

# MOVIE Recommendation

By DeftAlp



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# MEET THE



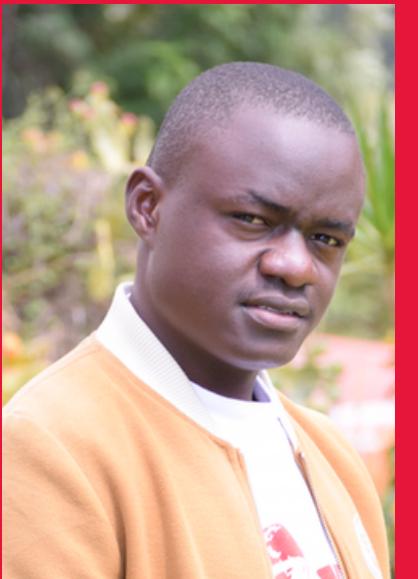
**Olamide**  
Team Lead



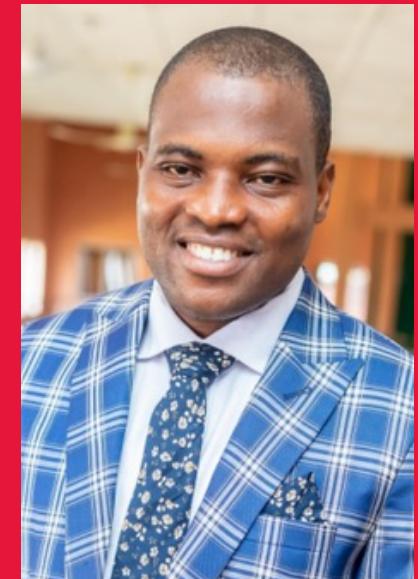
**Nnamdi**  
Technical Lead



**John**  
Dept.Tech Lead



**Duncan**  
R & D Lead



**Kehinde**  
Sales Lead



**Joshua**  
Communications

# PRESENTATION *flow*

INTRODUCTION

PROBLEM  
STATEMENT

DATA  
ANALYSIS

MODEL

DEPLOYMENT

MARKET  
VALUE

CONCLUSION

# Introduction



## The Company

- A movie streaming platform

# Introduction

## Contents gathering

- All movies
- Several languages
- HD Resolution



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## Launching & Subscription

- High Subscription

# Introduction



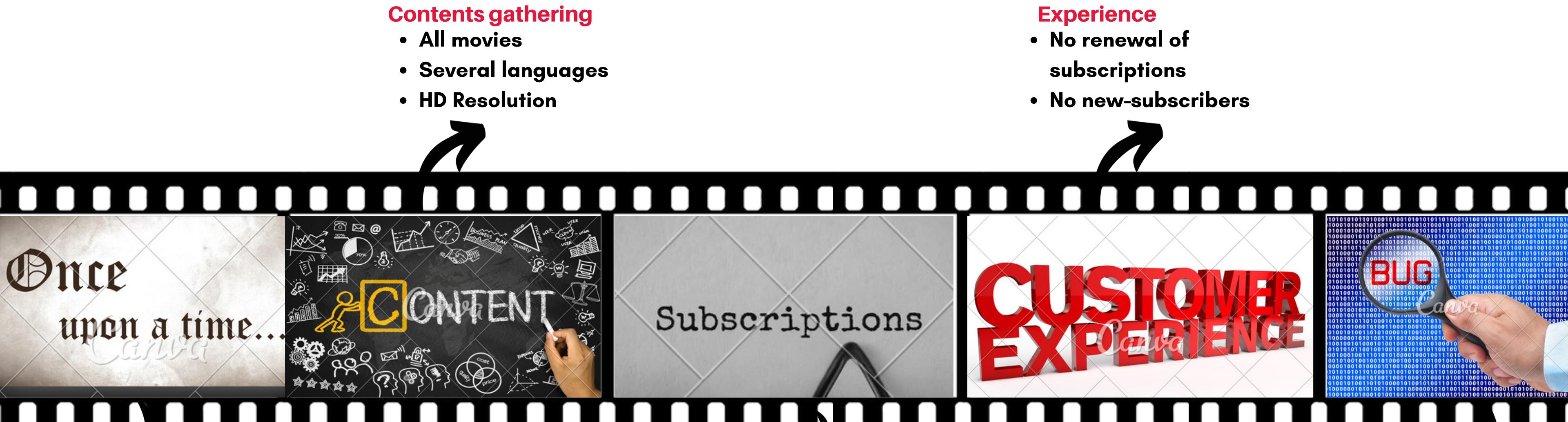
## The Company

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# Introduction



## Contents gathering

- All movies
- Several languages
- HD Resolution

## Experience

- No renewal of subscriptions
- No new-subscribers

Once  
upon a time...



