

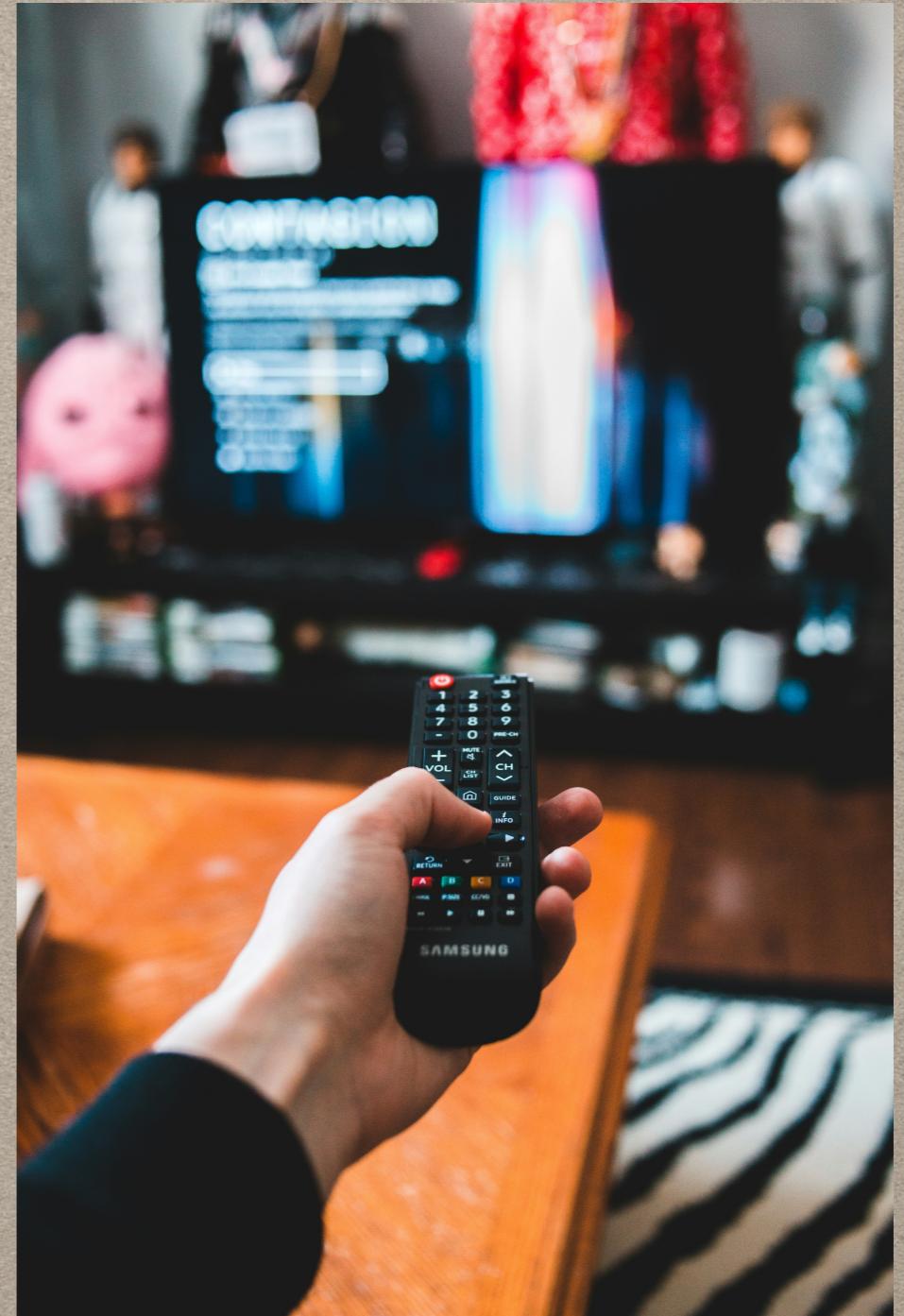


MOVIE RECOMMENDATION MODELING

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BUSINESS UNDERSTANDING

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

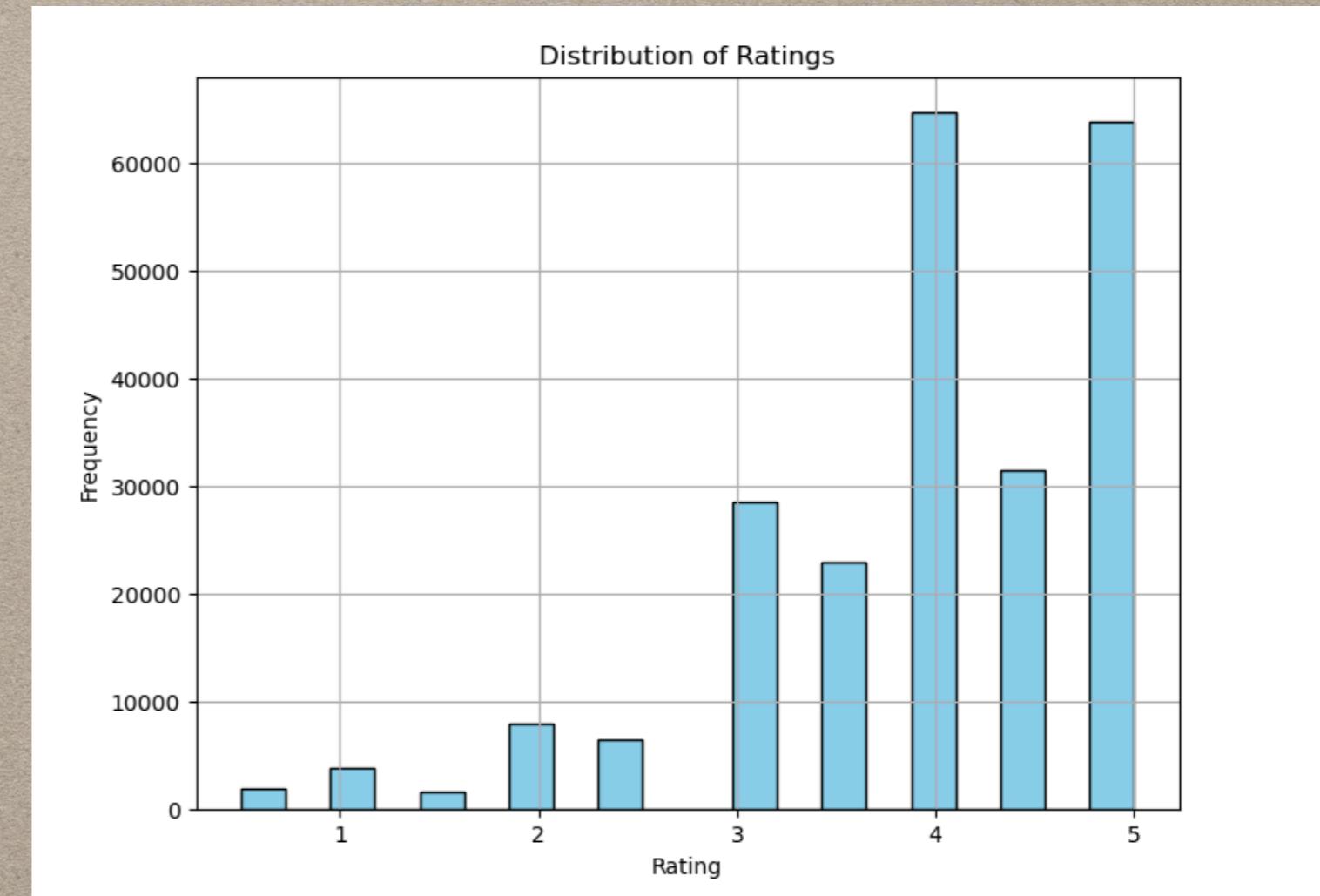


GOAL: CREATE A MOVIE RECOMMENDATION MODEL THAT RECOMMENDS 5 MOVIES FOR EACH USER



EXPLORING DATA

- Avg Rating 3.7
- War Highest
- Comedy Lowest



SVD GRID SEARCH RESULTS

- RMSE 0.38
- MAE 0.24
- Percision 0.98

Top 5 rated films by user 2:

1. Mad Max: Fury Road (2015) - Rating: 5.0
2. Wolf of Wall Street, The (2013) - Rating: 5.0
3. Warrior (2011) - Rating: 5.0
4. Step Brothers (2008) - Rating: 5.0
5. Inside Job (2010) - Rating: 5.0

User 2 recommendations:

- Princess Bride, The (1987)
- Life Is Beautiful (La Vita è bella) (1997)
- Clockwork Orange, A (1971)
- Fight Club (1999)
- Pulp Fiction (1994)

COLD START PROBLEM

- New users
- No history
- How to recommend?

