

Product-Based Collaborative Filtering Recommendation System for E-Commerce

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Abstract: Recommendation System are an application of ML. RS in any E-commerce websites are an important aspect as they are needed to satisfy the customers and for a better user experience. They help to suggest the best possible products a user might want to buy. The Product-based Collaborative Filtering is used in RS to suggest the desired products in an efficient way. They will allow a customer using the website to buy a product of a particular brand or of a certain price limit. Further it will not need much struggle as it will use the previous history of the user to recommend the products. This method can further enhance the UI. Further RS also has its roots in DL where we can use Neural networks for the RS.

Keywords: ML (Machine learning), RS (Recommendation System), UI (User Interface), DL(Deep Learning).

I. INTRODUCTION

Recommender Systems are one of the main applications of machine learning in businesses. Recommender systems allow rapid and automated customization and personalization of e-commerce sites. They allow the sites to generate more sales by tailoring to the needs of the visitors and turning them into consumers, up-selling extra products by bundling closely related things together, and increasing customer loyalty. Customer loyalty is achieved by showing customers that they take time to understand their needs and to learn more about them. The Product – Based Collaborative filtering Makes it easier to use the previous history of a customer to recommend a product they might like. They might suggest a product of the same brand as the previous product Customer has bought.

Hence it is one of the best ways to satisfy a customer. Analysis would be done on the previous history of a customer.

II. CONCLUSION

The RS using the Product-Based Filtering is an efficient way to satisfy customer requirements. They will not only suggest the way to find the best product but will also help you find the product in a much faster way. We will not require to put a filter on instead it will recommend you products based on your previous buying history.

III. ACKNOWLEDGMENT

We Hereby declare that this is our own work and we are still in the process of implementing this idea. This is a idea we have presented but still needs to be worked upon .

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