© MAR 2026 | IRE Journals | Volume 9 Issue 9 | ISSN: 2456-8880
DOI: https://doi.org/10.64388/IREV9I9-1715724

A Data-Driven Hybrid Movie Recommendation System for Personalized Suggestions

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Abstract- ***The front end of the Movie Recommendation System is developed using Streamlit, providing an interactive and user-friendly interface for users to search and explore movies efficiently. The interface is enhanced with custom CSS styling to deliver a visually appealing and responsive experience through modern design elements such as animated cards and dynamic layouts. The back end is implemented using Python and integrates machine learning techniques to generate accurate recommendations. The system employs TF-IDF vectorization and cosine similarity for content-based filtering, allowing it to analyze movie features such as genres, keywords, cast, and overview. Additionally, collaborative filtering is implemented using Truncated Singular Value Decomposition (SVD) to capture user preferences and latent patterns from rating data. A hybrid approach is used by combining both methods to improve recommendation accuracy and personalization. The system utilizes datasets processed with Pandas and NumPy for efficient data handling. Furthermore, it integrates the OMDb API to fetch real-time movie details such as posters, ratings, and plot descriptions, enhancing user engagement. Streamlit session state and caching mechanisms are used to optimize performance and maintain seamless user interaction. This solution provides an efficient and scalable approach for personalized movie recommendations. In the future, the system can be extended with advanced machine learning models, user authentication, and deployment as a full-scale web or mobile application to support real-world usage.***

Index Terms - Hybrid Recommendation System, Machine Learning Algorithms, TF-IDF Feature Extraction, Cosine Similarity Analysis, Latent Feature Extraction, Singular Value Decomposition, Personalized Recommendation Engine, Streamlit-Based Interface, API Integration, Data-Driven Systems.

I. INTRODUCTION

In recent years, the rapid growth of digital entertainment platforms has made it increasingly difficult for users to select relevant content from a vast collection of movies. Traditional browsing methods are often time-consuming and inefficient, leading to a poor user experience. Users may struggle to find movies that match their interests due to the lack of personalized suggestions. Therefore, there is a need for an intelligent recommendation system that can analyze user preferences and provide accurate movie suggestions.

This project presents the development of a Hybrid Movie Recommendation System, which combines content-based and collaborative filtering techniques to enhance recommendation accuracy. The system utilizes machine learning methods such as TF-IDF vectorization and cosine similarity to analyze movie content, along with Singular Value Decomposition (SVD) to capture user behavior and latent patterns from rating data. The application is developed using Streamlit to provide an interactive and user-friendly interface for users.

Additionally, the system integrates the OMDb API to fetch real-time movie details such as posters, ratings, and plot descriptions, improving user engagement. By combining multiple recommendation techniques into a single framework, the system provides personalized and efficient movie suggestions. This scalable solution can be further extended with advanced machine learning models and real-world deployment to enhance digital entertainment experiences.

II. LITERATURE REVIEW

The development of recommendation systems has significantly evolved with the growth of digital platforms and large-scale data availability. Traditional recommendation approaches primarily relied on content-based filtering, which suggests items based on

similarities in features such as genre, keywords, and descriptions. While effective, this method often lacks diversity and fails to capture user behavior patterns. On the other hand, collaborative filtering techniques analyze user interactions and ratings to identify similarities between users or items, but they suffer from issues such as data sparsity and cold-start problems.

To overcome these limitations, recent research has focused on hybrid recommendation systems that combine both content-based and collaborative filtering methods. Techniques such as TF-IDF vectorization and cosine similarity have been widely used for content analysis, while dimensionality reduction methods like Singular Value Decomposition (SVD) help in extracting latent features from user-item interaction data. These approaches improve recommendation accuracy and scalability.

Furthermore, modern systems emphasize the integration of interactive user interfaces and real-time data access to enhance user experience. Lightweight frameworks such as Streamlit have gained popularity for rapid development of data-driven applications, while external APIs enable dynamic content retrieval. Despite these advancements, there is still a need for efficient and user-friendly systems that combine machine learning techniques with real-time data integration.

By integrating hybrid filtering techniques, machine learning models, and API-based data retrieval within a unified platform, this Movie Recommendation System provides an effective solution for generating accurate and personalized movie suggestions, addressing the limitations of existing standalone approaches.

