

MICROSOFT AND CHILL... WITH OUR RECOMMENDATION SYSTEM



THE TEAM



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HIGH-LEVEL AGENDA

01

BUSINESS PROBLEM

02

DATA OVERVIEW

03

MODELING & RESULTS

04

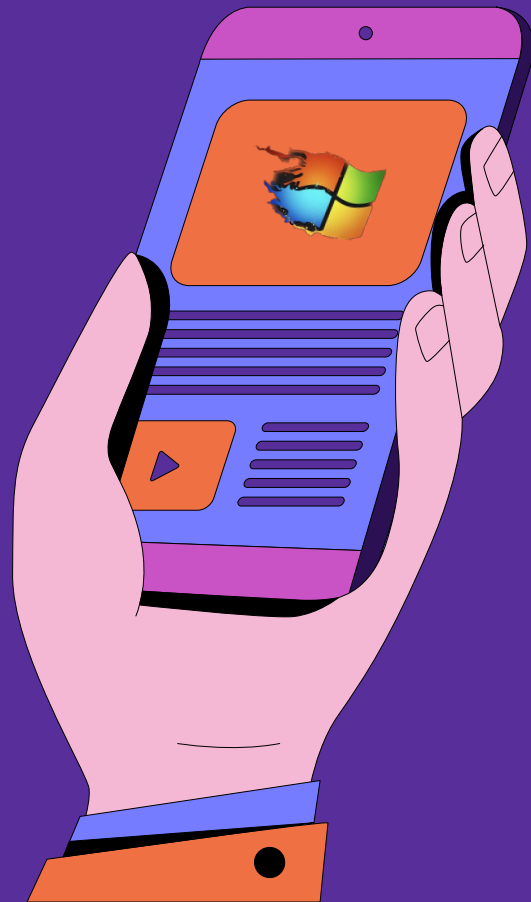
RECOMMENDATIONS

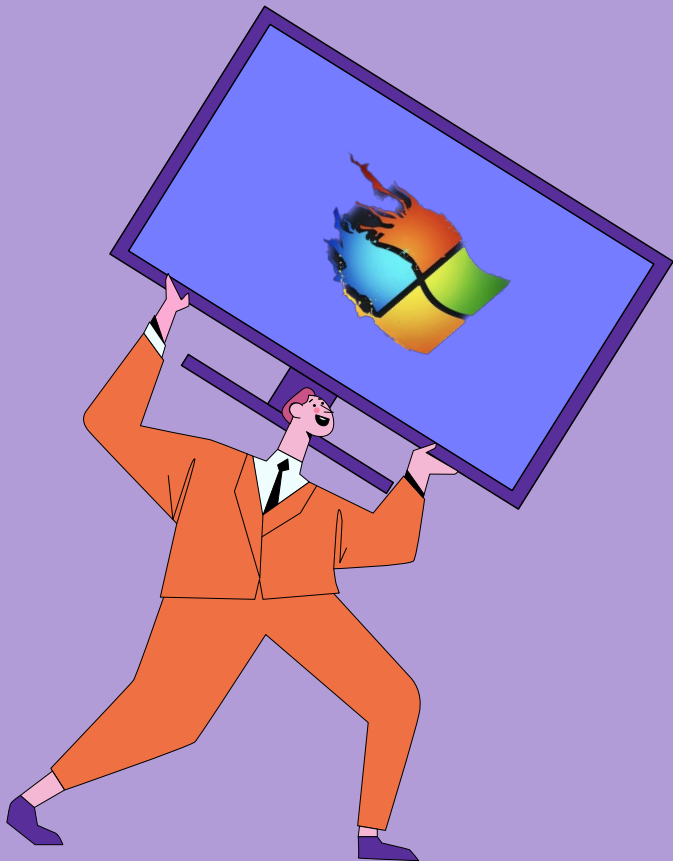
04

FUTURE INSIGHTS

01

BUSINESS PROBLEM





LOST IN THE MOVIE SAUCE?

