

Question 1

Why you choose this model, explain alternatives and how the chosen approach is better than the alternatives.

There are many approaches that we can follow. I have used Collaborative filtering-based algorithm to solve the problem. I have chosen this model because it can recommend pratilipis to users based on the similarity with the other users. It is a user-based recommendation system. It can find 'x' users closest to a given user and recommended their top movies to the user. A user is likely to like a content if other user with similar taste also likes the content.

Alternative approaches are Content based filtering and Alternating least squares technique.

Question 2

Improvements to the model built

Mixture and ratio of collaborative filtering and content based recommendation can also be given. Popular Pratilipis can be Trending Pratilipis in world(last week), Trending by region, most popular Pratilipis in world, most popular Pratilipis by region.

Parameters like score threshold, number of Pratilipis to recommend can be explored.

Recommendations based upon special occasions like festival

Recommendation based upon time of the day