Subscriptions

CUSTOMER  
EXPERIENCE



## The Company

- A movie streaming platform

## Launching & Subscription

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## Our Intervention

- Platform tested
- Problem detected

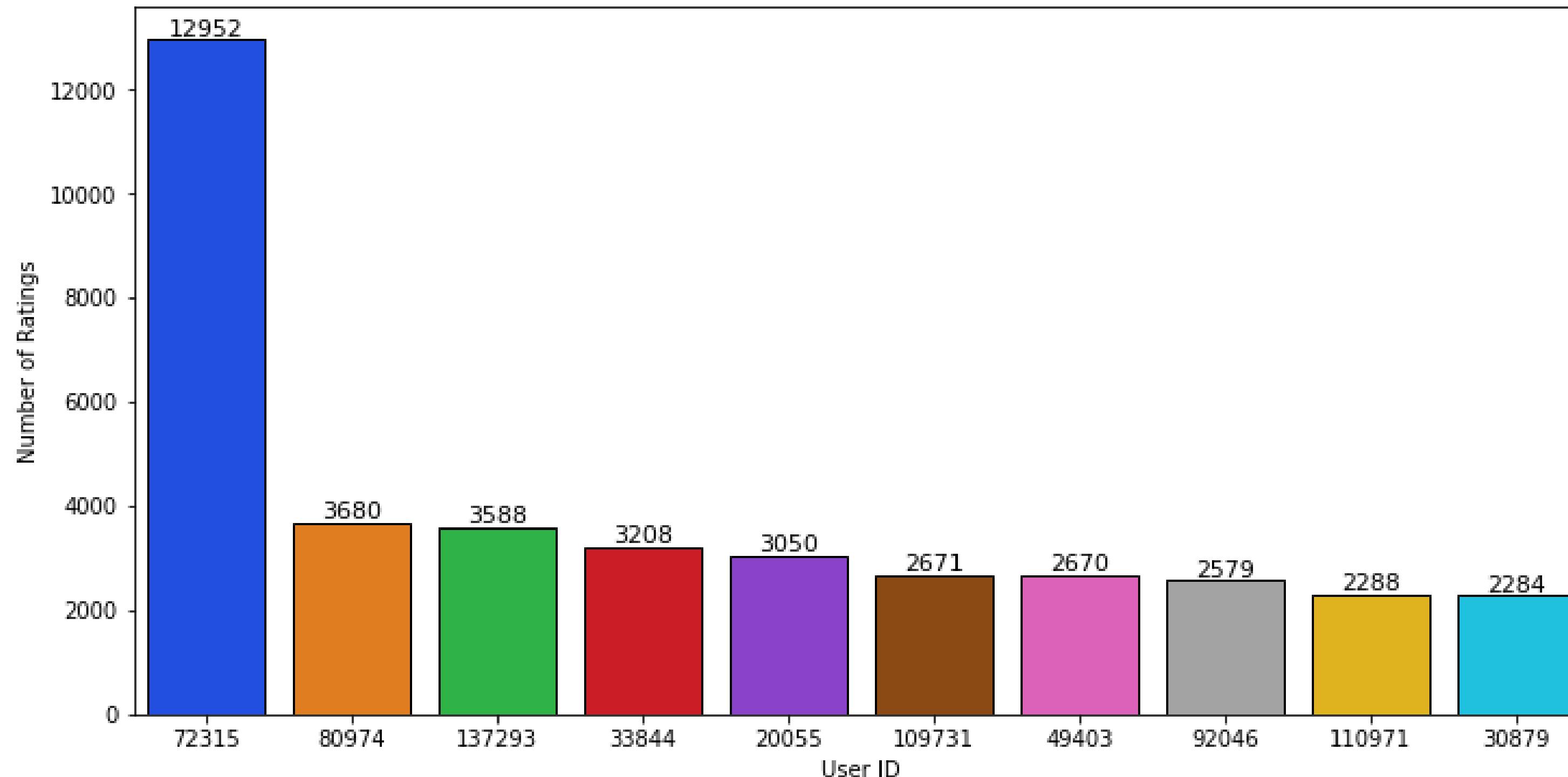


# PROBLEM Statement

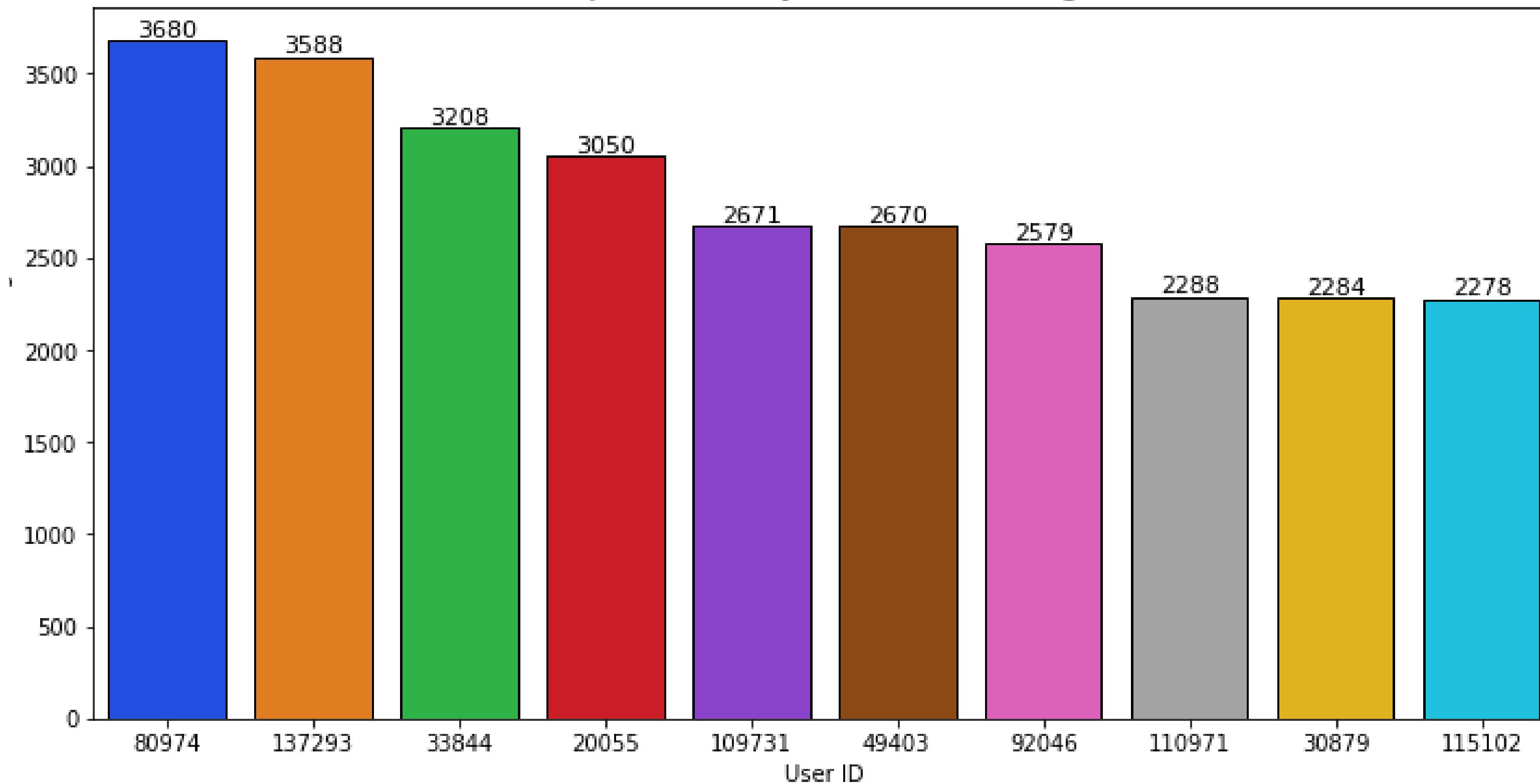
Construct a **recommendation system** that would accurately predict how a user will rate a movie they have not yet viewed based on their historical preferences.