A new streaming service needs a
recommendation system before launch

AVERAGE PREDICTED
RATING SCORE:

0.9

BUSINESS PROBLEM

DATA OVERVIEW

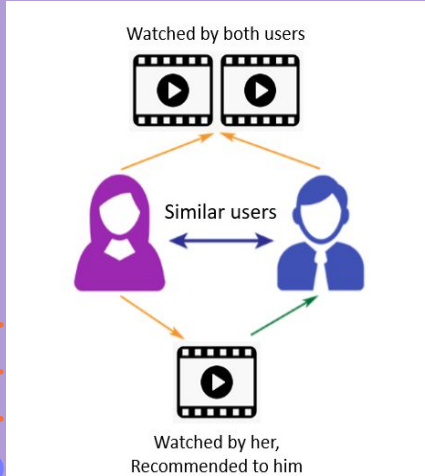
MODELING RESULTS

RECOMMENDATIONS

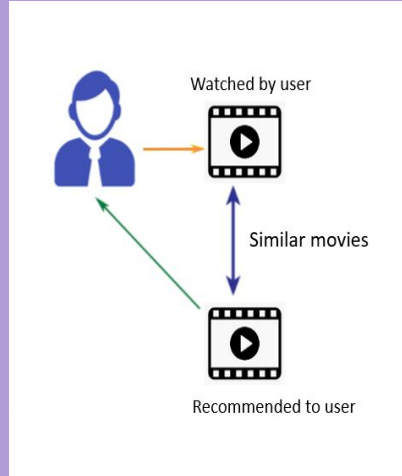
FUTURE INSIGHTS

BOTTOM LINE

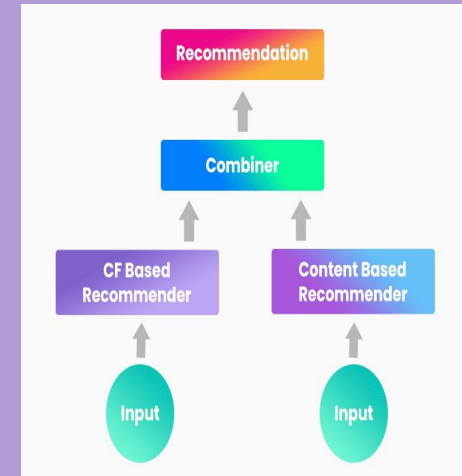
COLLABORATIVE MODEL



CONTENT-BASED MODEL



HYBRID-BASED MODEL



BUSINESS PROBLEM

DATA OVERVIEW

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DATA OVERVIEW



About that Data...



