Netflix Movie Recommendations

Business Problem

Netflix is looking to improve their recommendation system for new users. As part of a new trial membership program Netflix is looking to maximize their customer retention by providing the best possible recommendations. It is important that this new recommendation system will also improve recommendations for existing customers.

Data - MovieLens

100,000 ratings

9000 movies

600 users

Singular Value Decomposition Model

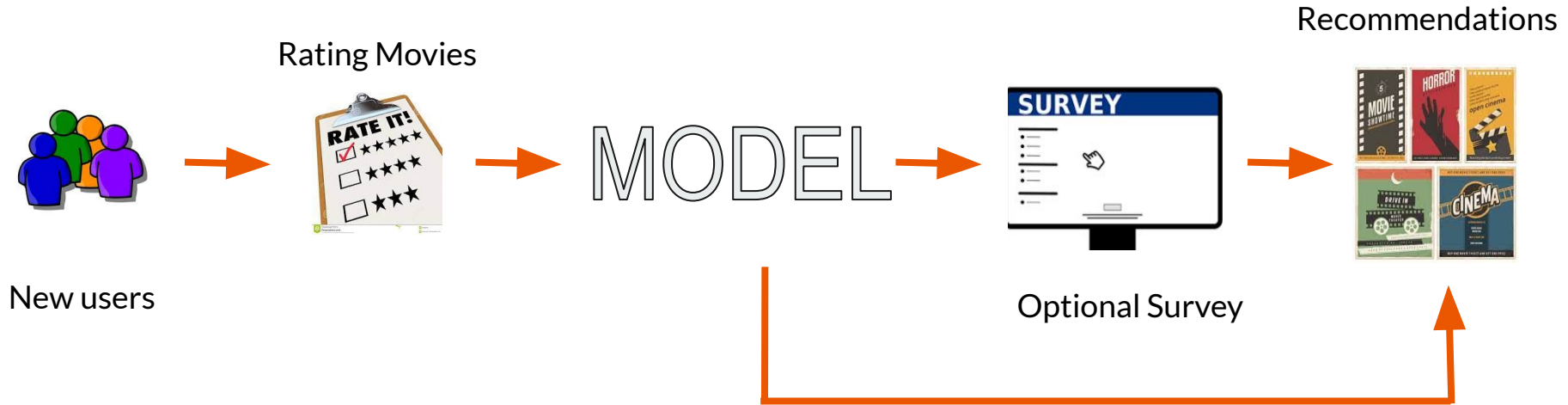Model finds similar users to make recommendations.

Example:

User 6 will most likely enjoy Movie A because of User 5.

	movie A	movie B	movie C	movie D
user 1	3		5	5
user 2	3	1	5	
user 3	4		4	
user 4	1		2	5
user 5	5		1	2
user 6			1	2

Recommendation System

New users → Rating Movies → MODEL → Optional Survey → Recommendations

Sample Recommendations

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STANDARD RECOMENDATIONS

Title: Billabong Odyssey (2003)
Genre: Documentary
Projected Rating: 4.5


Title: How the Grinch Stole Christmas! (1966)
Genre: Animation|Comedy|Fantasy|Musical
Projected Rating: 4.5


Title: My Best Friend's Wedding (1997)
Genre: Comedy|Romance
Projected Rating: 4.5


Title: I Love Trouble (1994)
Genre: Action|Comedy
Projected Rating: 4.5


Title: Marat/Sade (1966)
Genre: Drama|Musical
Projected Rating: 4.4
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YOUR CUSTOMIZED RECCOMENDATIONS

Title: Education, An (2009)
Genre: Drama|Romance
Projected Rating: 4.2


Title: Despicable Me (2010)
Genre: Animation|Children|Comedy|Crime
Projected Rating: 4.2


Title: White Ribbon, The (Das weiße Band) (2009)
Genre: Drama|Mystery
Projected Rating: 4.2


Title: Pirate Radio (2009)
Genre: Comedy|Drama
Projected Rating: 4.2


Title: Gamer (2009)
Genre: Action|Sci-Fi|Thriller
Projected Rating: 4.2
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Questions

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