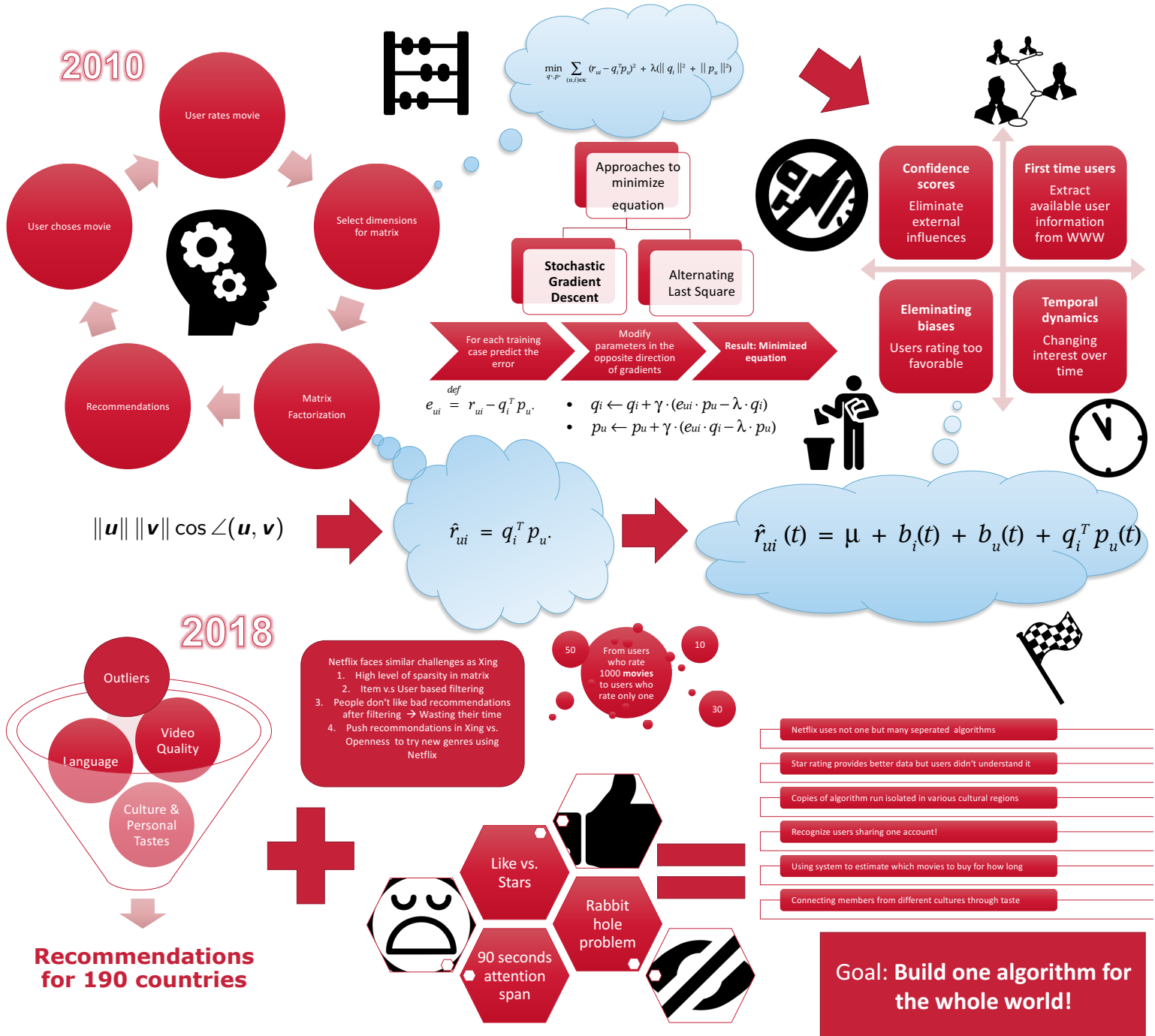


# A data science process – How to recommend a Netflix movie in 2010? And what are the challenges in 2018?

The Netflix challenge was a price competition starting in 2006 when Netflix was still a video rental service. The aim of the competition was to outcompete Netflix's own recommendation algorithm. In 2010 the research group "BellKor's Pragmatic Chaos" won the competition by using matrix factorization techniques (as presented by Rainer Gemulla). This poster visualizes the data science process of the recommender algorithm in 2010 with an emphasis on the challenges for algorithm. And in 2018 many new challenges have occurred. Netflix is now a global player streaming in 190 countries with 120.000 Million users needing to adjust its algorithm.



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Sources

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