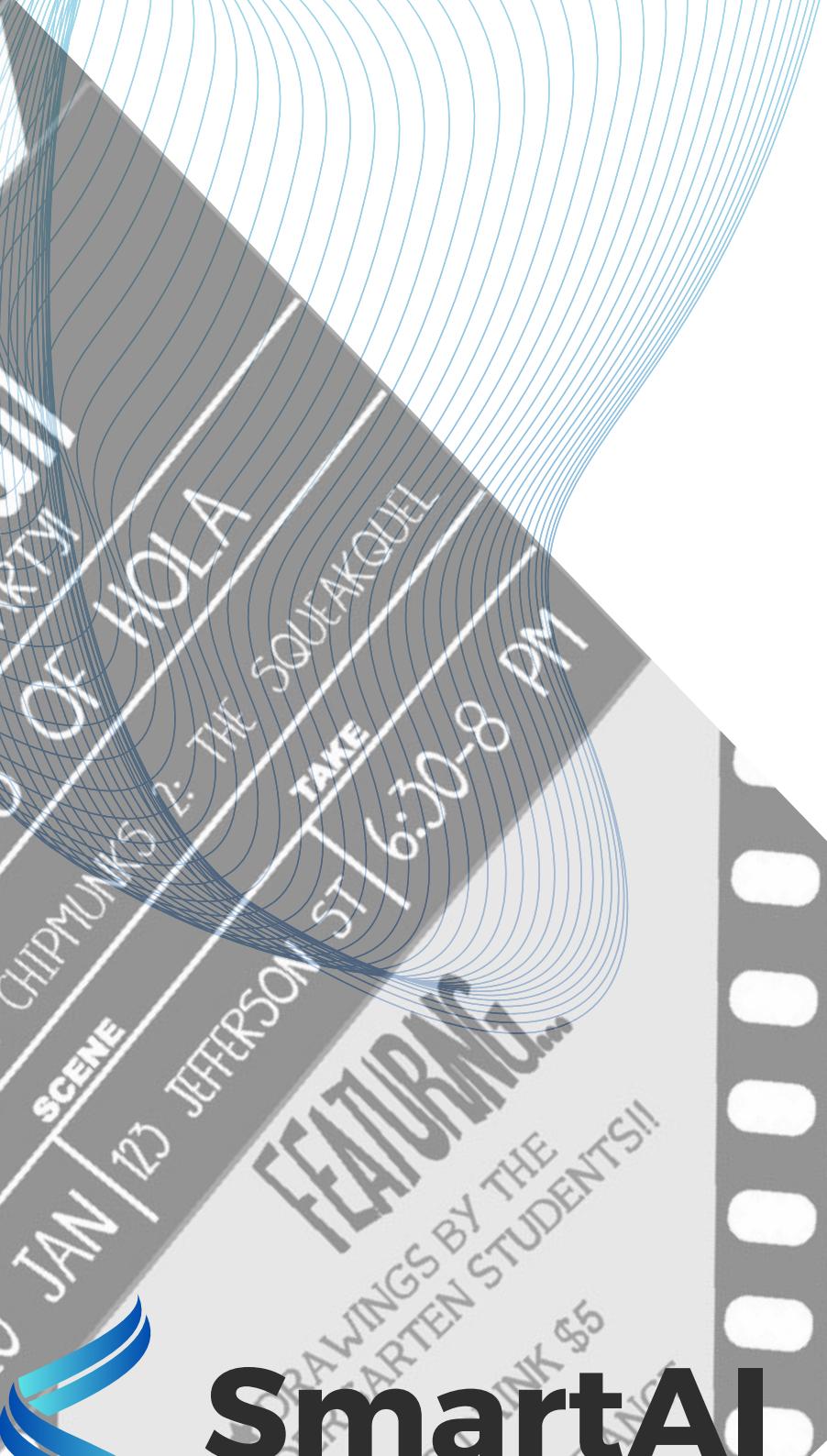
OUR SOLUTION

We built a collaborative filtering and content-based recommendation algorithm that can accurately anticipate a user's rating of a movie they haven't yet seen based on past preferences.



The image shows a movie recommender system interface. At the top, a banner reads "Movie Recommender" in red and "EXPLORE Data Science Academy" in white. Below the banner, there's a dropdown menu labeled "Recommender System". The main area features a large film strip graphic. To the right, there are three movie cards: "Avengers: Endgame 2019" (with a purple poster), "Da 5 Bloods 2020" (with a red poster featuring a silhouette), and "Parasite 2019" (with a green poster). At the bottom, there's a section titled "Select an algorithm" with two radio buttons: "Content Based Filtering" (selected) and "Collaborative Based Filtering". A button at the bottom right says "Enter Your Three Favorite Movies".

