

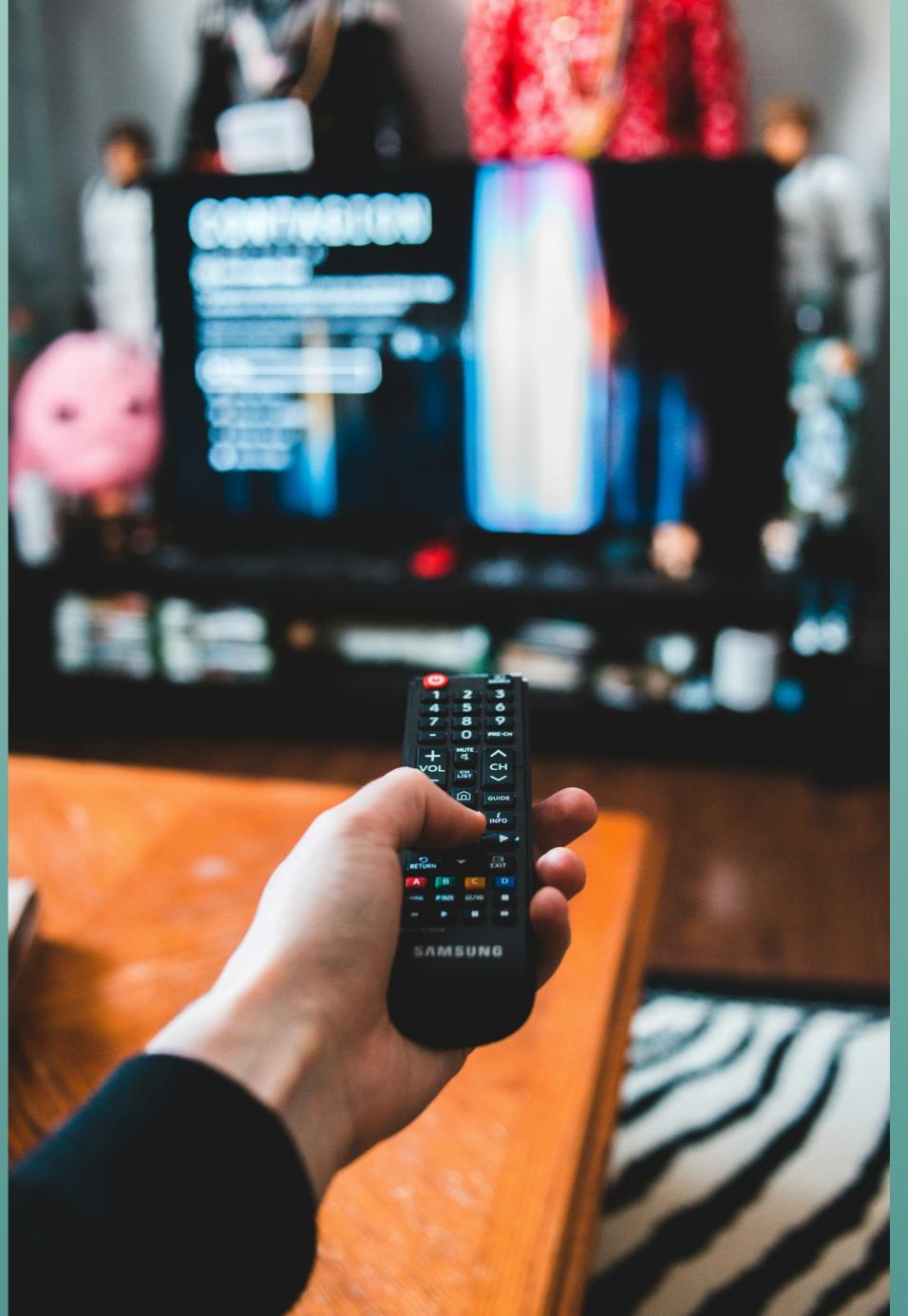


MOVIE RECOMMENDATION MODELING

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BUSINESS UNDERSTANDING

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