III. PROBLEM STATEMENT

With the rapid growth of digital entertainment platforms, users are exposed to an overwhelming number of movie choices, making it difficult to identify content that matches their preferences. Traditional browsing and search-based methods are inefficient and time-consuming, often leading to poor user experience and decision fatigue. Users may miss relevant and high-quality content due to the lack of intelligent filtering and personalization.

The primary problem lies in the limitations of existing recommendation approaches. Content-based filtering methods focus only on item features and fail to capture user behavior, while collaborative filtering relies heavily on user interaction data and suffers from issues such as data sparsity and cold-start problems. As a result, many systems struggle to provide accurate and diverse recommendations.

Furthermore, most basic recommendation systems lack real-time data integration and user-friendly interfaces, reducing their practical usability. There is a need for a unified system that can effectively combine multiple recommendation techniques while providing dynamic movie information and an interactive user experience.

Therefore, an intelligent, data-driven hybrid recommendation system is required to generate accurate, personalized, and efficient movie suggestions, while overcoming the limitations of traditional methods and improving overall user satisfaction.

IV. OBJECTIVE

The primary aim of this project is to design and develop an intelligent, data-driven movie recommendation system that provides accurate and personalized suggestions to users. Specifically, the core objectives are as follows:

Provide Personalized Recommendations – To suggest movies based on user preferences by analyzing content features and user behavior patterns.

Implement Hybrid Filtering Techniques – To combine content-based filtering and collaborative filtering methods in order to improve recommendation accuracy and overcome individual limitations.

Enhance Recommendation Accuracy – To utilize machine learning techniques such as TF-IDF vectorization, cosine similarity, and Singular Value Decomposition (SVD) for better prediction and relevance.

Integrate Real-Time Data – To incorporate external API integration (OMDb API) for fetching up-to-date

movie details such as ratings, posters, and plot descriptions.

Develop Interactive User Interface – To build a responsive and user-friendly interface using Streamlit that allows easy interaction and seamless navigation.

Ensure System Efficiency and Scalability – To optimize performance using efficient data processing techniques and caching mechanisms, and design the system to support future enhancements and real-world deployment.

V. SYSTEM ARCHITECTURE

The Movie Recommendation System follows a modular architecture consisting of data processing, machine learning, and presentation layers supported by external API integration. This structured design ensures efficient data handling, accurate recommendation generation, and a smooth user interaction experience. By separating the user interface from the backend processing, the system allows easy updates and scalability without affecting overall performance.

The data processing layer handles movie and rating datasets using Pandas and NumPy, preparing the data for analysis. The machine learning layer applies TF-IDF vectorization and cosine similarity for content-based filtering, along with Singular Value Decomposition (SVD) for collaborative filtering. These techniques are combined to form a hybrid recommendation engine that improves accuracy and personalization.

The presentation layer is developed using Streamlit, providing an interactive and user-friendly interface for users to search and explore movies. Additionally, the system integrates the OMDb API to fetch real-time movie details such as posters, ratings, and plot descriptions. This architecture ensures a scalable, efficient, and intelligent recommendation system capable of delivering personalized movie suggestions.

5.1 PRESENTATION LAYER

The Presentation Layer acts as the primary interface for user interaction and is developed using Streamlit. It is designed to provide a responsive, interactive, and visually appealing experience for users searching and exploring movie recommendations. The user interface is enhanced with custom CSS styling to deliver modern design elements such as animated movie cards, gradients, and dynamic layouts.

This layer includes components such as search input fields, recommendation displays, and detailed movie information panels. It allows users to easily input queries, view recommended movies, and access additional details like ratings, posters, and plot descriptions. By utilizing Streamlit's interactive features and session state management, the system efficiently updates content dynamically without requiring full page reloads, ensuring a smooth and seamless user experience.

5.2 APPLICATION LAYER

The Application Layer functions as the core processing unit of the system and is implemented using Python. This layer is responsible for executing the main logic of the recommendation engine, including data processing, feature extraction, and generating personalized movie suggestions. It applies machine learning techniques such as TF-IDF vectorization and cosine similarity for content-based filtering, along with Singular Value Decomposition (SVD) for collaborative filtering.

Additionally, this layer integrates external API services to fetch real-time movie details such as posters, ratings, and plot descriptions. It also handles data flow between the user interface and the underlying models, ensuring efficient processing and quick response generation. By combining multiple recommendation techniques and managing system operations effectively, the Application Layer plays a crucial role in delivering accurate and personalized movie recommendations.