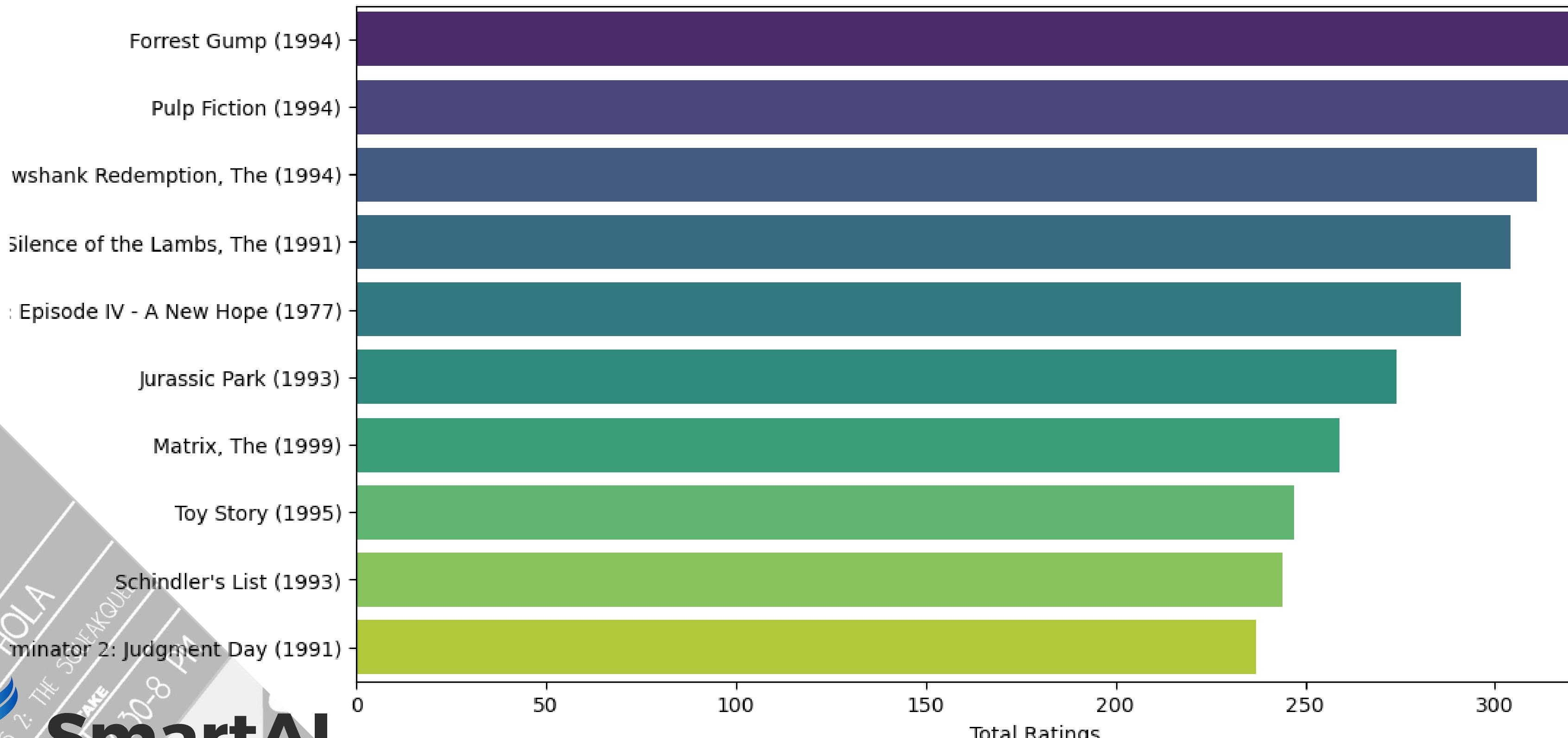
THE PROCESS



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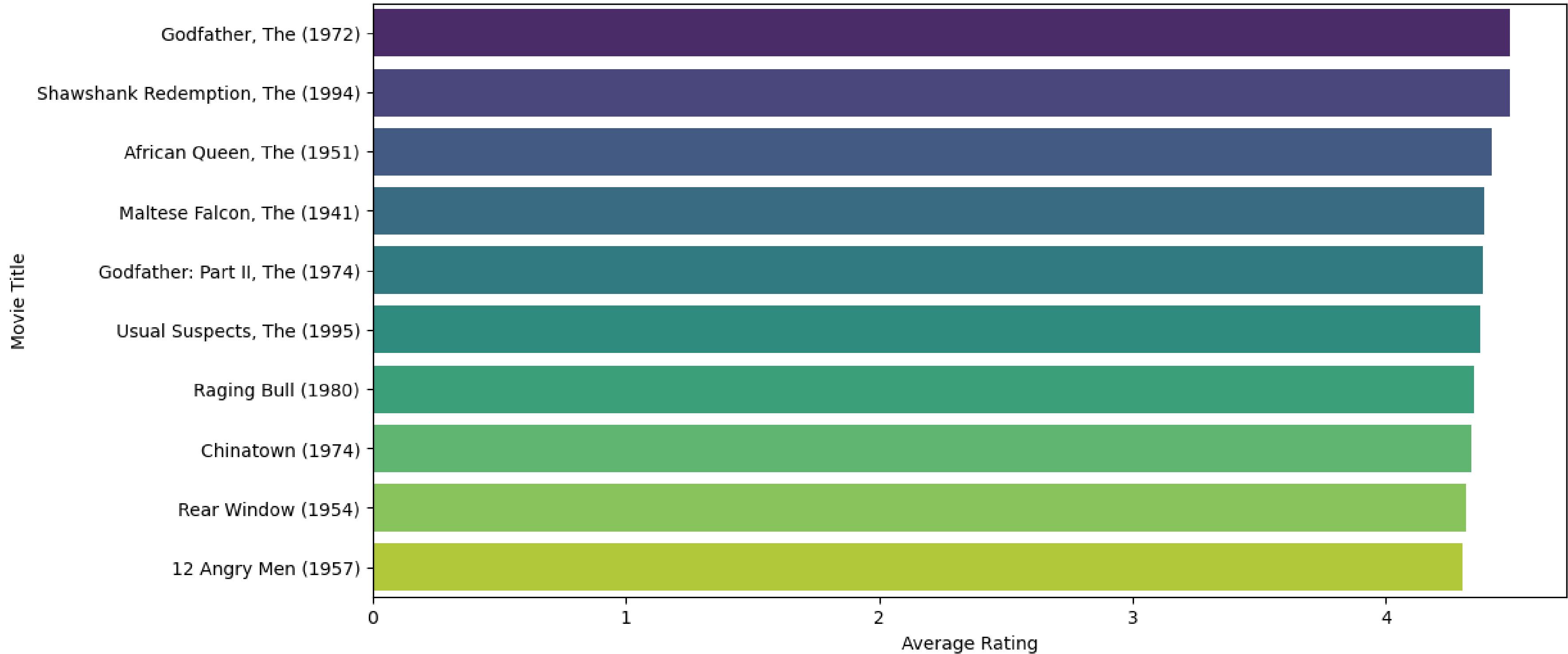
EXPLORATORY DATA ANALYSIS

