# Personalized Video Recommendation by Using Data Mining Techniques

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ABSTRACT

Due to film piracy and digital television, the visual-audio rental industrial are in keen competitions. Nowadays, most of studies focus on images and customer satisfaction of visual-audio rental store, and only a few studies discuss customer preferences and consumer behavior. The purpose of this study is to realize the association between the customer preferences and the consumer rental behavior, by means of improving profits of visual-audio rental industrial. In this study, we collect data (customers' personal informations and their consuming records) by using questionnaires and continue to analyze the primary data in terms of data mining algorithm from association rule and the CHAID Decision Tree. This study discovers a correlation between individualized interests and the categories of rented videos, and applies recommender of content-base in the process of seeking the best matches between individualized interests and videos. This result of study has found eleven rules. For example, the consumers of loving travel will choose the comedy film and the science fiction film at the same time; the consumers being fond of sports will choose the crime, comedy and action films at the same time. So the result can be offered to the industries, the business strategy in terms of the film combination to expand the business opportunity. Consequently, how to make a good marketing strategy that let consumers rent their favorite films is the direction that the visual-audio sales have to try hard.

Keywords : Data Mining ; Consumer-Behavior ; Decision Tree ; Association Rule ; Visual-Audio Rental

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