

FLICK FINDER

MOVIE RECOMMENDER

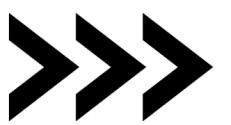


Anat Jacobson & Stephanie Ciaccia

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Agenda

- 1 Business Problem
- 2 Data Source
- 3 Recommendation Model
- 4 Analysis & Next Steps



Business Problem



Stakeholders: Individuals
looking for new films to watch!

Data: 100,000+ ratings from
the years 1903 - 2018

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Data

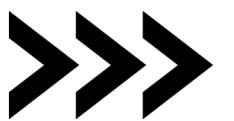
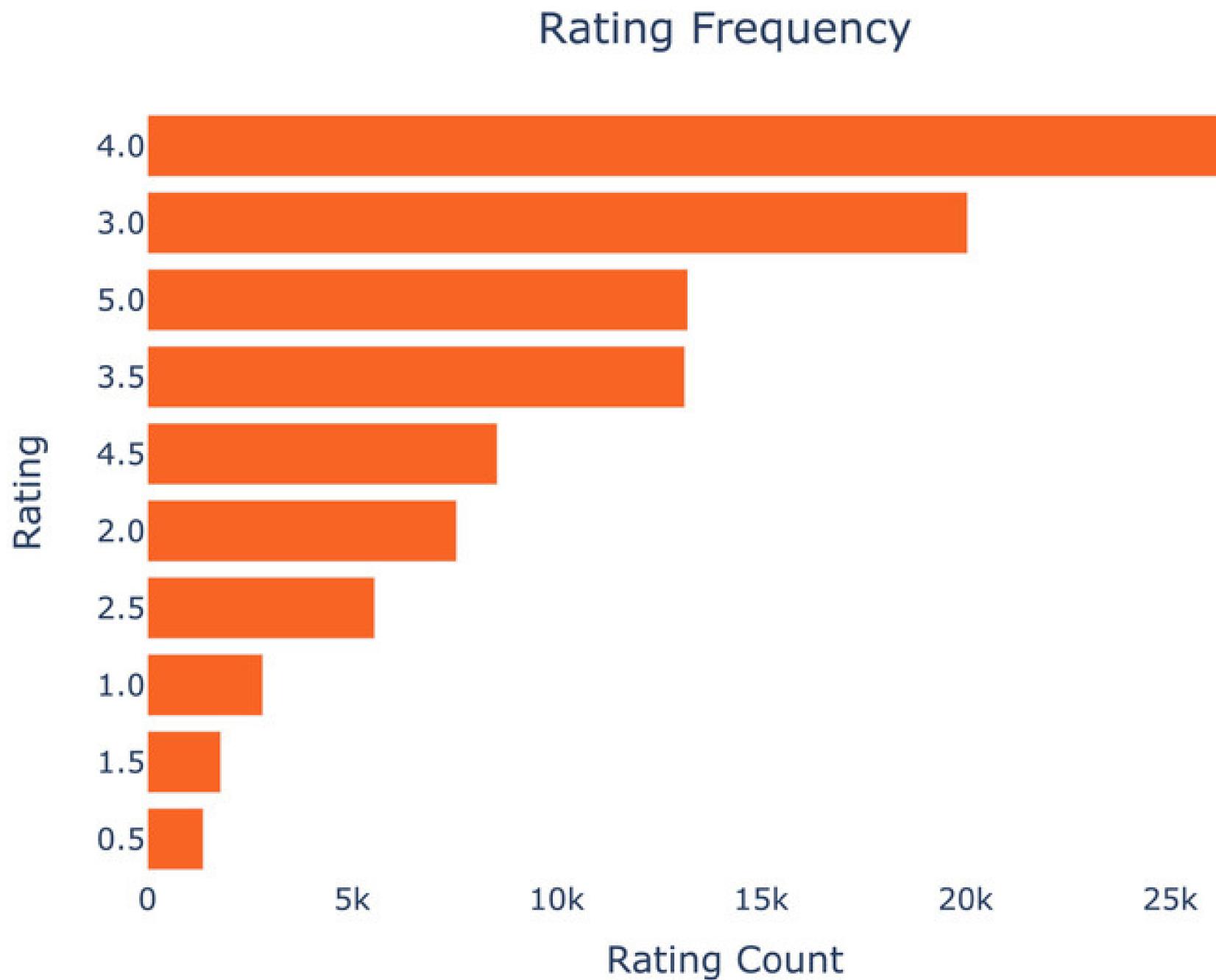
- 21 Genres
- >9K Movies
- 610 Users
- 1 - 5 Rating Scale



