

# ANALYSIS FOR MOVIE RECOMMENDATIONS

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## OUTLINE

Business Problem

Data

Methods and Models

Results

Next steps

## BUSINESS PROBLEM

- Retaining customers
- Offer the best recommendations to customers

Company logos are from [logodownloads.com](http://logodownloads.com)

The Netflix logo, consisting of the word "NETFLIX" in a bold, red, sans-serif font.The Amazon Prime logo, featuring the word "amazon" in a black, lowercase, sans-serif font, followed by a blue curved arrow pointing from the 'a' to the 'z', and then the word "prime" in a blue, lowercase, sans-serif font.The Hulu logo, featuring the word "hulu" in a bright green, lowercase, sans-serif font, centered within a solid black rectangular background.

## DATA

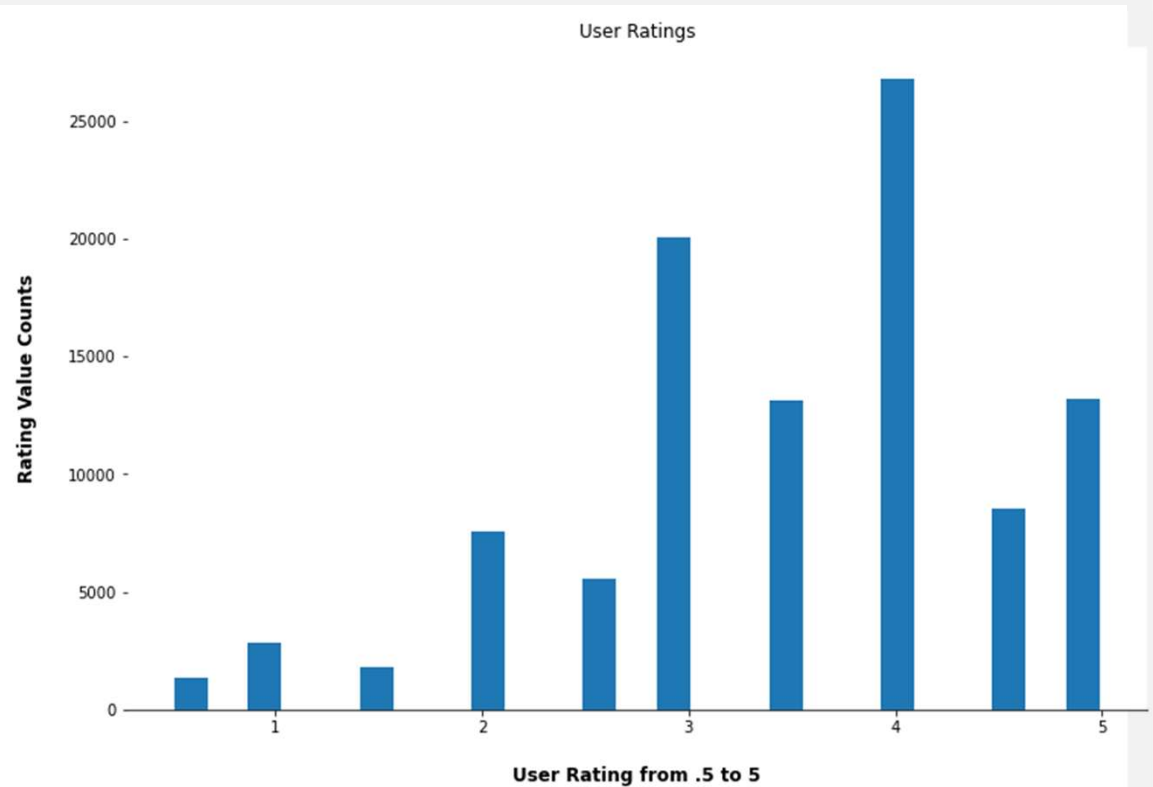
Data was taken from MovieLens.org

It gives information on 610 users and 9,742 movies.

The users rated at least 20 movies.

## ADDITIONAL INFORMATION

- Graph shows the number of users per rating.
- Scale of ratings



## METHODS & MODELS

- Several models were tested
- Model was selected based on the accuracy of predicting a user's rating.

• Images are from Icon Archive and Kaggle



## NEXT STEPS

- Examine the model results with a larger dataset
- Continue to add more users to check recommendations
- Consider adding television shows, etc.

# THANK YOU!

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