Top 10 Movies by Total Ratings



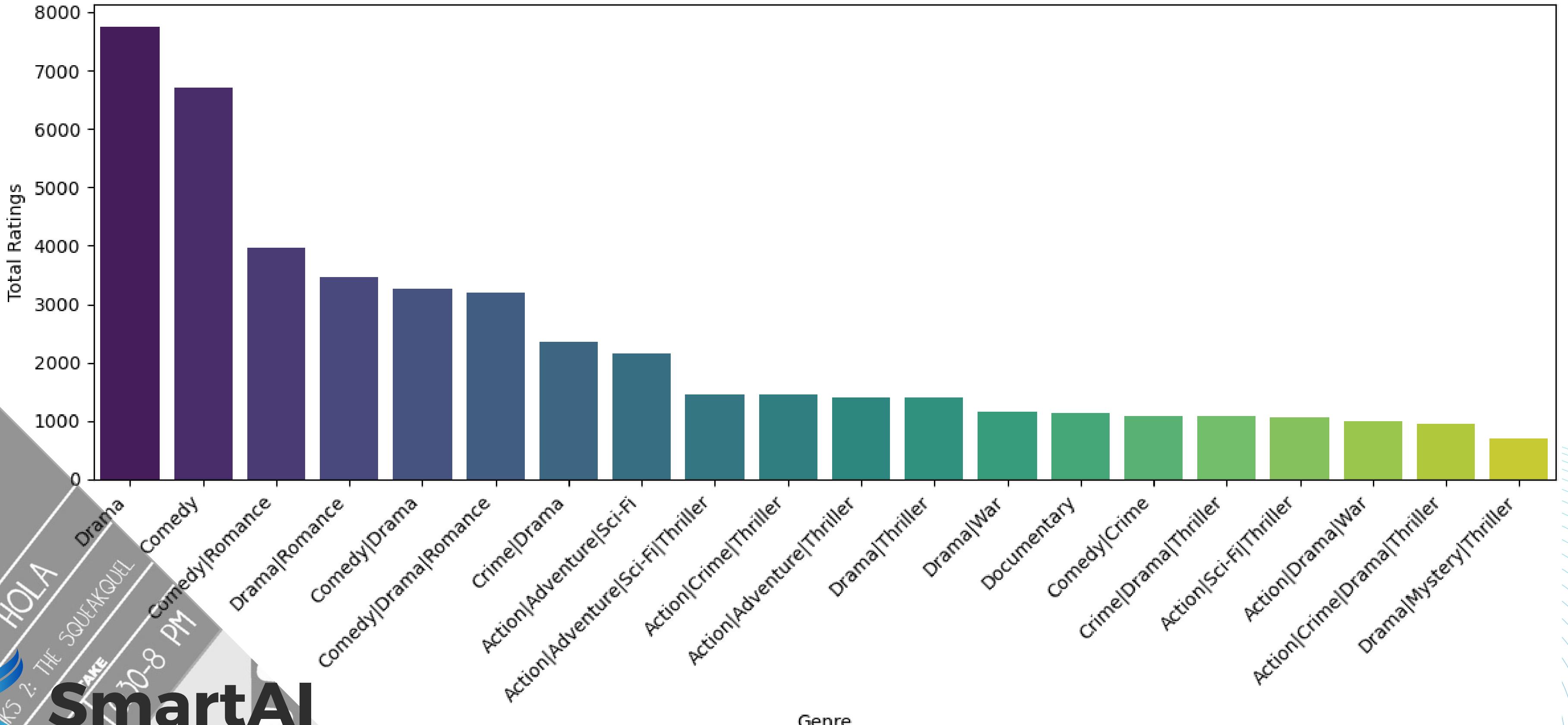
EDA- Summary Insight

