

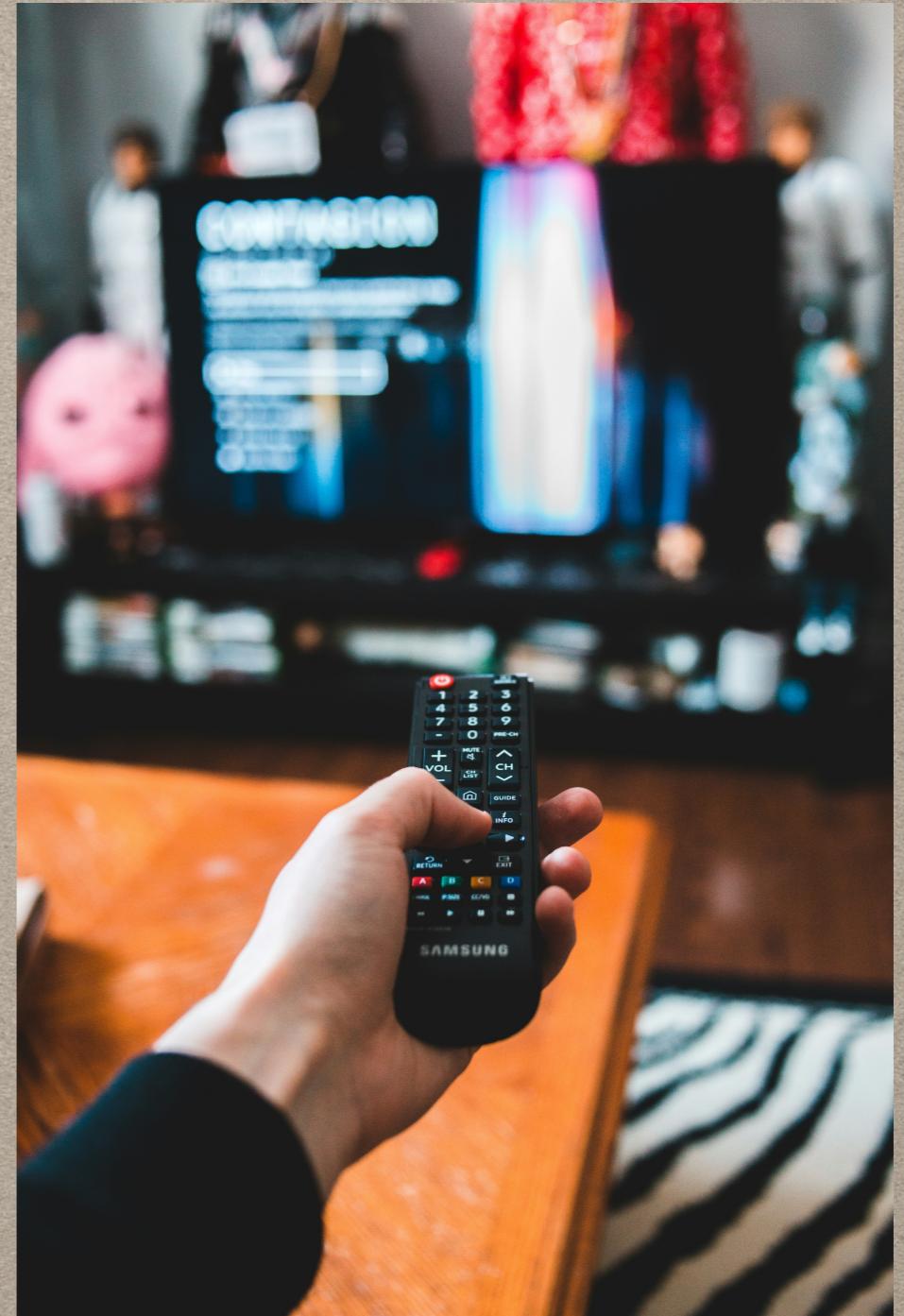


# MOVIE RECOMMENDATION MODELING

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# BUSINESS UNDERSTANDING

- *Cord Cutting*
- *Competitive Market*
- *Expensive*
- *Subscription Fatigue*

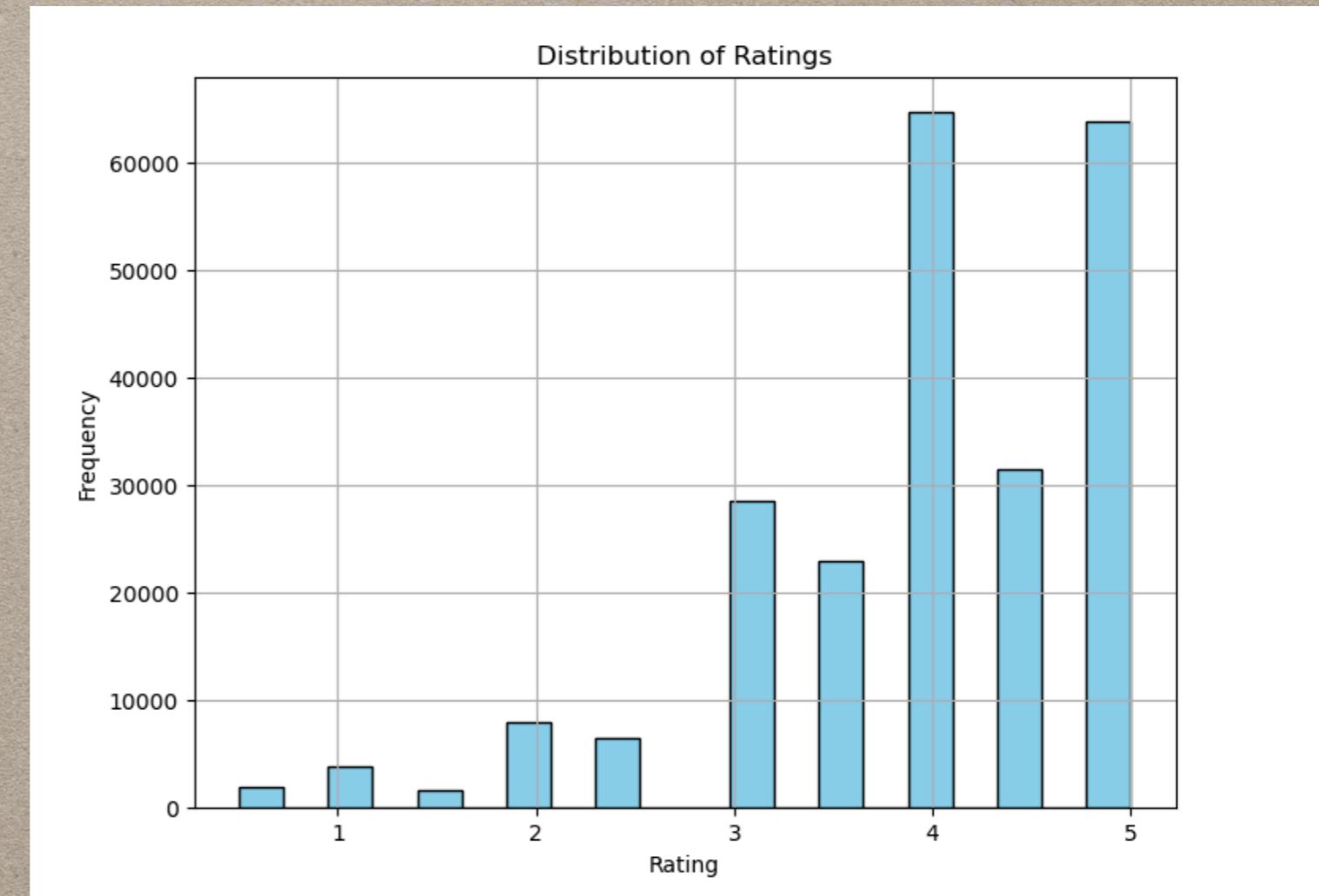


# GOAL: CREATE A MOVIE RECOMMENDATION MODEL THAT RECOMMENDS 5 MOVIES FOR EACH USER



# EXPLORING DATA

- Rating
- Genre
- Data prep



# SVD GRID SEARCH RESULTS

- RMSE 0.38
- MAE 0.24
- F1 SCORE 0.42
- PERCISION 0.98
- RECALL 0.34

## User 1 recommendations:

- Shawshank Redemption, The (1994)
- Dark Knight Rises, The (2012)
- Patton (1970)
- Philadelphia Story, The (1940)
- Casablanca (1942)

## User 5 recommendations:

- Guess Who's Coming to Dinner (1967)
- Neon Genesis Evangelion: The End of Evangelion
- Graduate, The (1967)
- Shadow of a Doubt (1943)
- Bonnie and Clyde (1967)

## User 7 recommendations:

- Godfather, The (1972)
- Sausage Party (2016)
- Argo (2012)
- To Kill a Mockingbird (1962)
- High Noon (1952)

## User 15 recommendations:

- To Kill a Mockingbird (1962)
- It's a Wonderful Life (1946)
- Bridge on the River Kwai, The (1957)
- Godfather: Part II, The (1974)
- Paths of Glory (1957)

## User 17 recommendations:

- Cyrano de Bergerac (1990)
- Creature Comforts (1989)
- Great Escape, The (1963)
- Shadow of a Doubt (1943)
- To Kill a Mockingbird (1962)

# COLD START PROBLEM

- New users
- No history
- How to recommend?

