Recommender System Script

# Proposition Statement

Today we will show you how our movie recommender has the potential of improving your customers’ movie watching experience so that they stay subscribed to your platform for longer and tell all their friends about you.

# Problem Statement

What is the problem that we want to address?

## Scenario

Imagine Johnny.

It is Friday night. Johnny had a busy week and now just wants to relax a bit. So he goes onto your platform and starts searching for a movie that he thinks he’ll enjoy.

So he starts, where all good people start, by choosing a genre: Adventure. But since there is no one specific movie that stands out from all the other options, he decides on another genre: Drama. Just to find that there are even more options available here. But he decides to not go back to choose another genre again, since this process has already taken him 10 minutes. So he scrolls through the endless list of dramas looking for something that seems familiar and reading some movie reviews here or there. At last he finds something that his mother recommended: The Bald and the Beautiful. Half-an-hour later and he can finally stop searching and start watching. 20 minutes into the movie and he is so bored that he switches off the TV and decides that he will find greater relaxation from video games.

## What’s the problem that Johnny experienced:

* Johnny did not know what movie he would enjoy so he spent too much time scrolling passed movies that he would have enjoyed and ended up watching a movie that was not tailored for his taste.
* This resulted in Johnny choosing an alternative form of entertainment and not having an enjoyable experience with your platform.
* We can be sure that if this continues Johnny will soon cancel his subscription with your movie services and tell his friends of his frustrating experience on your platform.

## Generalize the problem:

* Like Johnny many viewers become frustrated with the endless choice of movies to watch and spend their nights watching movies they were destined to find boring and end up seeking alternative ways to relax.

# Solution Statement

* So what is the solution these problems: The solution is the same solution that causes people to spend 30% more of their money on Amazon and leave with an enjoyable experience: Namely a personalized recommendation system.
* To address the problem of customers not knowing what they want to watch and not wanting to spend time on finding the right movie we built a personalized movie recommender that informs the viewer of which movies they would enjoy most based on …
  + 1. Their previous movie ratings
  + 2. The ratings of similar users on your platform
  + 3. The information that the viewer chooses to give about their movie tastes when they sign up
* This will allow the viewer to …
  + 1. watch movies that they have the highest chance of enjoying,
  + 2. find those movies fast
  + 3. Be hooked to stay on your platform longer and come back to your platform more frequently because of their enjoyable experience.
  + All of this will result in longer subscription time and customers advertising your platform to others via word of mouth.

# Demo

* But instead of us telling you about our movie recommenders, we will now show you how an app that we built to showcase our recommender and then we can talk about how we can incorporate this into your existing platform.
* {Take them through the app:
  + Explain in one sentence the difference between content based models and collaborative based models once we get there.}

# Conclusion

* The app is simply a proof of concept, but we believe that with your buy-in, we can build a system that automatically tracks the movies which users watch and saves the ratings that they give.
* So the viewer will never have to enter their latest three movies like we had to on the the app, but our recommender will know what movies they watched and how they were rated and will be able to recommend movies to the customer as they sign in to your platform or when they are done with a movie.
* We also suggest that we do not simply display the title of the movies like on the app, but that we display the cover posters as well as a summary of how others rated them.
  + This will entice the viewer to keep on watching or to come back for a movie that was recommended to him.
* We are also open to get your feedback and hear from you if you believe this can add value to your platform and how we can best incorporate it into your existing platform. You are also welcome to ask any question at this stage.