



22ND CENTURY STUDIOS ENTERTAINMENT COMPANY

Creating films that make an impact.

IMPROVING USER EXPERIENCE BY CREATING A RECOMMENDATION SYSTEM



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Introduction

In the vast world of movies available today, choosing what to watch can be overwhelming. Movie recommendation systems have become essential tools, helping people discover movies that match their preferences.

This realm of movie recommendation systems aims to create a user-friendly and efficient model for suggesting movies based on individual tastes..

Problem Statement

The challenge we face is creating a movie recommendation system that helps users navigate the overwhelming number of movie options and guides them to films they'll likely enjoy. Additionally, encouraging users to rate movies is crucial, as it forms the basis for accurate recommendations. Addressing these challenges involves developing an algorithm that understands user behavior and movie features to offer meaningful suggestions.

MAIN OBJECTIVE

Discussing the development of a system that provides personalized movie recommendations.

SPECIFIC OBJECTIVES

1. To identify the frequency of the movies released per year
2. To determine the genres preferred by the users.
3. To discuss the frequency at which each movie has been rated.
4. To describe the total count of ratings on movies.

Research Questions

1. How can we determine the most effective method for recommending movies to users and improving their satisfaction?
2. What strategies can we implement to encourage users to share their movie preferences?
3. How can we strike a balance between using user preferences and movie attributes to generate the best recommendations?
4. What features and aspects are crucial for building an effective recommendation model?
5. How can we optimize the recommendation system to provide the most relevant and personalized movie suggestions?