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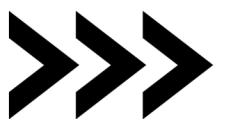
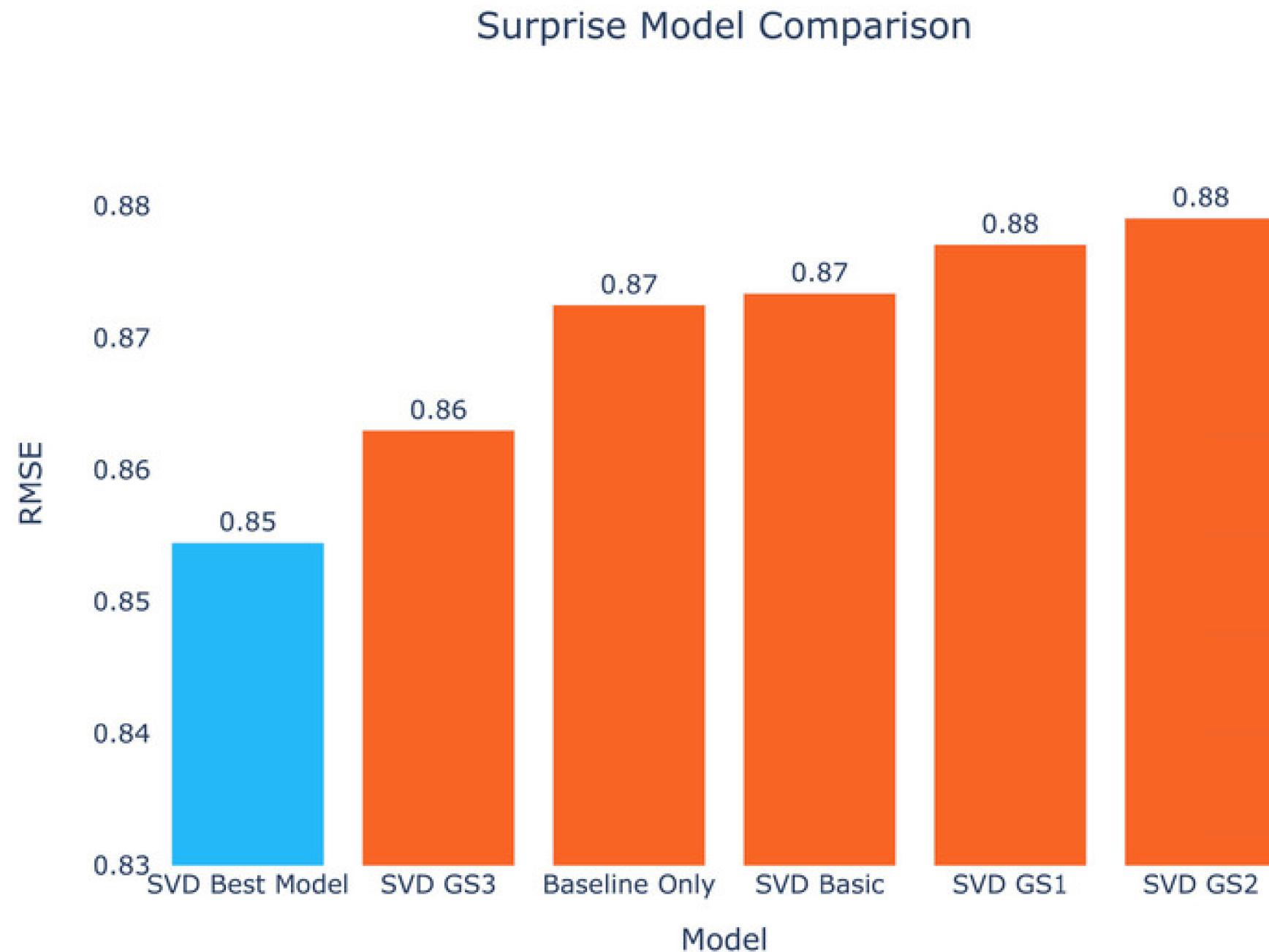
User-Based Model