5.3 DATABASE LAYER

The Database Layer forms the foundation for data storage and management in the system. It utilizes structured datasets containing movie information and user ratings, which are efficiently handled using Pandas and NumPy. This layer is responsible for organizing and maintaining data such as movie titles, genres, keywords, cast details, and user interaction records.

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DOI: https://doi.org/10.64388/IREV9I9-1715724

The processed data is used for feature extraction and model training, enabling accurate recommendation generation. Efficient data handling techniques are applied to ensure fast retrieval and smooth system performance. Additionally, caching mechanisms are implemented to reduce redundant computations and improve response time.

This layer plays a crucial role in maintaining data consistency and supporting the machine learning models, ensuring that the system delivers reliable and personalized movie recommendations without performance bottlenecks.

5.4 EXTERNAL COMPONENTS

To enhance the overall functionality and user experience, the system integrates essential external components. The most significant among these is the OMDb API, which is used to fetch real-time movie details such as posters, ratings, and plot summaries. When a user searches for or selects a movie, the Application Layer communicates with this external API to retrieve up-to-date and relevant information dynamically.

This integration enriches the recommendation system by providing detailed and visually appealing content, improving user engagement and decision-making. Additionally, external libraries and tools are utilized for efficient data processing and machine learning operations. These components collectively extend the system's capabilities beyond static datasets, ensuring a more dynamic, informative, and interactive movie recommendation experience.

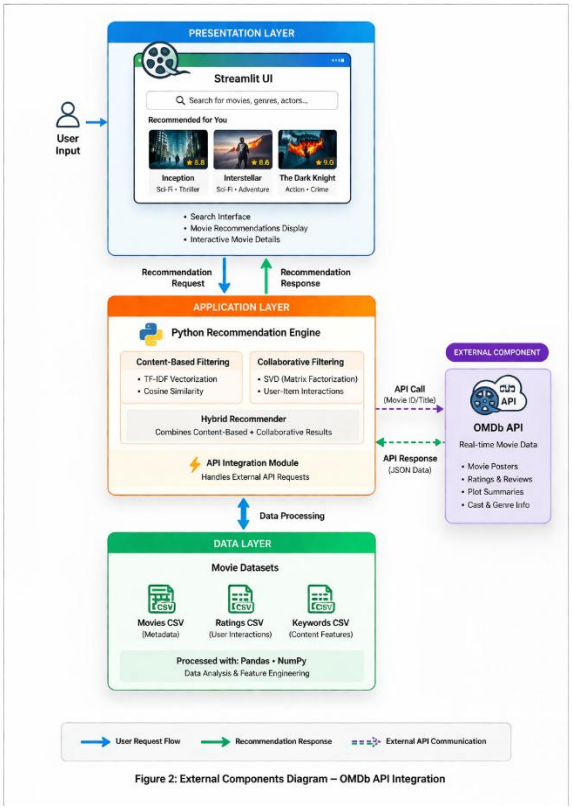

Figure 2: External Components Diagram – OMDb API Integration

VI. PROPOSED SYSTEM AND DESIGN

The proposed Movie Recommendation System transforms traditional movie search methods into an intelligent, data-driven web application. By utilizing machine learning techniques and a lightweight Streamlit-based architecture, the system focuses on delivering personalized recommendations, improved user experience, and efficient data processing through an integrated framework.

The system is designed with a hybrid recommendation approach that combines content-based filtering and collaborative filtering to enhance accuracy and relevance. It analyzes movie features such as genres, keywords, and descriptions along with user interaction data to generate meaningful suggestions. This approach overcomes the limitations of standalone recommendation methods and ensures better personalization.

Additionally, the system integrates external API services to fetch real-time movie details, improving the richness and usability of recommendations. The user interface is designed to be interactive and

responsive, allowing users to easily search, explore, and view recommended movies. Overall, the proposed system provides an efficient, scalable, and user-centric solution for modern movie recommendation needs.

6.1 THE CLIENT INTERFACE

This interactive interface allows users to search for movies and receive personalized recommendations. Users can input movie names and instantly view suggested movies along with details such as ratings, posters, and plot descriptions.

The interface is built using Streamlit, providing a simple and responsive experience. It dynamically updates results based on user input, ensuring smooth interaction. Additionally, integration with external APIs enhances the interface by displaying real-time movie information, improving overall user engagement.