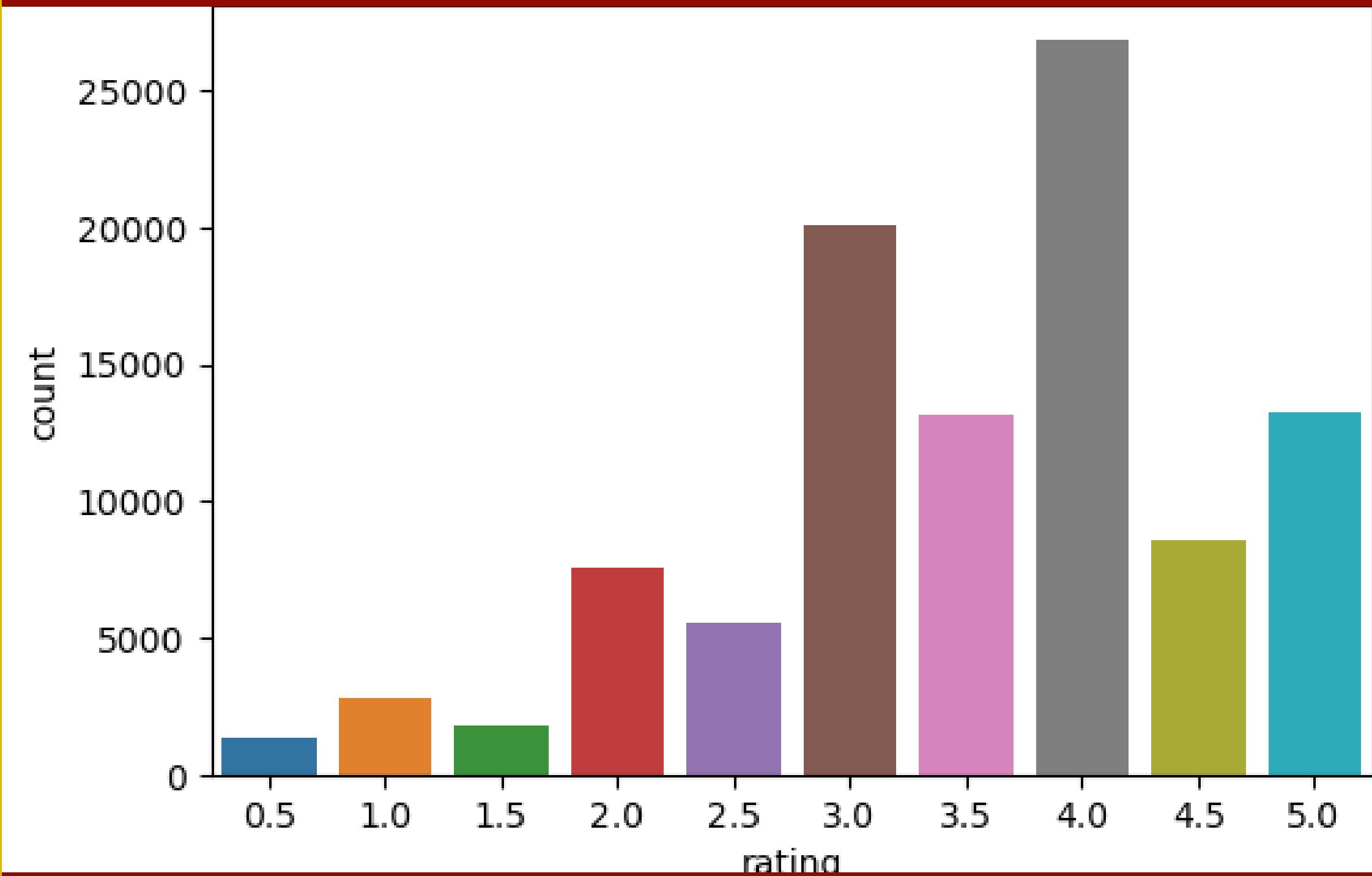


FINDINGS

Only a few movies have a lower rating as the ratings below average (i.e. 2.5) are minimal than those above 2.5.

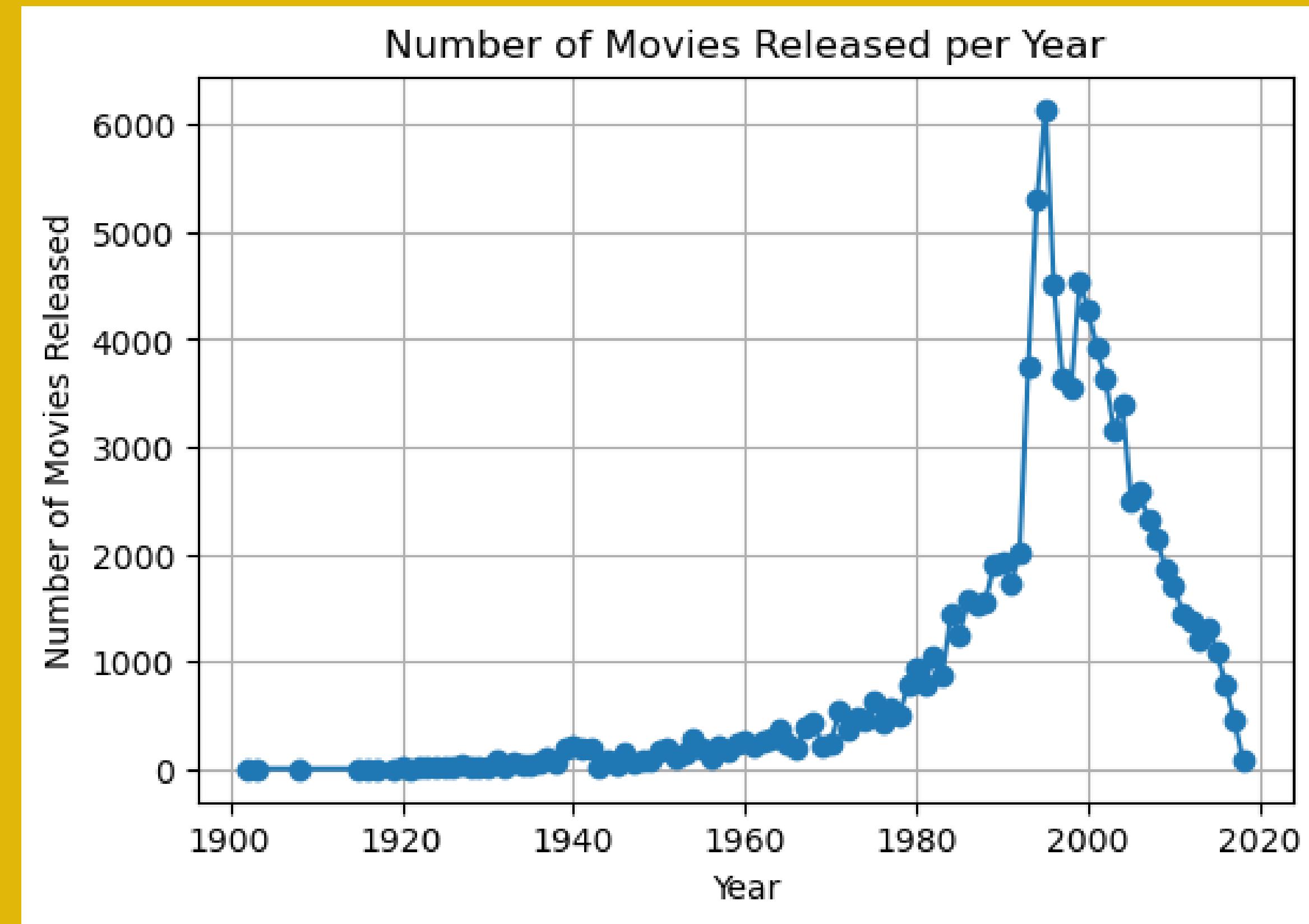
Therefore it is right to say that the movies are as great as the other services.

