

A young man with dark hair and glasses is smiling while looking at a tablet computer. He is wearing a dark blue button-down shirt. The background is a blurred train interior with blue seats and windows. The image is framed by a large circular graphic with a blue-to-teal gradient.

# Elevating user experience with advanced ML content recommendations

Two overlapping circles, one blue and one teal, are positioned to the left of the text.

## Customer **overview**

The customer is a Fortune 200 streaming media company

[Idea](#) | [Discovery](#) | [Execution](#) | [Acceleration](#)

## Customer's **challenge**

Despite generating over 50% of total viewership with minimal screen space, **Machine Learning (ML) models were underutilized** due to **limited resources and heavy reliance on manual curation** (85% of content). Leadership's goal was to increase viewership and personalization across the entire app by leveraging the proven effectiveness of ML models

## Our solution



Designing and implementing **deeper learning models** with TensorFlow and multiple recommendation strategies achieving richer recommendations



Measuring the **model performance** and **service reliability** and **responsiveness**



Planning and executing **A/B tests** to progressively replace manually curated content with ML-driven content



Complementing in house team with Data Science and ML Engineering skill sets



## Business impact

### Increased user engagement

- Improved total viewership duration from **60% to 78%** on recommended content on the Home tab

### Increased ML-driven content

- Conducted **20+ experiments** with collaborative filtering, trending, and content to content models in production to increase machine recommended content

### Improved recommendation relevance

- Reduced time-to-video by >50%** owing to TensorFlow recommendations model surfacing more relevant content