

CSDA Group 1 Lab 1

Group 1

21/01/2020

Business Understanding

Business Objective

Background:

The modern consumer has been shaped and changed over-time by our ever-advancing technologically apt society. A consumer can be defined as an individual or organization that purchases or uses the services or commodities; rather than engaging in thorough and time-invested activities to find that 'one' item or service, the consumer today has a plethora of personalized and targeted content on hand. Whether they are pressed on time, shopping and browsing on-the-go, or logging in from multiple devices, companies and brands have managed to deliver rapid and on-point offers to capture interest in a competitive economy. Brands providing rapid, on-point recommendations capture the most benefits. Segment, a customer data infrastructure company, found in their 2017 report that personalization drives revenue, loyalty, and increased interactions with the company. (Segment,2017)

Machine learning systems allow the capture of vital consumer data, manipulate into meaningful insights, and display the best recommendations for users. Some examples include; highlighting different versions of your store homepage or product marketing material to different customer segments, pinpoint which inventory to showcase, scan through the product catalogue and line up the best products and even recommend the nearest locations or sites they can make the purchase, and smart systems can even capture browsing data then later target the prospect with ads.

Movie4You is an app founded in May 2015 with headquarters in Toronto, Ontario, where users can watch movies and TV shows online or stream to their smart TV, PC, mobile and tablet. They last updated their movie database in July 2017, where a wide selection of movies and TV shows can be found across several genres. In the first year of operation, they had 600,000 paid subscribers, but at the end of the second year, they only had 400,000 paid subscribers.

Business Objective:

The marketing department of Movie4You has determined that although having an extensive database of movies and TV shows, users do not know what they should watch next and eventually end their subscriptions. Group 1 has been retained to help Movie4You develop a recommendation system to predict movies for users based on their preferences and deploy it in a user-friendly interface.

Business Success Criteria:

Business objective: Development and deployment of a movie recommendation engine. Stakeholders Project Success Criteria Measurement Priority

Developers	Obtain and clean dataset.	1)Have all the appropriate fields of data labeled
for a supervised		