<u>**RESEARCH OBJECTIVE**</u>

For the project

<u>**ANALYSING THE RELATION BETWEEN USERS AND GENRES**</u>

Data Analysis and Predictive Modelling have helped us identify correlations and patterns throughout the data, regardless of its type, granularity and scale. In the dataset MovieLens100K, created and maintained by GroupLens, we see a variety of data points offered to us that help us understand how various users, belonging to different age groups, locations, areas have rated movies of various genres, on a scale of 5.

Therefore, using this well-detailed collection of data, we hope -

1. <u>To observe various rating patterns with respect to location, user demographics, age groups and other factors.</u>

2. <u>To construct expressive visualizations that offer visible trends that influence genre selection, ratings, movie choices and many more.</u>

3. <u>To create a prediction model that helps us identify the favourite genre of a user demographic that takes into account the age groups, occupation, location and gender.</u>

This comprehensive work on a dataset of this scale will help us reveal many relationships, patterns, associations and trends that could change and improve how movies are marketed, distributed, produced and rated.

Members - E003, E015, E019, E020, E024, E028