



# NEXT-GEN TV SHOW RECOMMENDATIONS

*DIRECTV*

**DIRECTV**



# *AI STUDIO CHALLENGE PROJECT OVERVIEW*

**Challenge Summary:** Analyze the IMDB TV Shows dataset to predict show popularity and enhance recommendations using LLM and classical machine learning models.

## **OBJECTIVE**

- Predict TV show popularity based on structured data.
- Analyze the overview column for sentiment and themes using LLM.
- Combine insights to enhance recommendation systems.

## **DESIRED OUTCOMES**

Present predictive models, sentiment analysis results, and actionable insights to improve DirecTV's recommendation engine.

# *BUSINESS CONTEXT*

- Streaming subscription counts continue to climb
- Market is very challenging and demanding of innovations
- Creating the best user experience is essential for a streaming business to survive
- **Project Importance:** Provides insights into viewer preferences, enabling DirecTV to tailor recommendations and improve customer satisfaction.



# PROJECT MILESTONES AND TIMELINES

