

Data 612 - Research Question #1

Netflix Recommender System

Joseph Simone

Overview

Netflix is a subscription based service model that utilizes personalized recommendations, helping its' users easily find the content that is interesting to them. In order to achieve this goal, a complex proprietary recommendation system was constructed

How it works When this system is broken down to its' simplest form, it strives to estimate the likelihood that the user will watch a particular title in its' catalog. The system looks will look at a few things to achieve this by:

- your interactions with our service (such as your viewing history and how you rated other titles),
- other members with similar tastes and preferences on our service
- information about the titles, such as their genre, categories, actors, release year, etc.
- the time of day you watch
- the devices you are watching Netflix on
- how long you watch.

The recommendations system does not include demographic information (such as age or gender) as part of the decision making process.

How we improve our recommendations system We take feedback from every visit to the Netflix service and continually re-train our algorithms with those signals to improve the accuracy of their prediction of what you're most likely to watch. Our data, algorithms, and computation systems continue to feed into each other to produce fresh recommendations to provide you with a product that brings you joy.