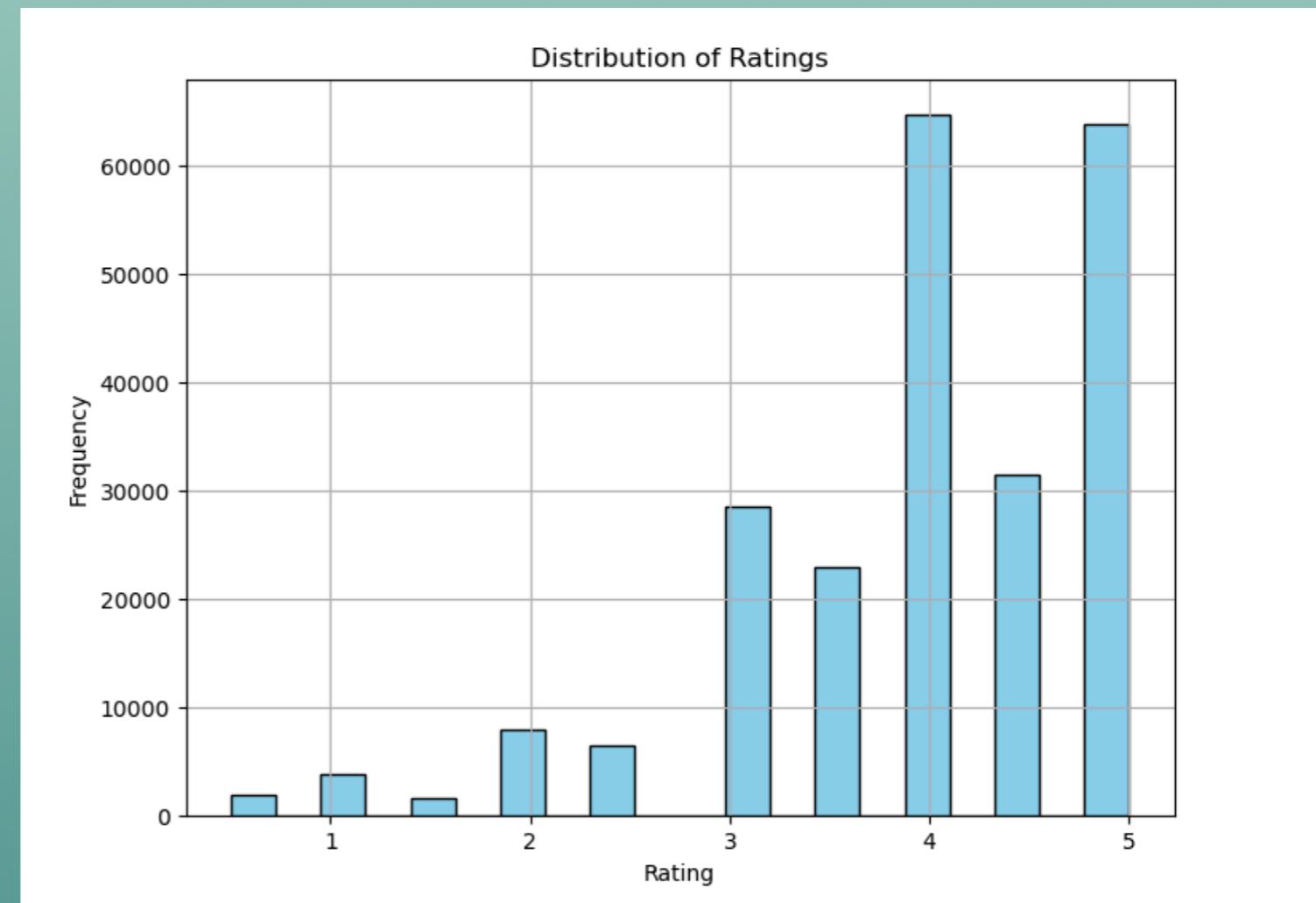


GOAL: CREATE A MOVIE RECOMMENDATION MODEL THAT RECOMMENDS 5 MOVIES FOR EACH USER



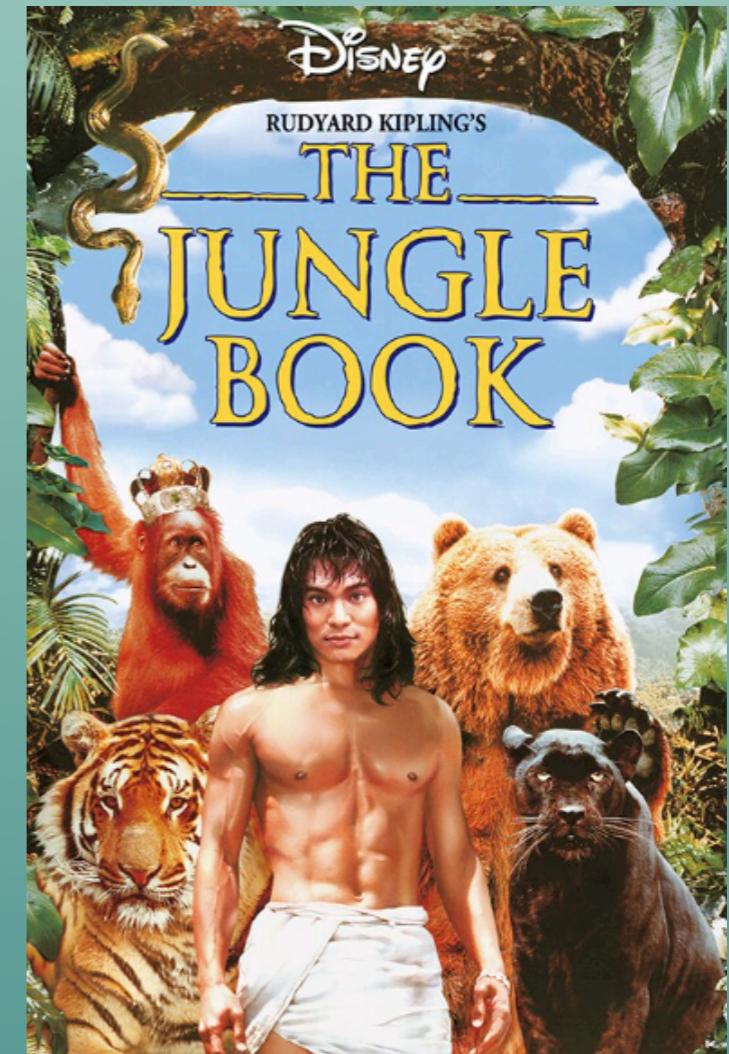
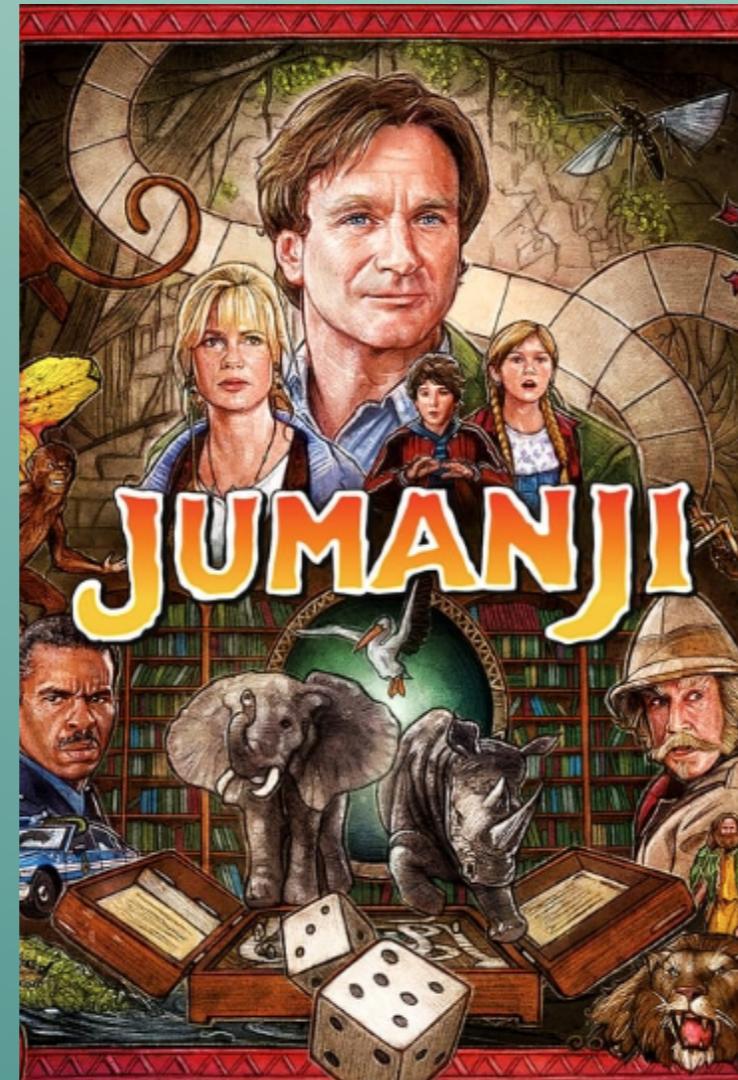
EXPLORING DATA

- Avg Rating 3.50
- Film-Noir Highest
- Horror Lowest



SVD GRID SEARCH MODEL

- RMSE 0.853
- MAE 0.743
- F1 0.642



COLD START PROBLEM

- New users
- No history
- How to recommend?