Top 10 Hidden Gems by Average Ratings

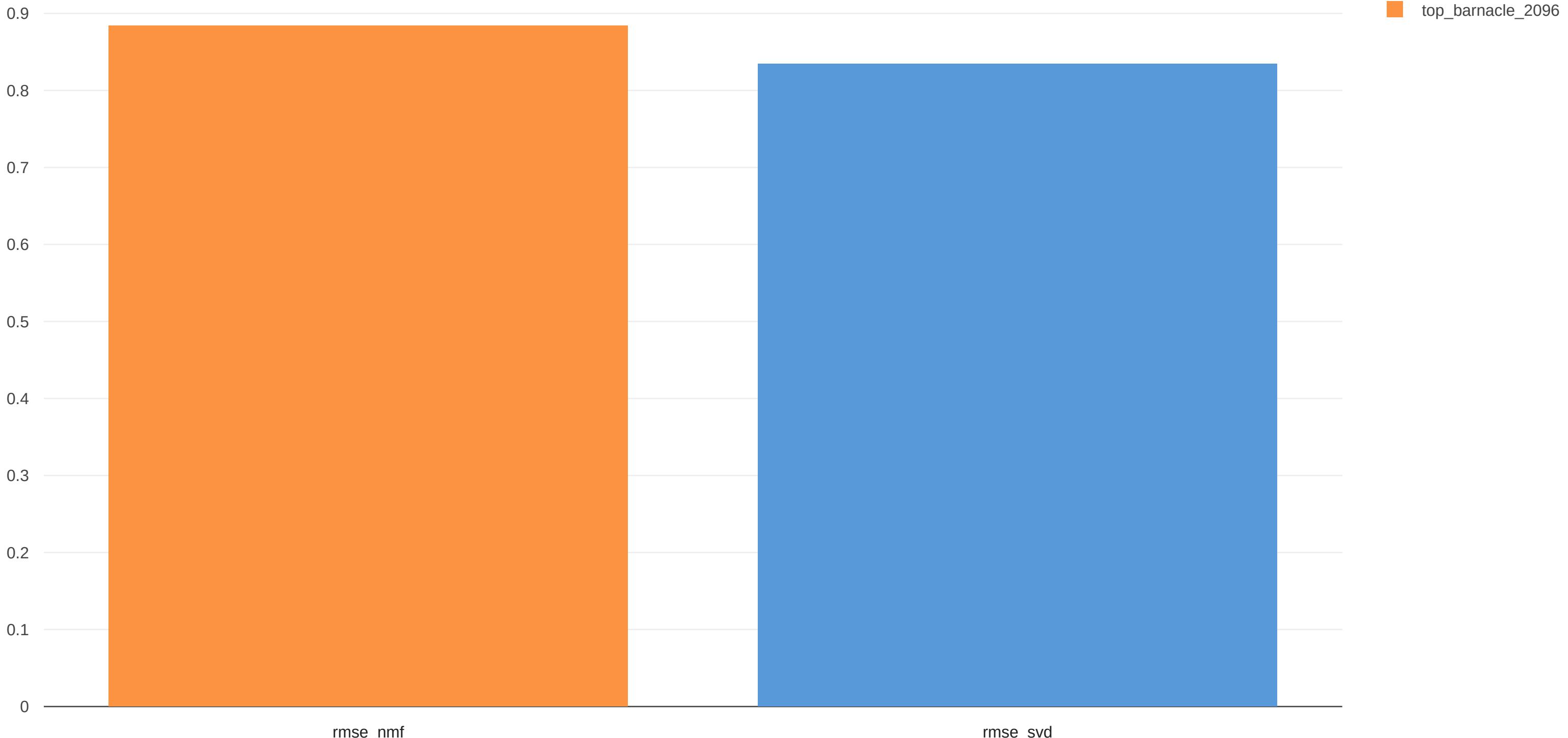
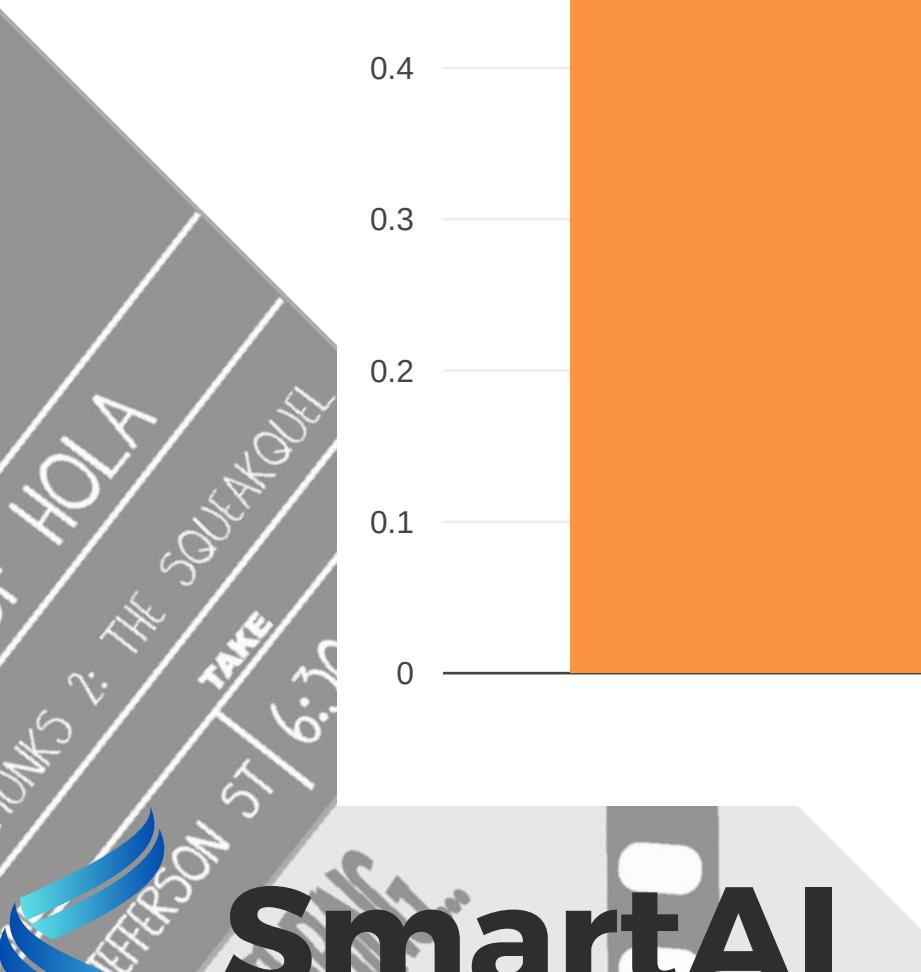


