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Netflix Movie Recommendation System

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What is recommendation system? Why important?

- Recommended systems are one of the most common used and easily understandable applications of data science. Recommender systems are algorithms aimed at suggesting relevant items to users.
- These systems help users find items they want to buy from a business. Recommender systems benefit users by enabling them to find items they like. Additionally, they help businesses by generating more sales.

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Netflix Prize Data Set

	movie_id	year	name	movie_id	user_id	rating	date
0	1	2003	Die Hard with a Vengeance	100400002	17770	1790768	4 2005-11-26
1	2	2004	Ice of Men TT 2004 Review	100400003	17770	1608708	3 2005-07-18
2	3	1997	Character	100400004	17770	234276	1 2004-08-07
3	4	1994	Paula Abdul's Get Up & Dance	100400005	17770	255276	4 2004-09-28
4	5	2004	The Rose and Fall of EOW	100400006	17770	433585	2 2005-03-10

There are 480,189 users and 17,700 movies.
There are a total of 100,480,507 ratings.

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There are 2 popular recommendations systems.

- Content-based Recommendation Systems
- Collaborative-based Recommendations Systems
 - User-User Filtering
 - Item-Item Filtering

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Comparison of User-User and Item-Item Filtering

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Conclusion

The movie recommender system is useful to any business that makes money via recommendation. This includes Netflix, DisneyPlus, Hulu, etc. These companies could be potential clients of this recommendation engine. The system will give a good recommendation since the model gives minimal error compared to other methods. Giving good recommendations directly entails one or many of the following:

- Customers buy a particular product or service leading to increased revenue or sales.
- Customers use the platform more frequently due to the quality and relevance of content shown to them.
- Better User Experience. Customers spend less time searching and more time watching. The pain of discovery is eliminated.

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