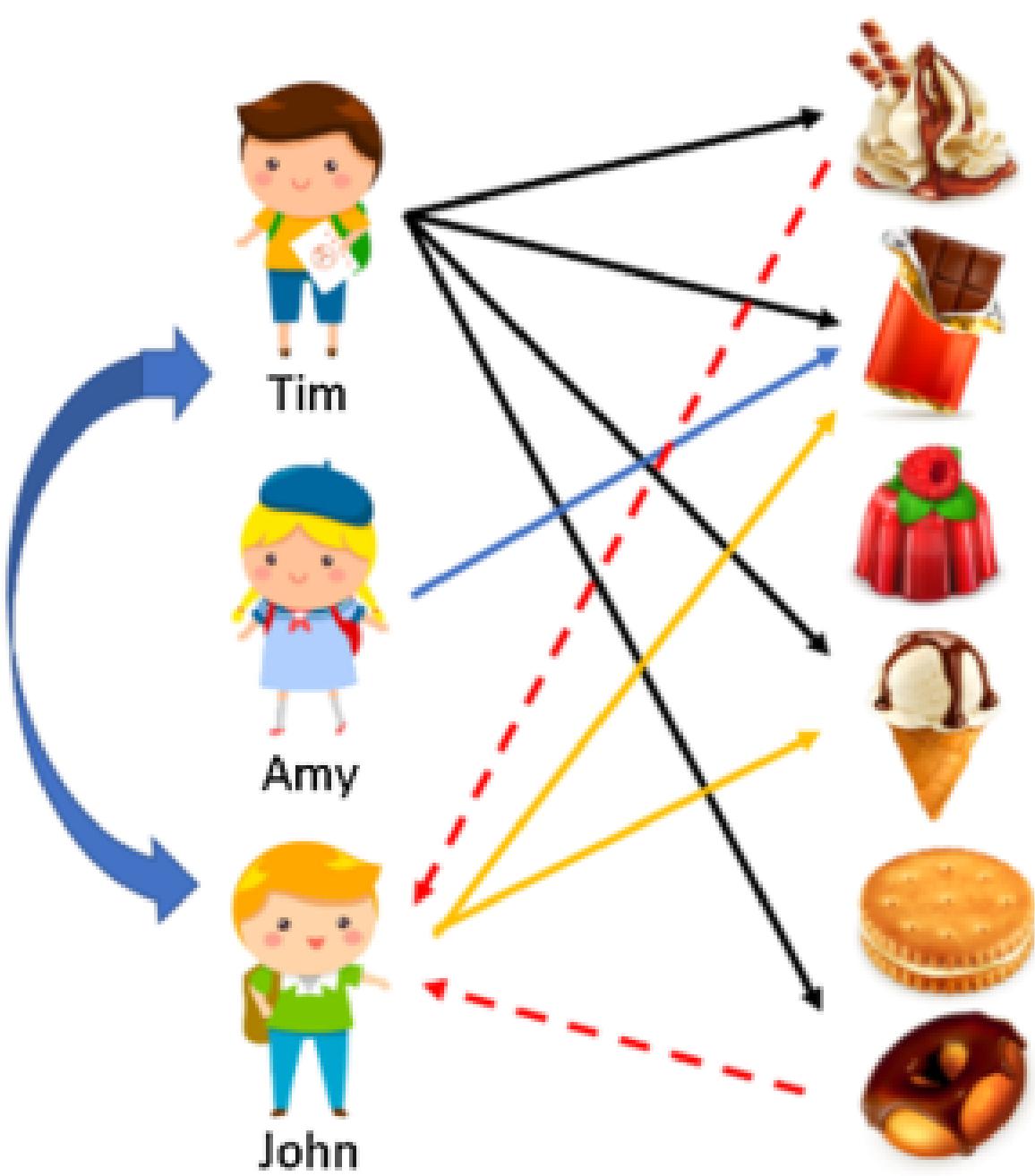
# DATA *Analysis*

Top 10 Users by Number of Ratings

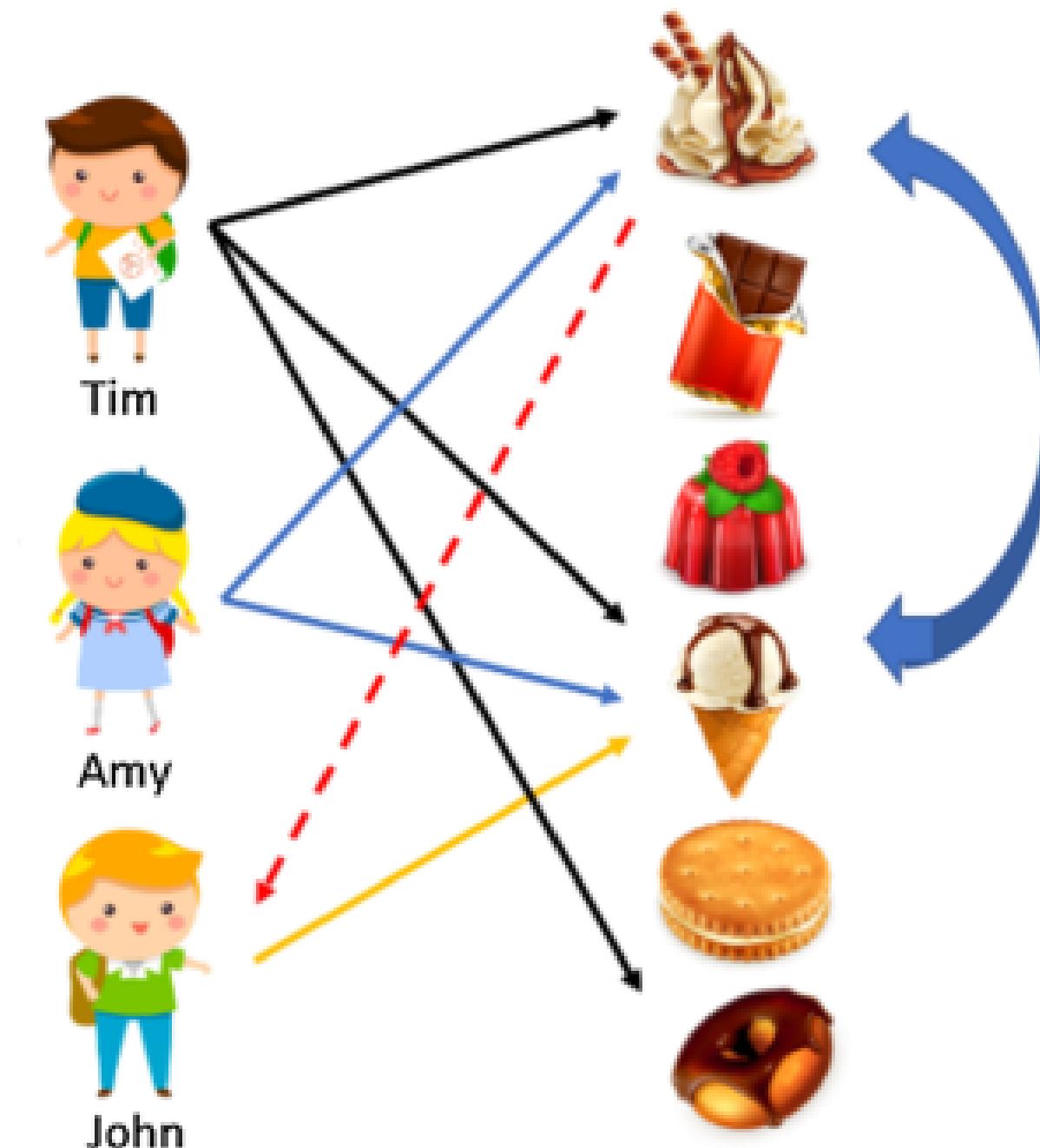


Top 10 Users by Number of Ratings



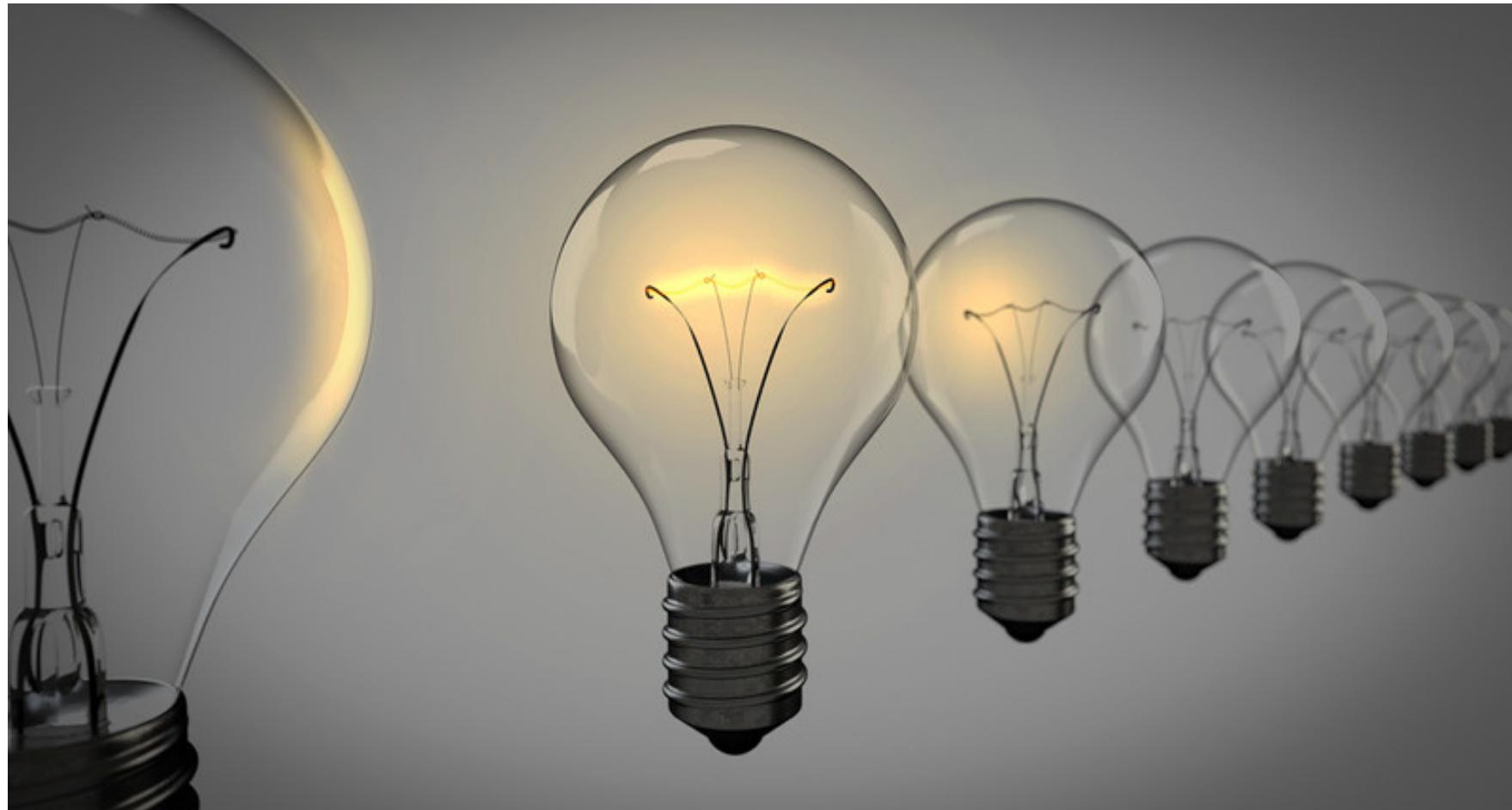


**(a) User-based filtering**



**(b) Item-based filtering**

# Model



The best Model and why

## SVD Model

- Evaluation metric – **RMSE**
- RMSE score of **0.79**

MODEL Deployment

# Market Value



**Economy of scale**



**Churn reduction**



**Customer lifetime value**



**Data safety**



**User experience**

# Conclusion



## The Result

- 5 star rating
- 40% increase



## The Use

- Scaling
- Market Research