100,000+ Ratings



Super Users



Cold-Start Problem

BUSINESS PROBLEM

DATA OVERVIEW

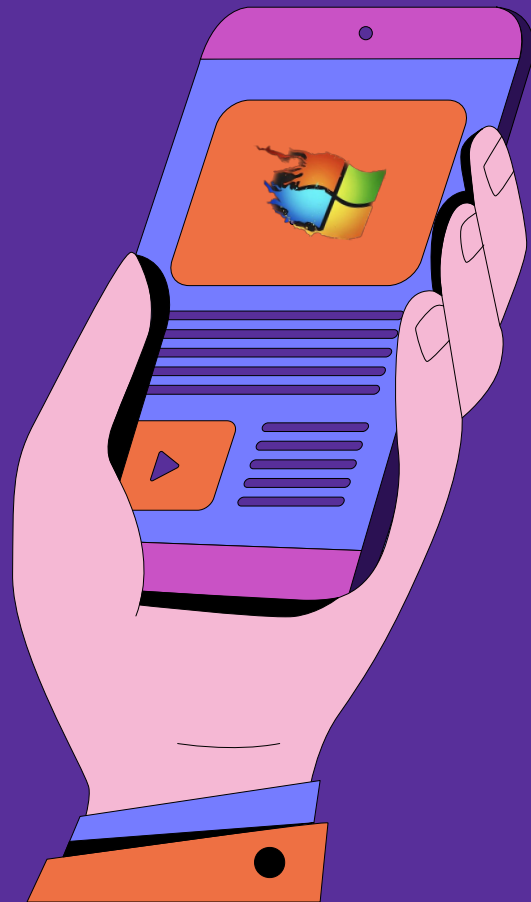
MODELING RESULTS

RECOMMENDATIONS

FUTURE INSIGHTS

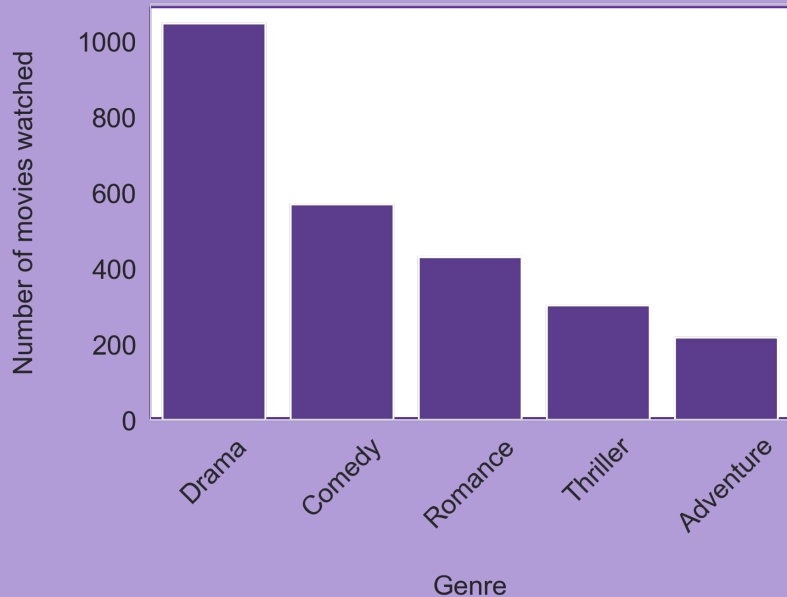
03

MODELING & RESULTS

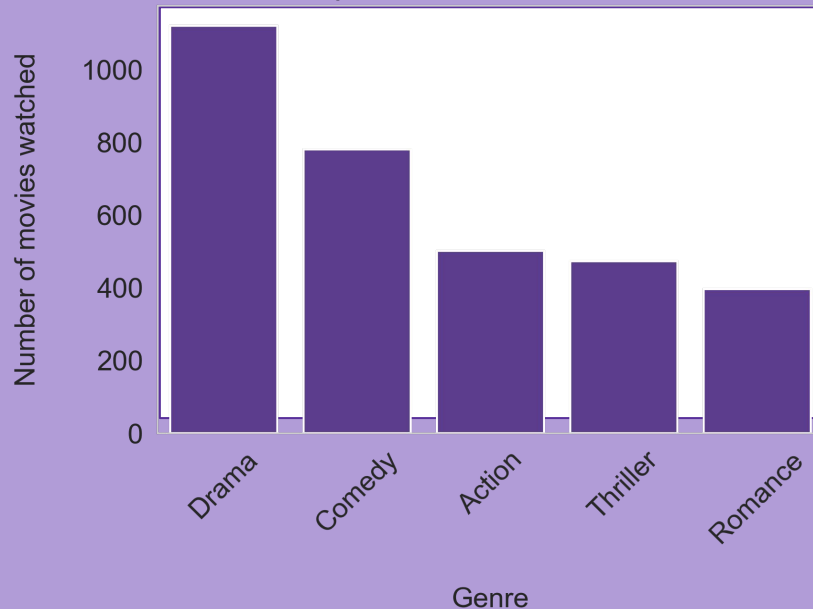


OUR SUPER USERS

Top 5 Genres of User 474



Top 5 Genres of User 414



BUSINESS PROBLEM

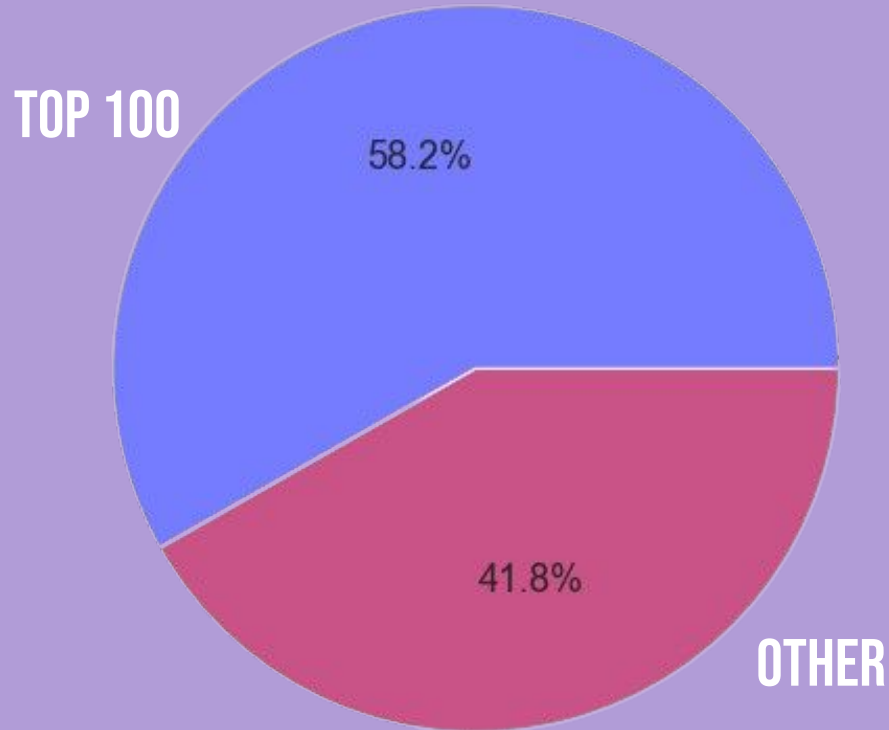
DATA OVERVIEW

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RATINGS BY TOP 100 USERS



BUSINESS PROBLEM

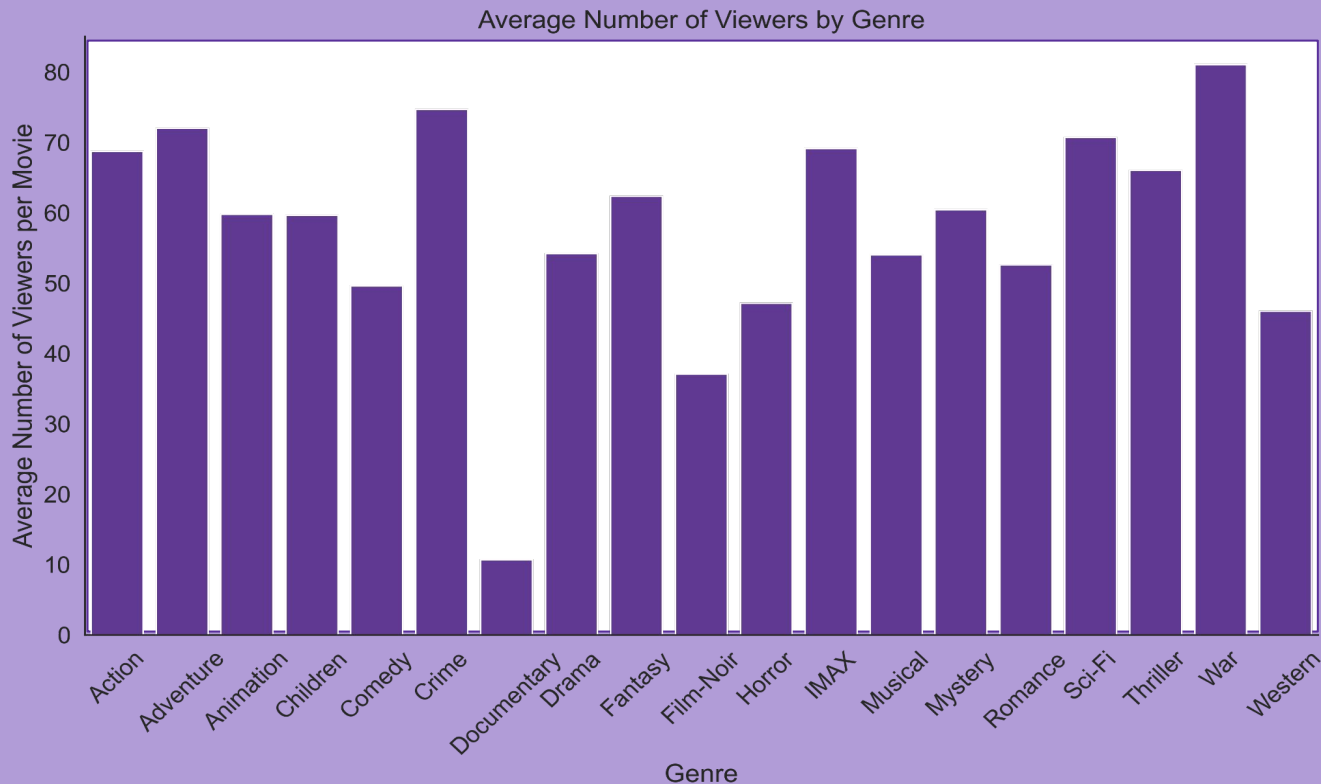
DATA OVERVIEW