- Recommendations based on users with similar ratings



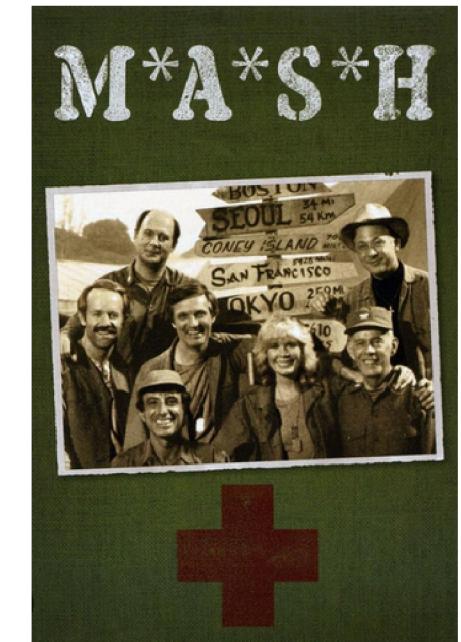
Model Performance

- There is a .85 difference between the actual and predicted ratings

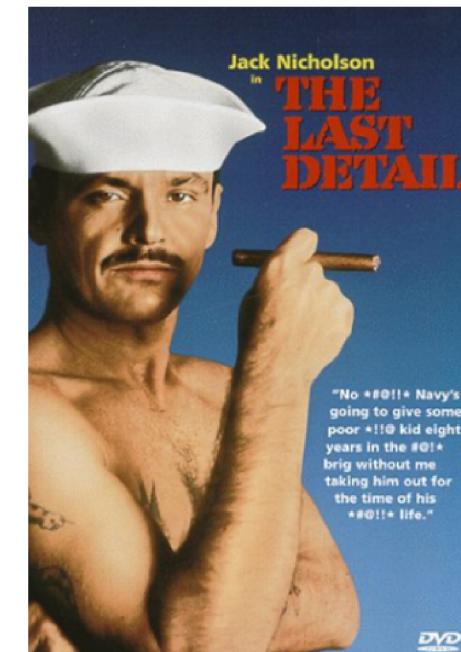
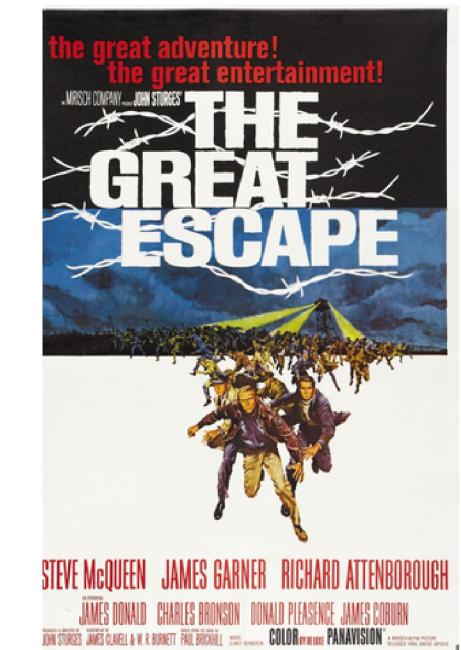
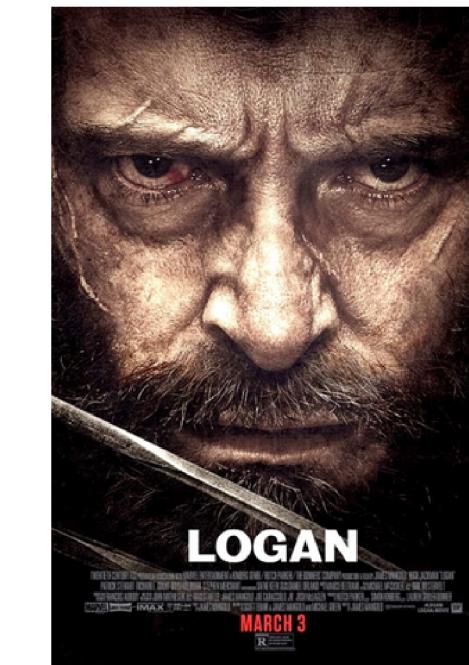


What Movie Should You Watch?

