

# Movie Recommendation System

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**Abstract:** *Thus, this suggested project would attempt to build a personalized movie recommendation system wherein it is able to provide recommendations otherwise differently designed to gratify the preference of every individual and their viewing history. In this respect, the system uses collaborative filtering and content-based filtering techniques. It employs user behaviour, historical data, and movie attributes such that the most accurate and relevant recommendations about each movie by the system are guaranteed. In this case, the collaborative filtering allows other users who have liked them to suggest movies while under content-based filtering, movies similar in their attributes to those liked by a user in the past are suggested. The approach would be more focused on enhancing the user experience through new movies discovered, in aligning with the user's preference, increasing engagement, and thus the satisfaction rate of the user for the service. This would automatically enhance the retention rate for the platform since the user gets suggestions that create more engagement in the content space. This project finally shows how personal recommendation strategies can be aggregated in an attempt to get an enhanced, more powerful, and flexible system in movie recommendation..*

**Keywords:** Numpy, Pandas, Sklearn, TFIDF, Cosine Similarity, Matplotlib, SQLite, Database, Hashlib, Json