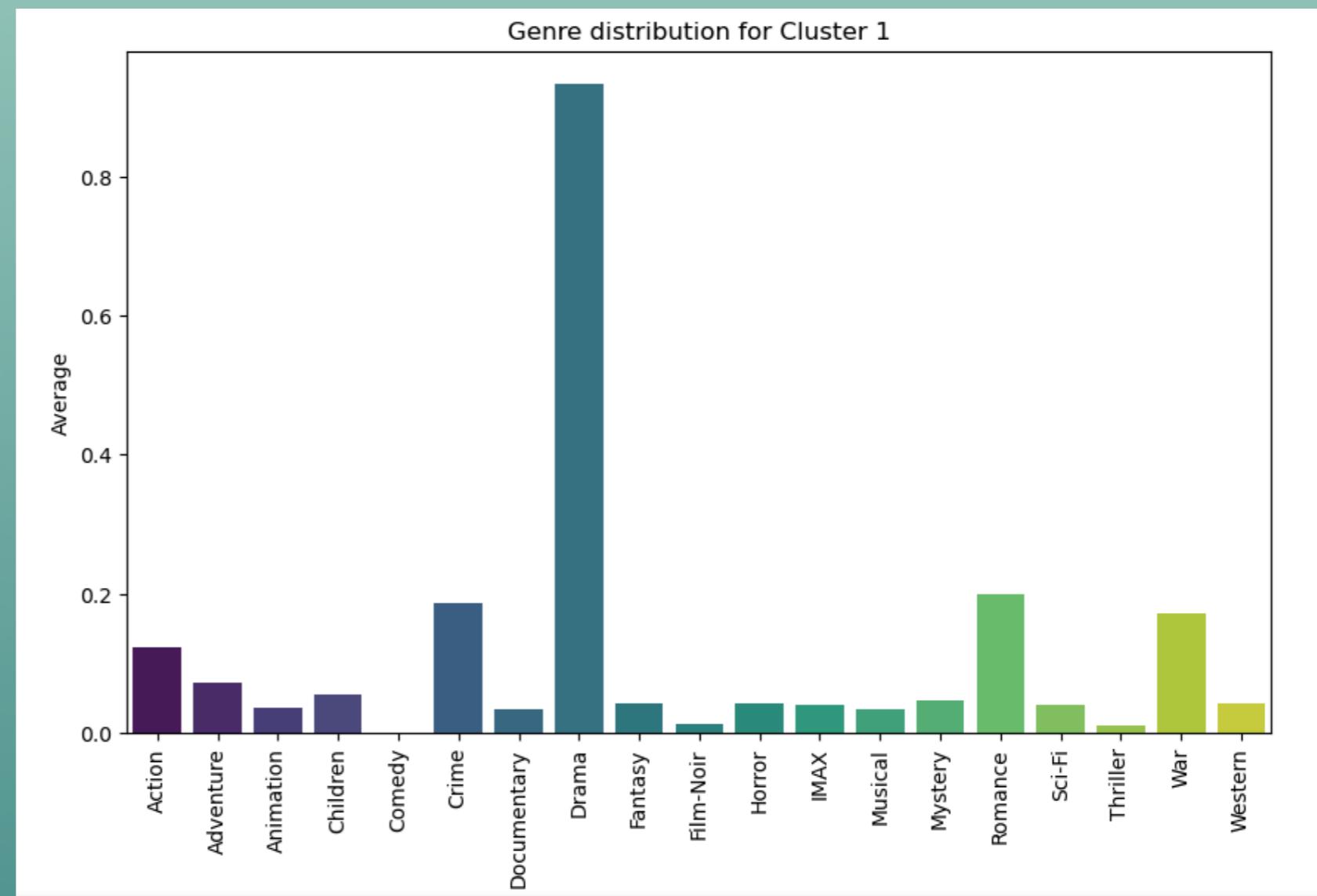
RECOMMENDING POPULAR MOVIES

- Highest rated movies
- By genre



SOLVING COLD START USING CLUSTERING TECHNIQUES

- *Adventure and Family*
- *Dramatic*
- *Comedy and Romance*
- *Thrilling Action*



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

