In this video we will look into movie recommendations.

Have this ever happened with you that you are in mood of watching a movie but having a hard time deciding that which movie to watch?

But once you login to the usual on demand movie providers like Netflix, Hotstar, Prime Videos or YouTube, you mostly find relevant recommendation according to your taste that helps you decide and move ahead with your plan.

This is movie recommendation and is used by almost all the online platforms for better user experience.

Movie Recommendations system can be classified into three broad categories. They are genre based recommendations, content based recommendations and collaboration based recommendations.

Let’s see what each of them are.

Say you decide to visit Netflix.

When you go to Netflix page you see something similar to this.

The tags under which movies are classified are nothing but recommendations.

Like **Top Picks for this user** is nothing but personalized recommendation for that user.

**Trending now** store the movies that are newly released or are mostly liked by the users.

**Because you watched this** refers to movies that matches with ours and similar users interests.

**New Releases** are movies that are not currently rated but can be reviewed to provide further recommendations.

Hence we notice that our online movie provides uses more than one type of recommendation algorithm to enhance user experience.

First let’s have a look on what is Genre based recommendation

To understand what genre based recommendation is let's search on Google with sci-fi movies.

We see movies like interstellar, gravity, avengers are displayed in return of the search.

So if you decide to move ahead with one of these movies, then you are likely to be recommended with other movies under the same genre.

Google, Netflix and every On- Video demand provider follows this recommendation on outer levels to provide recommendations to its user.

To understand content based recommendation system let us consider an example.

Say you decide to watch Iron man, so a content based recommendation system finds movies with similar content like Iron man 2 and recommend it to you. The algorithm consider movie’s genre, cast, crew, director etc.

Hence, content based recommendation system recommends other movies which have similar content based on your current selection.

It works for one user.

Now to move ahead let’s have a look on collaboration based recommendation system.

Say you have watched both the iron man and iron man2 and there is another user like you who have watched both iron man and iron man 2. But along with the two, the other user also liked avenger.

Now a collaboration based recommendation will identify that the two users have a similar interest in movies and based on the other user’s watch history, it will recommend movies you i.e. in this case avengers is recommended to you.

So, collaboration based recommendation recommends movies to similar users which have similar interests.

The algorithm uses similarity between items which in this case is movies and similarity between users like between you and your friends.

This algorithm works on at least two users.