Highly Rated



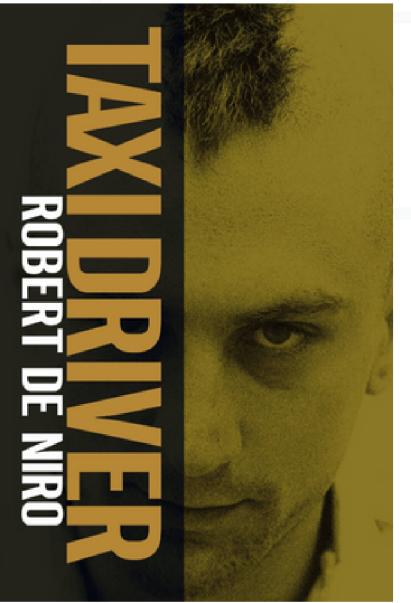
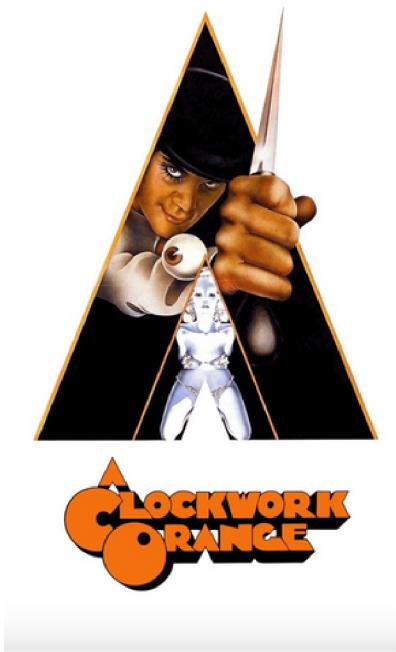
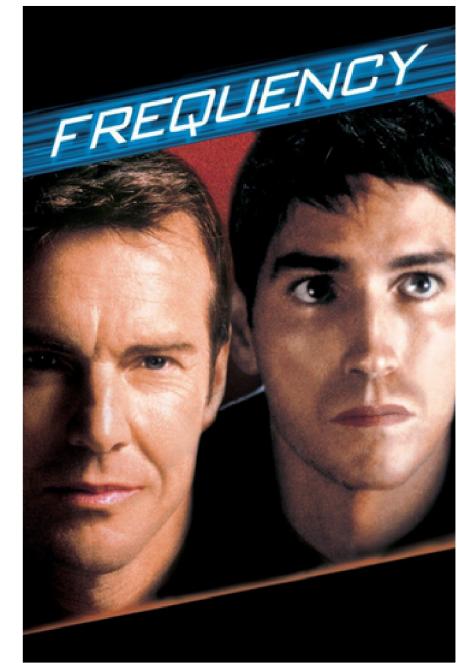
Recommended



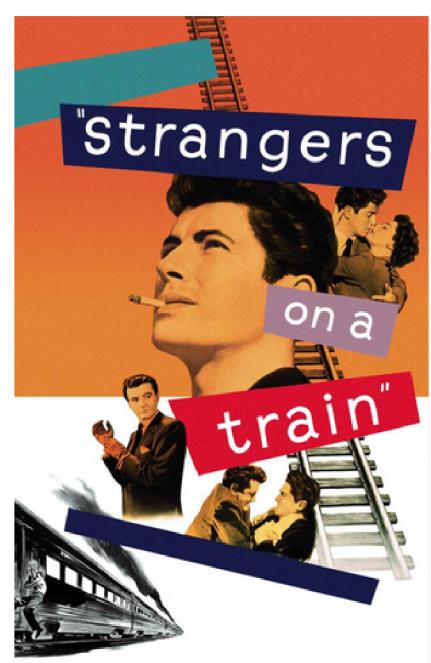
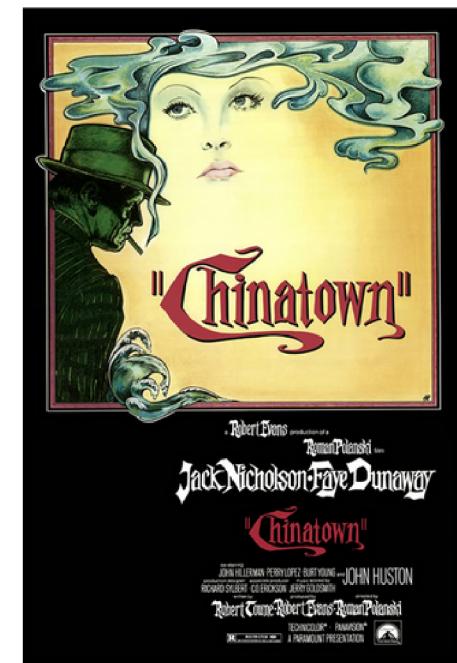
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Specifying Genre: Thriller