1: The total count of ratings of movies



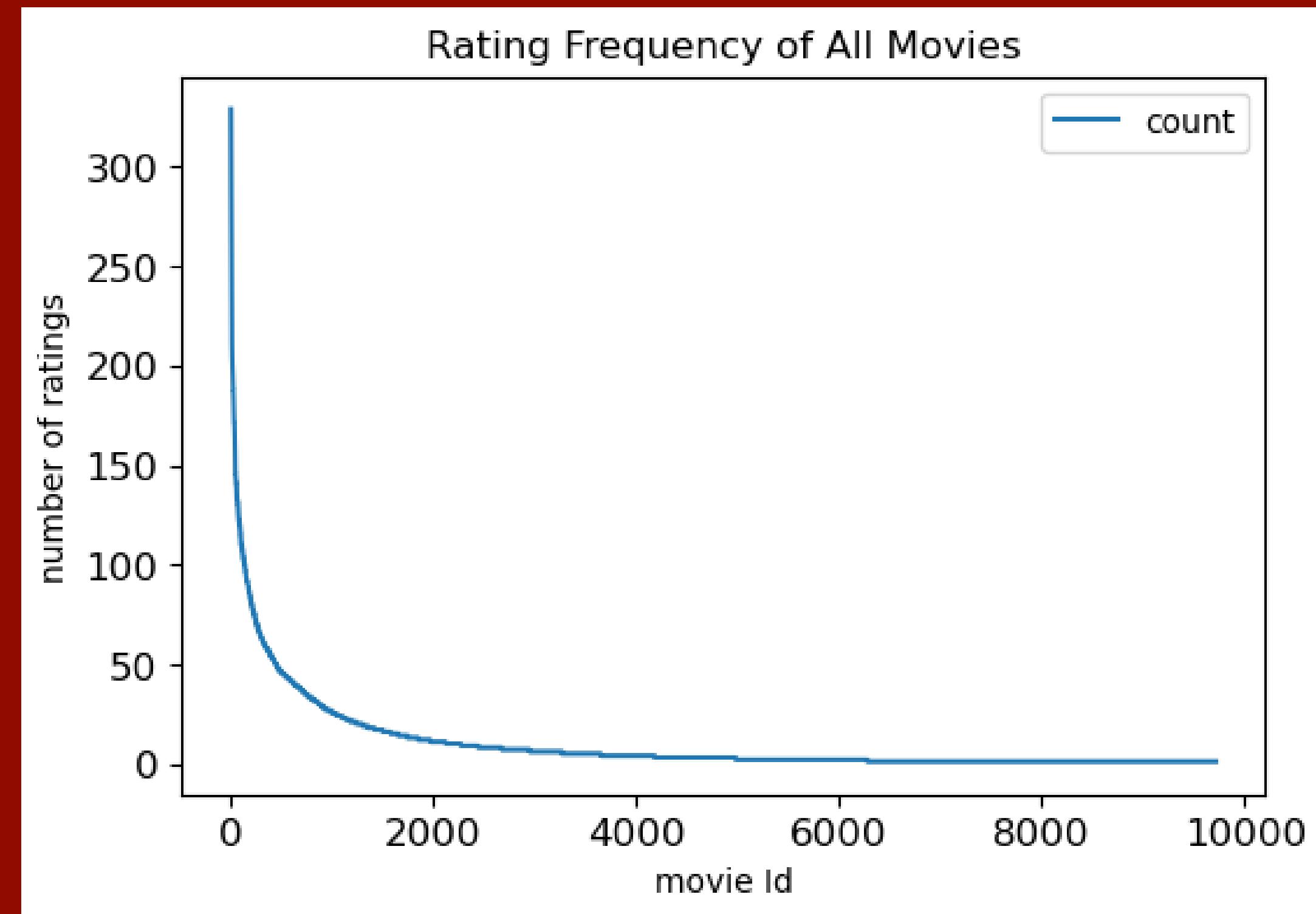
The frequency of movies released per year

As technology improved it contributed to the increase in movie production in the mid-1990s.



The frequency at which each movie has been rated.

Only a small fraction of the items are rated frequently. The vast majority of items are rated rarely. This results in a highly skewed distribution of the underlying ratings.