EDA- Summary Insight

Top 20 User Preferences by Genre: Distribution of Ratings

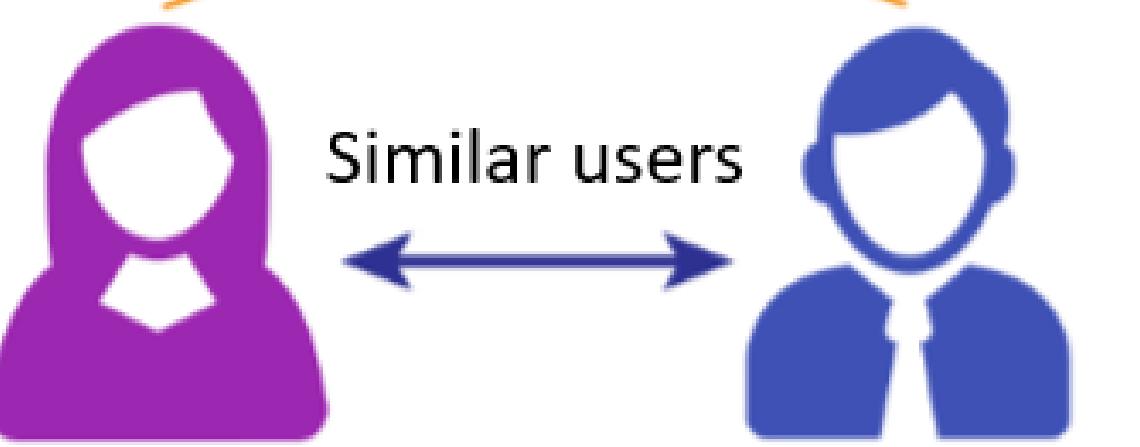
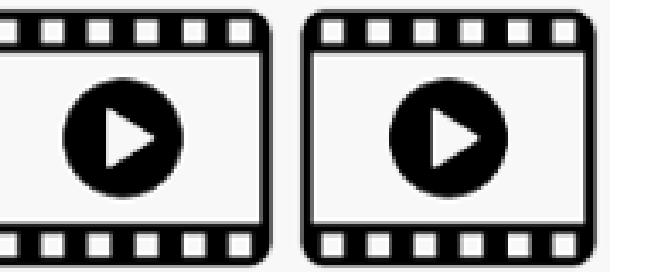