Highly Rated

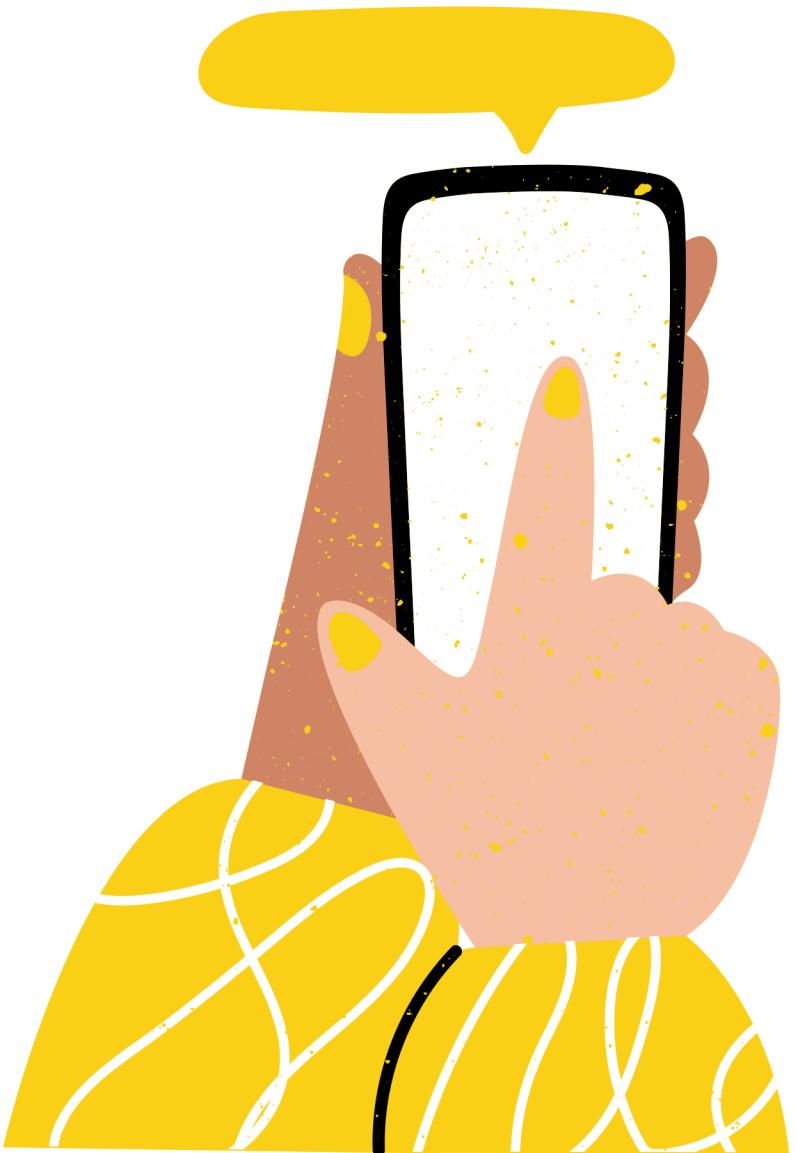


Recommended



Conclusion & Next Steps

- Create a content-based system
- Pull additional movie features
- Deploy app
- Improve your personal ratings



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QUESTIONS?

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