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AVG VIEWERS BY TOP 10 GENRE



BUSINESS PROBLEM

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RECOMMENDATION SYSTEMS AT WORK

OUR HYBRID-BASED MODEL RESULTS BASED ON USERID #2

Movie Titles	Actual Ratings	Predicted Rating
Step Brothers (2008)	5.00	4.76
Inside Job (2010)	5.00	4.75
Talladega Nights: The Ballad of Ricky Bobby (2006)	4.00	4.25
Kill Bill: Vol. 1 (2003)	4.00	3.82
Zombieland (2009)	3.00	3.65
Shawshank Redemption, The (1994)	3.00	3.63

BUSINESS PROBLEM

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RECOMMENDATIONS



RECOMMENDATIONS



**Multiple
Categories**



**Don't
Overwhelm**



**Balanced
Data**

BUSINESS PROBLEM

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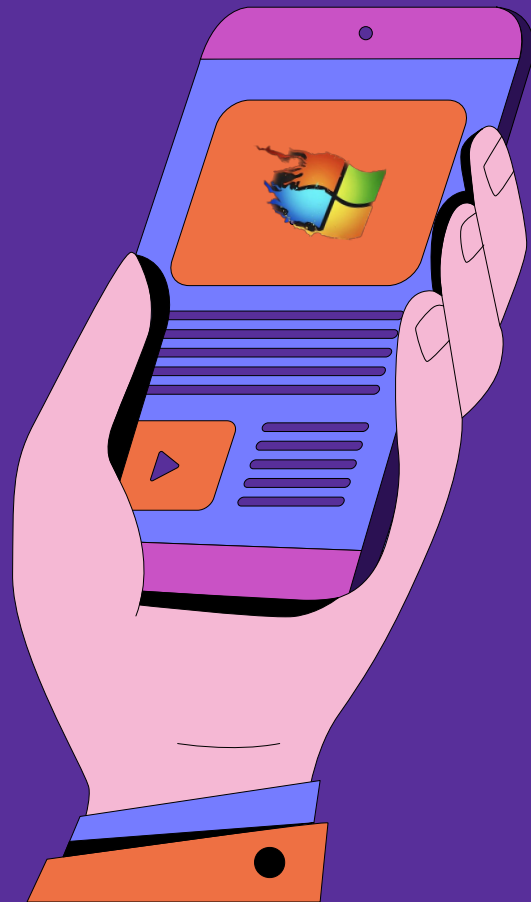
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FUTURE INSIGHTS

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FUTURE INSIGHTS

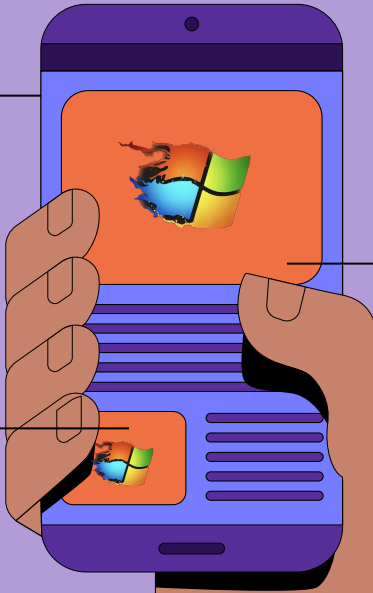


FUTURE INSIGHTS

ADD A LIKE BUTTON

EXPAND LIBRARY

USER FEEDBACK



BUSINESS PROBLEM

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THANKS!

Do you have any questions?



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