6.2 THE ADMINISTRATIVE INTERFACE

This interface allows system-level control over the movie recommendation process and data management. It enables handling of movie datasets, updating information, and monitoring the performance of the recommendation engine.

The system ensures efficient data processing and smooth integration between different components, allowing updates to reflect quickly in the user interface. This helps maintain accurate recommendations and consistent system performance.

6.3 THE RECOMMENDATION INTERFACE

This specialized interface is designed to provide personalized movie recommendations by analyzing user input and preferences. It acts as the core interaction point where users can search for movies and receive intelligent suggestions generated through hybrid recommendation techniques. The system processes user queries in real time and applies machine learning models to identify similar and relevant movies.

Users can explore recommended movies along with detailed information such as ratings, posters, genres, and plot descriptions, which helps them make informed viewing decisions. The interface dynamically updates recommendations based on user interaction, ensuring a seamless and engaging experience without delays.

Additionally, the integration of external APIs enhances the interface by providing up-to-date movie data, making the system more interactive and informative. By automating the recommendation process and reducing manual effort, this interface significantly improves user experience and ensures efficient discovery of relevant content.

VII. SYSTEM TESTING

To ensure the Movie Recommendation System operates efficiently and accurately, comprehensive testing was performed across all system components. Unit testing was conducted to verify the correctness of machine learning algorithms, including TF-IDF vectorization, cosine similarity, and SVD, ensuring accurate recommendation generation.

Integration testing validated the smooth interaction between the Streamlit interface, recommendation engine, and external API, confirming that user inputs, data processing, and API responses function correctly. Special attention was given to API integration to ensure reliable retrieval of real-time movie details such as ratings, posters, and plot descriptions.

Performance testing was carried out to evaluate system responsiveness under different input conditions, ensuring fast recommendation generation without delays. Additionally, usability testing confirmed that the interface is user-friendly, responsive, and easy to navigate.

Overall, the testing process ensured that the system delivers accurate, reliable, and efficient movie recommendations while maintaining smooth user interaction and system stability.

VIII. IMPLEMENTAION AND RESULT

8.1 IMPLEMENTATION

The Movie Recommendation System was successfully implemented as a data-driven web application using Python and Streamlit. The system integrates machine learning techniques to generate personalized movie recommendations based on user input and preferences.

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The backend processing was carried out using libraries such as Pandas and NumPy for efficient data handling and preprocessing. Machine learning models including TF-IDF vectorization, cosine similarity, and Singular Value Decomposition (SVD) were applied to build a hybrid recommendation engine.

The frontend interface was developed using Streamlit, providing an interactive and user-friendly environment for searching and exploring movies. Additionally, the OMDb API was integrated to fetch real-time movie details such as posters, ratings, and plot descriptions, enhancing the overall user experience.

Overall, the system was successfully implemented with seamless integration between data processing, machine learning models, and user interface, ensuring accurate and efficient movie recommendations.

8.2 RESULTS

The implementation of the Movie Recommendation System produced accurate and reliable results across all functional aspects. The hybrid recommendation approach effectively generated personalized movie suggestions by combining content-based and collaborative filtering techniques. The system consistently delivered relevant recommendations based on user input, improving overall user satisfaction.

The integration of the OMDb API functioned successfully, providing real-time movie details such as posters, ratings, and plot descriptions without delays. The Streamlit interface responded smoothly to user interactions, dynamically updating recommendations and ensuring a seamless browsing experience.

Overall, the system enhanced the movie discovery process by reducing manual search effort and presenting users with meaningful suggestions. The application demonstrated stable performance, efficient data processing, and a user-friendly interface, making it a practical and scalable solution for personalized movie recommendation.

8.2.1 ROLE-SPECIFIC CLIENT RENDERINGS

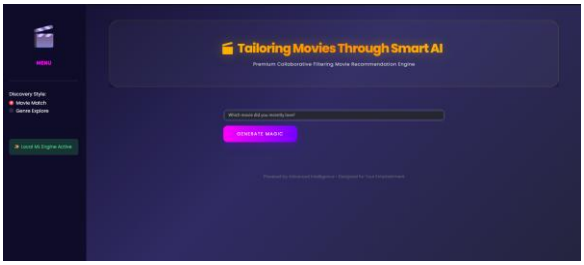
The system provides a user-friendly interface that allows users to search for movies and view personalized recommendations. The interface is designed to be simple, interactive, and responsive, ensuring smooth navigation and efficient access to movie details.