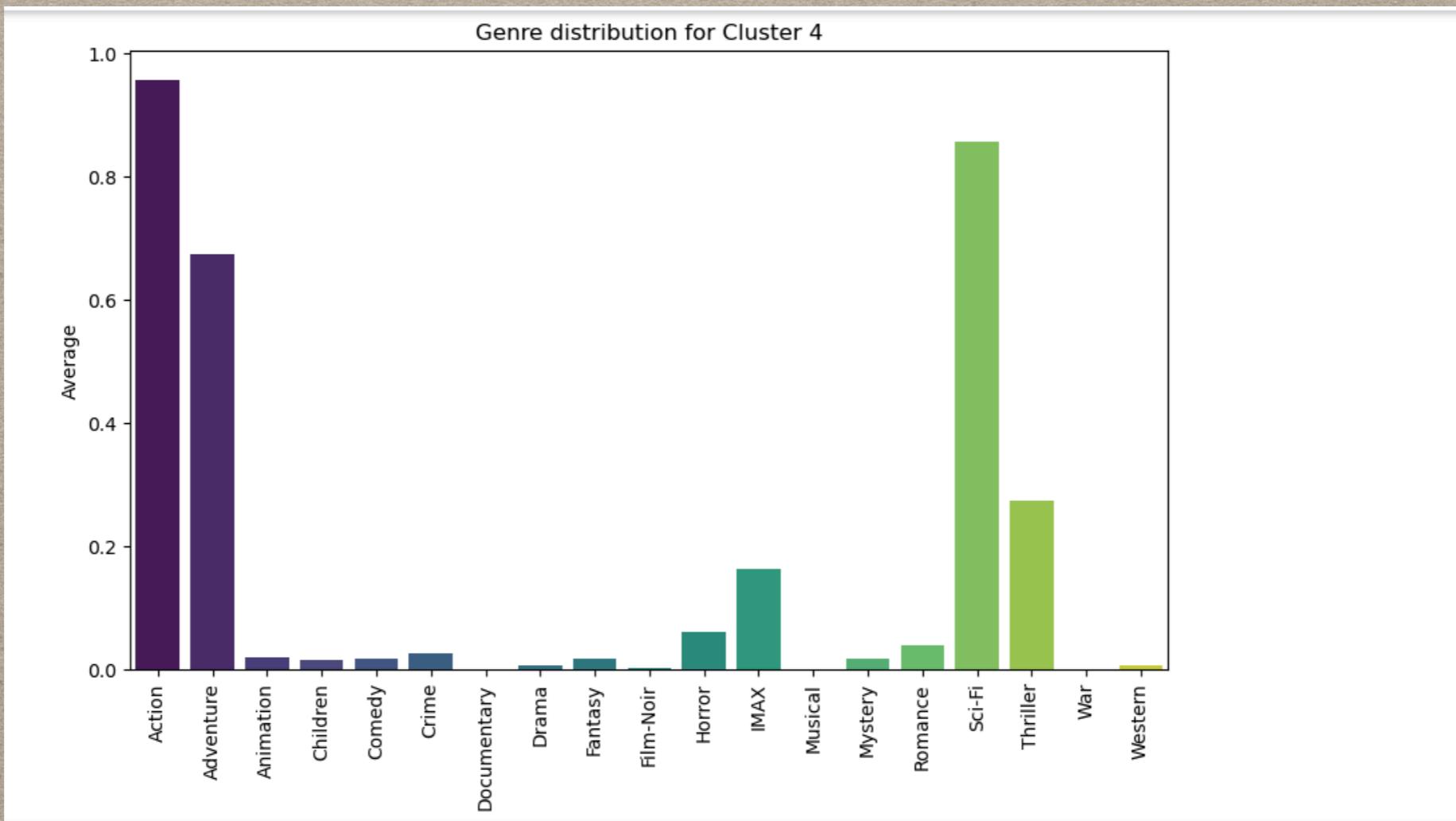


RECOMMENDING POPULAR MOVIES

- 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?

By Jessica Guzzo

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Student

README
Movierec_notebook