MODEL EVALUATION



Collaborative Filtering

Watched by both users



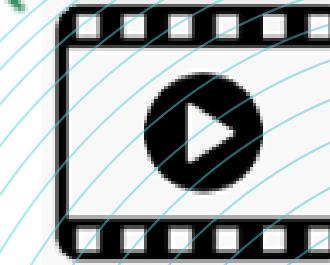
Watched by her,
Recommended to him

Content-Based Filtering

Watched by user



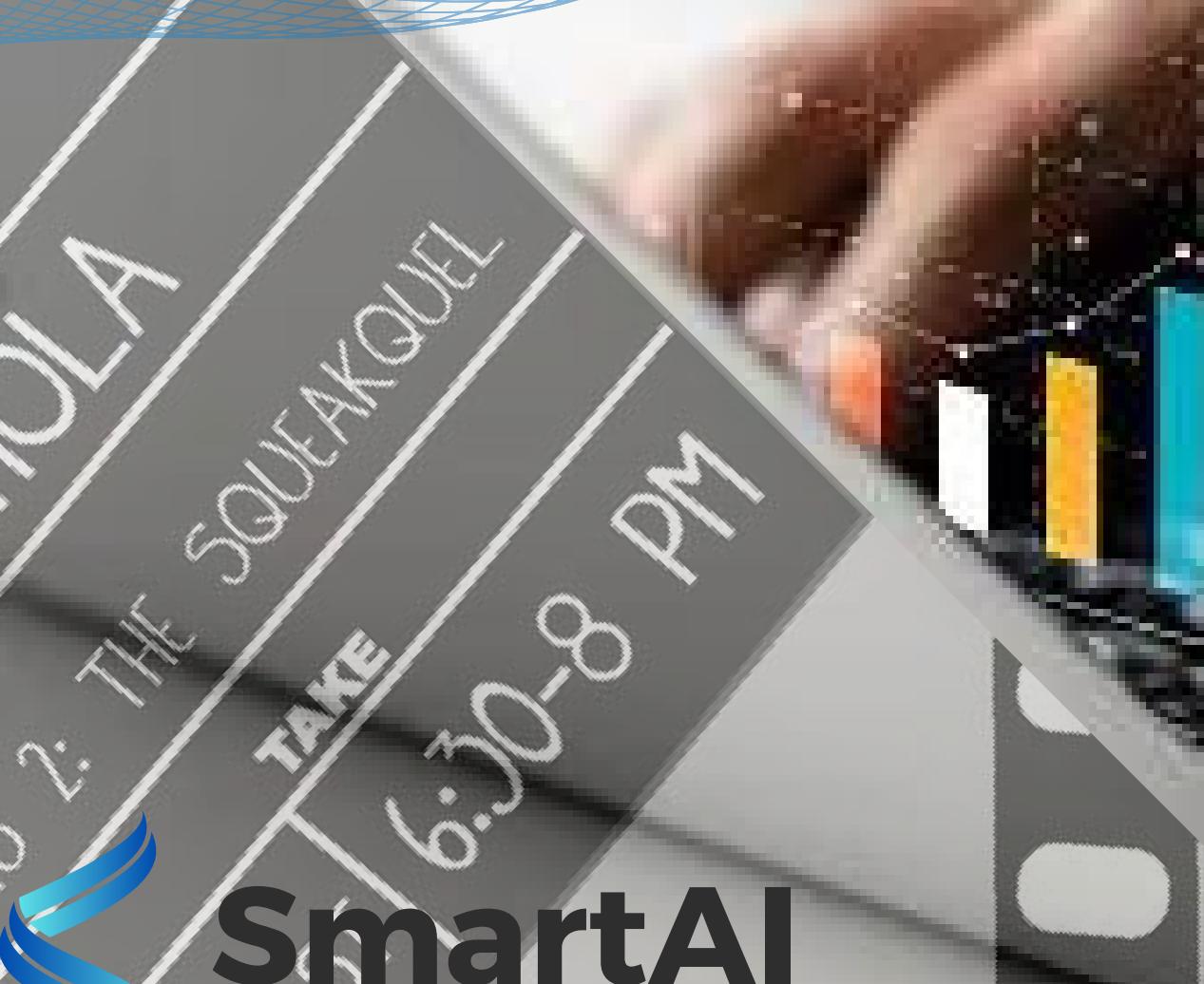
Similar movies



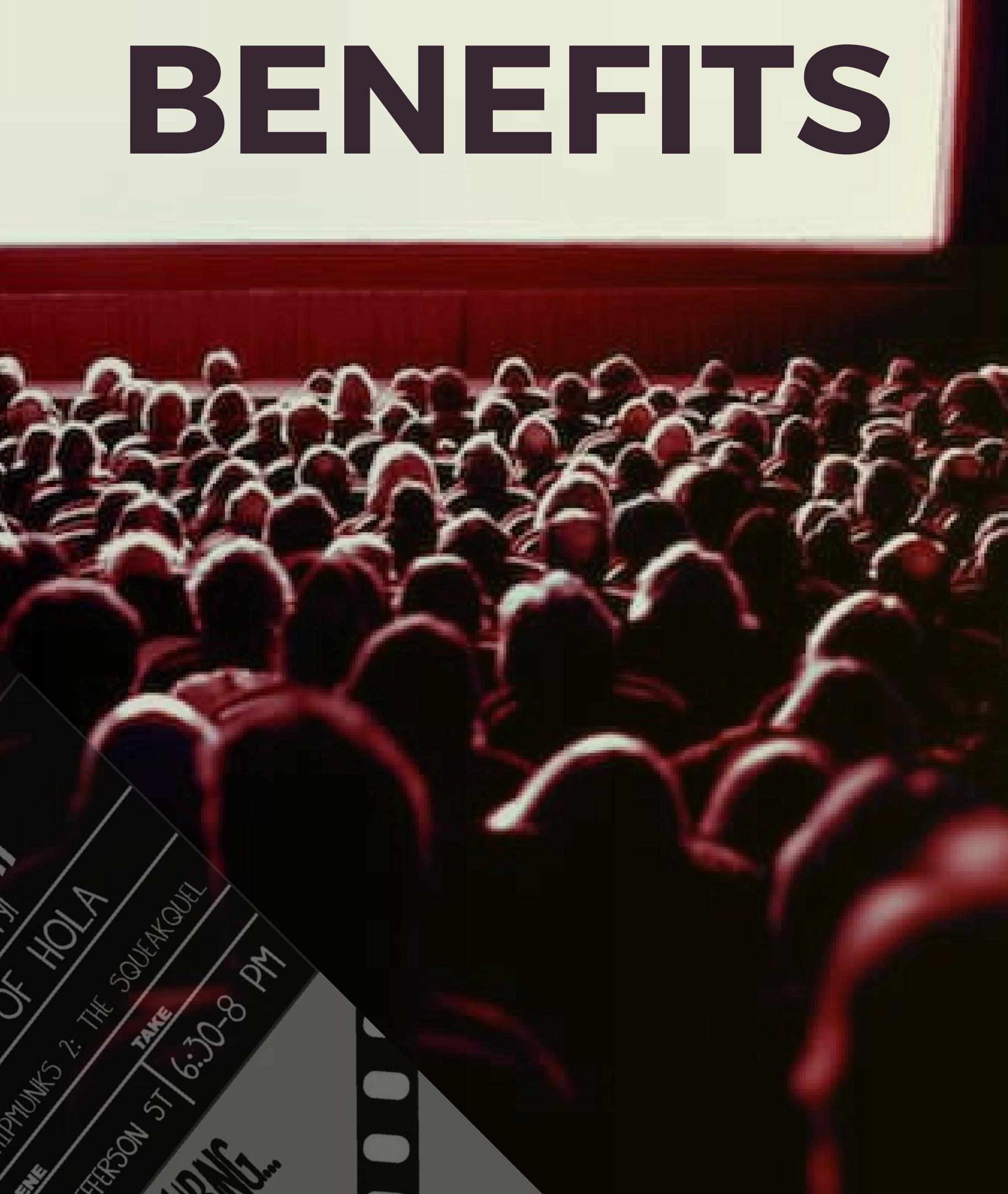
Recommended to user



Web App Demo



BENEFITS

A photograph of a large audience in a theater, viewed from behind, looking towards a screen. The screen shows a film strip with several frames visible. The text "HOLLYWOOD" is partially visible at the bottom of the screen.

