



Prime Ime

An Amazon Prime Video - Content Based - Recommendation System

Introduction

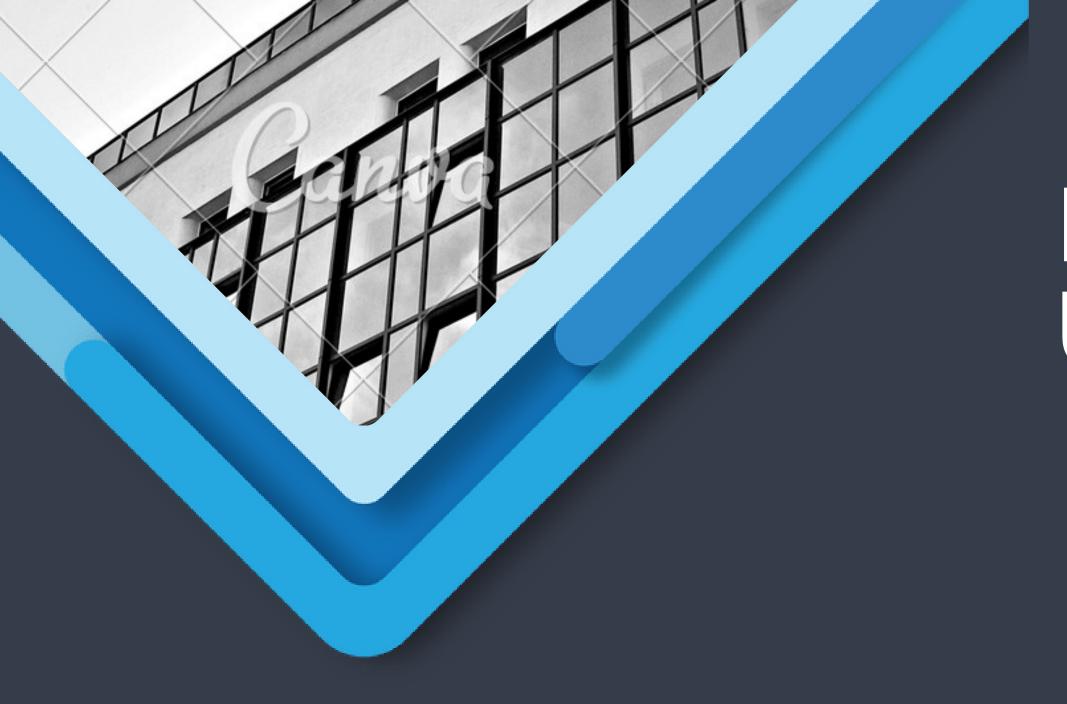


Jawwad A Siddiqui
Data Scientist
Creator of PrimeTime

Today's Agenda







Business Understanding

- Losing customer base to competitors
- Prime Video ranked 2nd

Tried neural networks and other machine learning

Data Understanding





Methodology

Leverage content based filtering approach

Cosine Similarity

cos_movie_recommend()

executed in 7.08s, finished 17:33:55 2022-06-01

Title: The General

How many recommendations? 5

Would you like MOVIE or SHOW recommendations? MOVIE

	Movie Title	Type	Release Year	Runtime (minutes)	Genres	IMDB Score	Cast Name
0	All Hat	MOVIE	2007	89	[action, comedy, drama, western, european]	5.1	Rachael Leigh Cook,Luke Kirby,Keith Carradine,
1	Vendetta	MOVIE	1971	92	[western, comedy, drama, action, european]	4.6	Telly Savalas, Clint Walker, José María Prada, Án
3	A Fistful of Dynamite	MOVIE	1971	157	[western, european, drama, war]	7.6	Rod Steiger, James Coburn, Romolo Valli, Maria Mo
4	Let the Bullets Fly	MOVIE	2010	132	[comedy, drama, western, action]	7.2	Chow Yun-Fat, Ge You, Jiang Wen, Carina Lau, Chen
5	Kabullywood	MOVIE	2017	84	[drama, comedy, war, european]	7.2	Mohd Qais Shaghasy,Farid Joya,Roya Heydari,Ghu

K-Nearest Neighbors

knn_movie_recommend()

executed in 5.40s, finished 17:49:10 2022-06-01

Title: The General

How many recommendations? 5

Would you like MOVIE or SHOW recommendations? MOVIE

	Movie Title	Туре	Release Year	Runtime (mins)	Genres	IMDB Score	Cast Name
0	All Hat	MOVIE	2007	89	[action, comedy, drama, western, european]	5.1	Rachael Leigh Cook, Luke Kirby, Keith Carradine,
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Limitations

- Relied on JustWatch Movie ID
- Small number of titles
- Proprietary data

Next Steps

Expand data & webscraping

Deploying to mobile/web app



Git In Touch

Any Questions?



<u>GitHub</u>



<u>LinkedIn</u>



Email



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