

Project Initialization and Planning Phase

Date	28 November 2024
Team ID	739684
Project Title	Silver screen Ai: Empowering movie conversations with RASA NLU
Maximum Marks	3 Marks

Project Proposal (Proposed Solution) template

The proposal report aims to Silver Screen AI empowering movie conversations with Rasa NLU proposal report structured in table format:

Project Overview	
Objective	The primary objective is to revolutionize the movie marketing industry by leveraging AI-driven conversational interfaces using Rasa NLU to enhance audience engagement, optimize marketing strategies, and maximize movie conversions.
Scope	The project aims to analyze audience sentiment, genre preferences, and engagement trends to create interactive, personalized conversational experiences for movie promotions. By integrating Rasa NLU into marketing workflows, the goal is to improve customer experiences and boost campaign success.
Problem Statement	
Description	Ineffective movie marketing strategies due to the lack of real-time audience sentiment analysis, personalized engagement, and insights into audience behavior hinder optimal promotional planning and movie conversions.

Impact	Addressing these challenges will improve audience engagement, streamline marketing strategies, and increase movie conversions. By enabling targeted promotions and real-time feedback loops, the project aims to enhance audience satisfaction and optimize campaign performance.
Proposed Solution	



Approach	Implementing AI-powered conversational interfaces using Rasa NLU to analyze audience preferences, genre trends, and engagement feedback. Developing an interactive chatbot to personalize movie marketing efforts and provide real-time insights into audience behavior.
Key Features	<p>© AI-driven conversational models for personalized audience interaction during movie promotions.</p> <p>© Real-time sentiment analysis and feedback collection to tailor marketing strategies dynamically.</p> <p>© Continuous improvement of the Rasa NLU chatbot using updated audience data, ensuring evolving marketing needs are addressed effectively.</p>

Resource Requirements

Resource Type	Description	Specification/Allocation
Hardware		
Computing Resources	CPU/GPU specifications, number of cores	T4GPUs
Memory	RAM specifications	8 GB
Storage	Disk space for data, models, and logs	1 TB SSD

Software		
Frameworks	Python frameworks	Flask
Libraries	Additional libraries	
Development Environment	IDE	Vs code, Spyder
Data		
Data	Source, size, format	Kaagle,yml