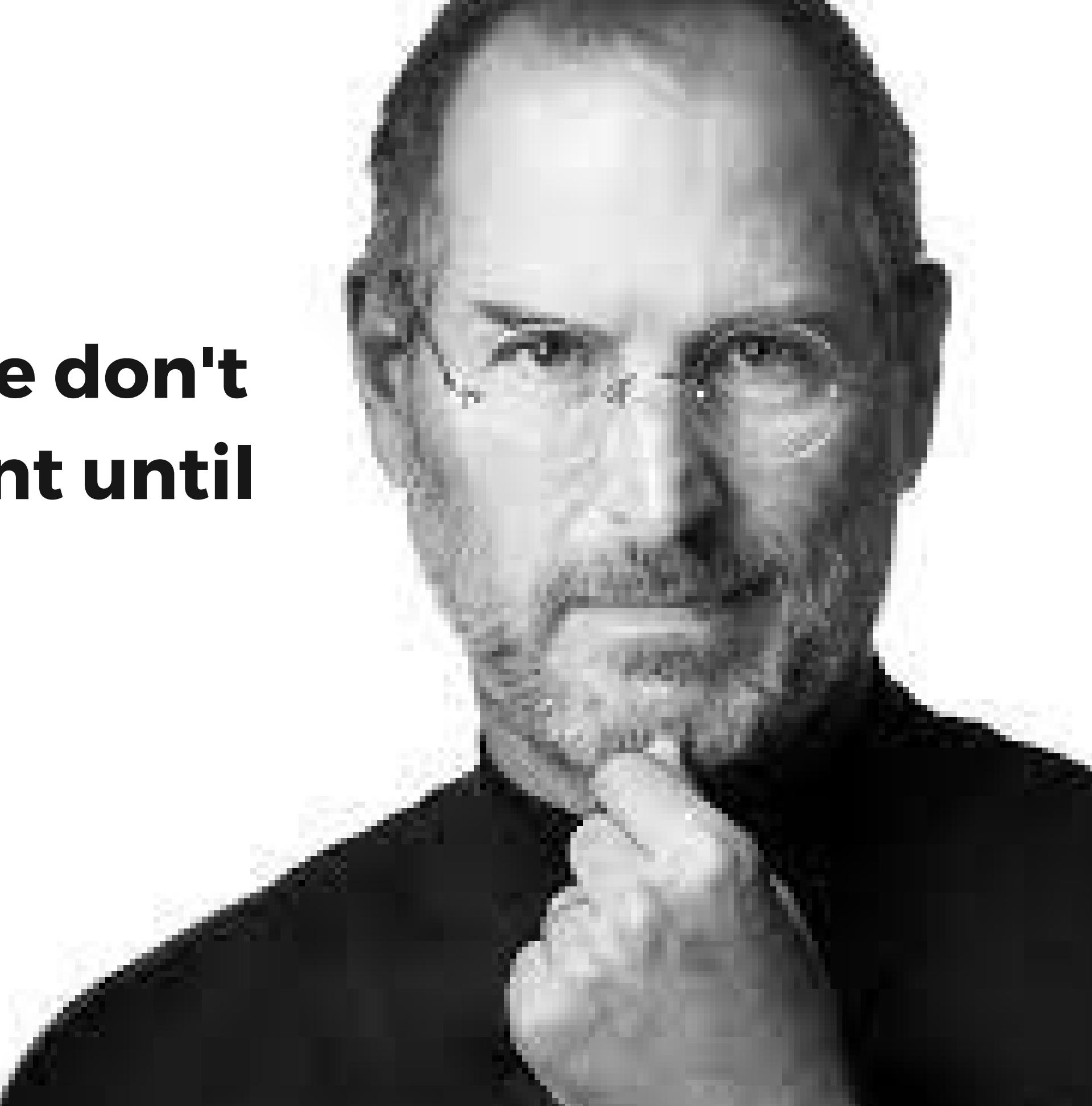
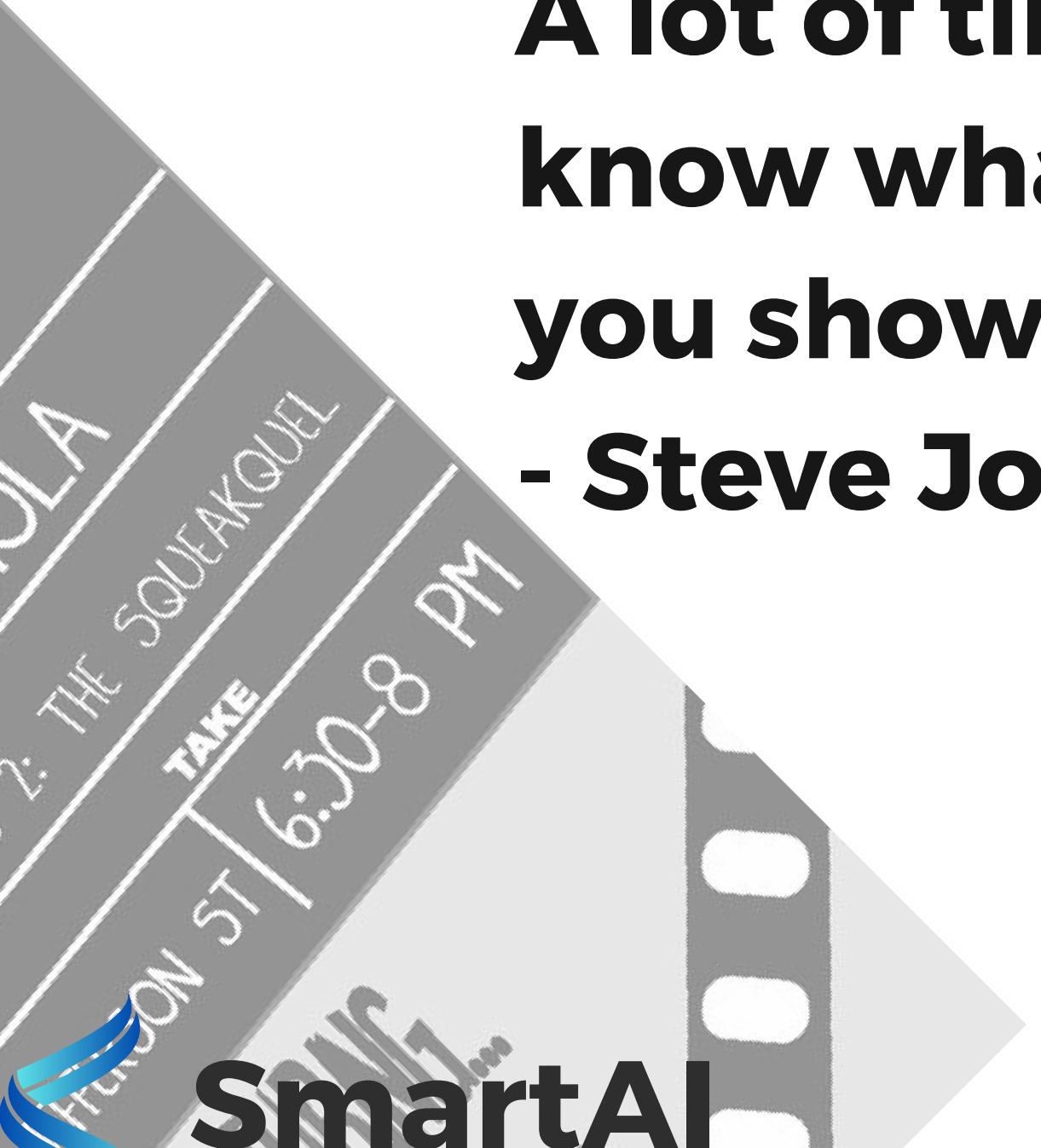
The image serves as a background for the slide, illustrating the concept of reaching a wide audience through digital media.

- Increased sales/conversion
- Increased users satisfaction
- Reduced churns
- Efficient content

Conclusion

A lot of times, people don't know what they want until you show them.

- Steve Jobs



THANK YOU FOR LISTENING

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