Recommender systems at Netflix span various algorithmic approaches like

* reinforcement learning,
* neural networks,
* causal modelling,
* probabilistic graphical models,
* matrix factorization,
* ensembles,
* bandits.

There are multiple potential methods for creating a recommendation engine. The method you choose simply depends on

1. the size of the user base
2. the size of the catalog
3. the goals of the platform

**utility matrix**, a probability model which places a score on the relationship between a user and a movie type in order to predict their preferences.

There are broadly 3 algorithms which power a recco engine:

1. Popular Movies
2. User-based Collaborative filtering
3. Item-based filtering

**Sources :**

[**https://medium.com/@springboard\_ind/how-netflixs-recommendation-engine-works-bd1ee381bf81**](https://medium.com/@springboard_ind/how-netflixs-recommendation-engine-works-bd1ee381bf81)

[**https://towardsai.net/p/machine-learning/build-your-own-recommendation-engine-netflix-demystified-demo-code-550401d4885e**](https://towardsai.net/p/machine-learning/build-your-own-recommendation-engine-netflix-demystified-demo-code-550401d4885e)

**https://www.youtube.com/watch?v=giIXNoiqO\_U&list=PL-6SiIrhTAi6x4Oq28s7yy94ubLzVXabj**