A. USER INTERFACE

The user-facing dashboard serves as the primary interface for interacting with the movie recommendation system. It allows users to search for movies by entering a movie name and instantly receive personalized recommendations based on their preferences. The system processes the input using machine learning techniques and displays a list of relevant movies.

Each recommended movie is presented with detailed information such as ratings, posters, genres, and plot descriptions, helping users make informed viewing decisions. The interface is designed to be intuitive and visually appealing, ensuring easy navigation and smooth interaction.

Additionally, the dashboard dynamically updates results without requiring full page reloads, providing a seamless and responsive user experience.



(Fig.1. USER INTERFACE)

B. SEARCH INTERFACE / CONTROL PANEL

The search interface serves as the central interaction point for initiating the recommendation process. It allows users to enter a movie title and select discovery preferences such as movie match or genre-based exploration. Upon submission, the system processes the input and triggers the recommendation engine to generate relevant movie suggestions.

The interface dynamically displays results in a structured format, showcasing recommended movies along with visual elements such as posters and titles. It also reflects the active state of the machine learning

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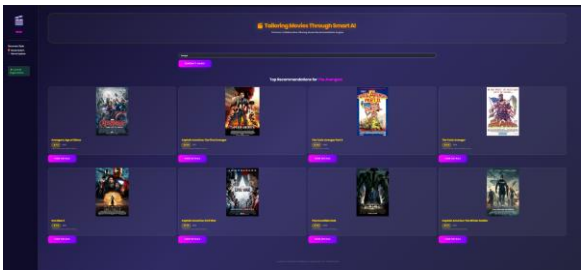
engine, providing feedback on system readiness. The design ensures smooth interaction, quick response, and an engaging user experience, enabling users to efficiently discover movies based on their interests.



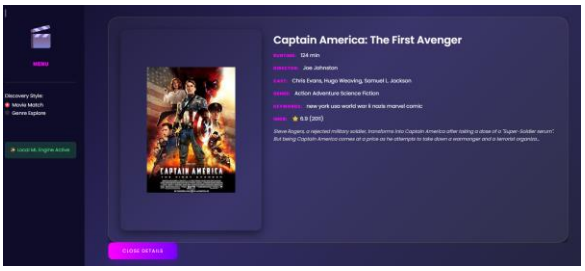
(Fig.2. SEARCH INTERFACE / CONTROL PANEL)

C. MOVIE INFO WORKFLOW INTERFACE

The movie details interface acts as an interactive component that allows users to explore selected movie information in depth. When a user clicks on the "View Details" option, the system processes the request and dynamically displays a detailed panel containing information such as movie title, runtime, cast, genre, keywords, ratings, and plot description.

This interaction triggers the application layer to fetch additional data, including real-time details from external APIs, ensuring updated and accurate information. The interface updates instantly without page reloads, providing a smooth and seamless user experience.

By presenting structured and comprehensive movie insights, this interface enhances user engagement and supports better decision-making, allowing users to efficiently explore and finalize their movie choices.



(Fig.3. MOVIE INFO WORKFLOW INTERFACE)

IX. CONCLUSION

The Movie Recommendation System successfully addresses the challenges of finding relevant content in large movie databases by utilizing a hybrid recommendation approach. By combining content-based and collaborative filtering techniques, the system provides accurate and personalized movie suggestions to users.

The integration of machine learning models with a user-friendly Streamlit interface ensures efficient processing and smooth interaction. Additionally, the use of external APIs enhances the system by providing real-time movie details, improving overall user experience.

Overall, the system offers a scalable and effective solution for personalized movie recommendations, reducing manual search effort and enabling users to discover movies more efficiently.

X. FUTURE ENHANCEMENT

While the current Movie Recommendation System provides accurate and personalized suggestions, several enhancements can be implemented to further improve its performance and usability. One major improvement includes the integration of advanced deep learning models to enhance recommendation accuracy and better capture complex user preferences. Additionally, incorporating user authentication and profile management will enable the system to store user history and provide more personalized recommendations over time.

Future development can also include deploying the system as a full-scale web or mobile application to support a larger user base. Enhancing the system with real-time user feedback and rating mechanisms will further refine recommendations. Moreover, integrating multiple APIs can provide richer movie data, including trailers and reviews, improving user engagement.

Overall, these enhancements will make the system more intelligent, scalable, and user-centric, enabling a more advanced and dynamic movie recommendation experience.

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