Christopher Straka

Student ID: 011551615

Dec 18, 2023

4001 S 700 E #300 Millcreek

UT 84107

USA

Dear Senior Leadership,

Re: Proposal for a Movie Recommender System

We’re currently facing low customer engagement for our streaming service. Users have become less engaged with the overall platform as they become more enticed by other offerings.

To combat this problem, I suggest we develop a movie recommender system to keep users engaged on the platform. I recommend that system use collaborative filtering, a technique that recommends movies to people based on their reviews and reviews of people like them.

This benefits the company because users will be suggested content that fits their tastes, increasing retention and overall customer satisfaction. The objectives of the project will be the following.

* Build a recommender system.
* Build a UI that shows a user’s current ratings and what they should watch next.
* Build a report that visualizes data from the recommender system and user ratings.
* Document the solution for other stakeholders.

This project requires a developer with data science skills. I’m the perfect candidate for the job because I have extensive experience building user-friendly AI products. I’ve built many interfaces using the tools that are idiomatic for this type of work with great success. This project will roughly take 32 hours. At $50 an hour, working 9:00am – 5:00pm and starting on Dec 19th, 2023. The project should be completed on Dec 23rd, 2023, at a total cost of $1,600.

Best Regards,



Christopher Straka