Film Recommendation:
Before watching movies on Netflix/ Amazon Prime, we often have a preference list to decide what to watch first as there are too many options. Some members prefer action and animation, while other members prefer romance and comedy. Understanding these selection patterns can help to increase sales in several ways. If there is a pair of genres, X and Y, that are frequently watched by a subscriber:

- Both X and Y can be placed on the recommendation list, so that subscribers of one genre would be prompted to browse the list and find what they want to watch next.
- Promotional discounts could be applied to just one out of the two items.
- Advertisements on X could be targeted at subscribers who purchase Y.

Context

This dataset (Project1) describes 5-star rating and free-text tagging activity from MovieLens, a movie recommendation service. It contains 25000095 ratings and 1093360 tag applications across 62423 movies. These data were created by 162541 users between January 09, 1995 and November 21, 2019. This dataset was generated on November 21, 2019.
Users were selected at random for inclusion. All selected users had rated at least 20 movies. No demographic information is included. Each user is represented by an id, and no other information is provided.
More details about the contents and use of all these files follows.

Content

Movies Data File Structure (movies.csv)

Movie information is contained in the file movies.csv. Each line of this file after the header row represents one movie, and has the following format:

movieId,title,genres

Movie titles are entered manually or imported from https://www.themoviedb.org/, and include the year of release in parentheses. Errors and inconsistencies may exist in these titles.

Genres are a pipe-separated list, and are selected from the following:

- Action
- Adventure
- Animation
- Children's
- Comedy
- Crime
- Documentary
- Drama

- Fantasy
- Film-Noir
- Horror
- Musical
- Mystery
- Romance
- Sci-Fi
- Thriller
- War
- Western
- (no genres listed)

Acknowledgements