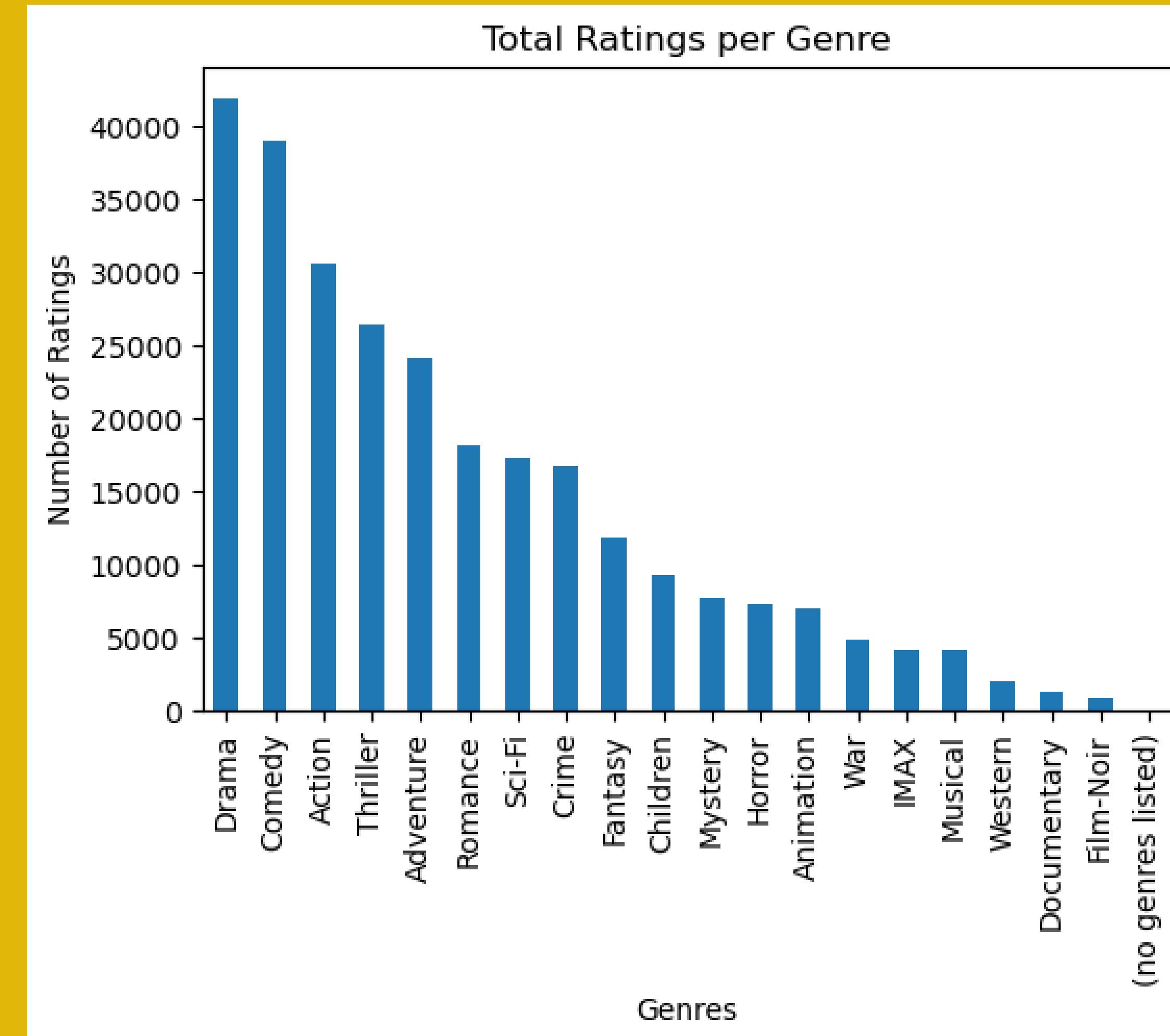


Finding the highly-rated movie genre

Drama and comedy films have the highest ratings and documentaries and film-noir have the lowest amount of ratings.

Hence shows that people prefer dramas more

Total Ratings per Genre



SUMMARY

1. Most users do not rate the movies they watch.
2. Most users prefer dramas and comedy films.
3. Technology has led to an increase in the production of movies.
4. The movies are highly rated which means that the users enjoy the movies they watch.
5. The movie production rate is rapidly increasing



RECOMMENDATIONS

EXPAND GLOBAL CONTENT AVAILABILITY

Work on expanding the availability of content across all regions

ENHANCE USER INTERFACE AND NAVIGATION

In order to make it more intuitive and user-friendly

INCENTIVIZE USER PARTICIPATION

Encourage users to provide movie ratings by offering incentives

INVEST IN DATA SECURITY AND PRIVACY

to ensure that user data is handled responsibly and securely.

Q & A



*Thank
You*

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