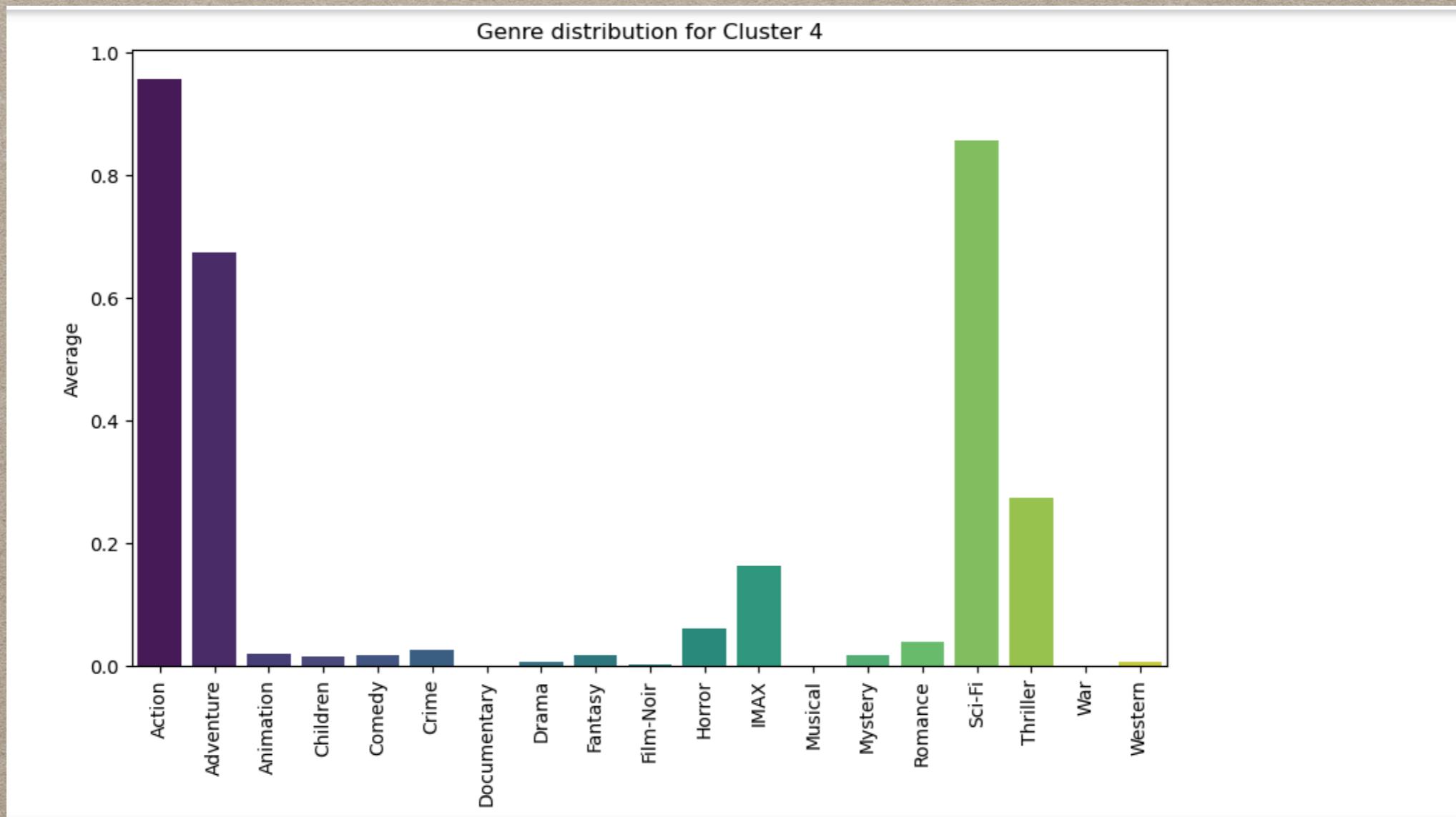


# RECOMMENDING POPULAR MOVIES

- Highest rated movies
- By genre



# SOLVING COLD START USING CLUSTERING TECHNIQUES



# LIMITATIONS AND NEXT STEPS

- Time consuming
- Focused Genre and Ratings
- More user data
- More movies

# RECOMMENDATIONS

- SVD Grid Search
- Popularity Based Model
- Clustering Means

# THANK YOU

ANY QUESTIONS?

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Student

README  
Movierec\_notebook

