**MOHAMED SATHAK AJ COLLEGE OF ENGINEERING, CHENNAI**


DEPARTMENT OF COMPUTER SCIENCE AND ENGINEERING

# SMART FASHION RECOMMENDER APPLICATION

IBM – LITERATURE SURVEY

**UNDER THE GUIDANCE OF**

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## CASE STUDY I

# Implementation of e-commerce used on cloud computing using asp.net technology


## AUTHOR

Samson Oluwaseun Fadiya, Acheme Odeh, Emeka Joshua Chukwuemeka :2016


## PROJECT DESCRIPTION

In this paper, the client is given an e-commerce website that is utilized as a part of a cloud domain to discover the store and its locations online. To actualize this as a web application, we utilized ASP.NET as the Technology. ASP.NET has a few preferences, for example, improved execution, scalability, built-in security and simplicity.To build any web application utilizing ASP.NET we require a programming language, for example, C#, VB.NET, J# and so on. VB.NET was the language used to build this application. For the customer browser to associate with the ASP.NET engine, we utilized Microsoft's Internet Information Services (IIS) as the Web Server. ASP.NET utilizes ADO.NET to interact with the database as it gives in-memory caching that takes out the need to contact the database server as often as possible and it can without much of a stretch send and keep up an ASP.NET application. MSSQL was utilized as back-end database since it gives quick data access, easy installation, and simplicity.

# CASE STUDY 2

## Towards Fashion Recommendation: An AI System for Clothing Data Retrieval and Analysis.

**AUTHOR**

Maria Th. Kotouza : 2020

## PROJECT DESCRIPTION

The fashion clothing industry is moving towards fast fashion, enforcing the retail markets to design products at a quicker pace, while following the fashion trends and their consumer's needs. Artificial Intelligence (AI) techniques are introduced to a company's entire supply chain, in order to help the development of innovative methods, solve the problem of balancing supply and demand, increase the customer service quality, aid the designers, and improve overall efficiency. Recently, an increasing number of projects in the fashion industry make use of AI techniques, including projects run by Google and Amazon.

One of the biggest issues is the scalability of algorithms having real world datasets under the recommendation system, a huge changing data is generated by user-item interactions in the form of ratings and reviews and scalability is a big concern for these datasets.

# CASE STUDY 3

## Predicting Customer Lifetime Value with AIP Platform on cloud based ecommerce website or web application


**AUTHOR**

Ziv Pollak:2021


## PROJECT DESCRIPTION

Predicting customer future purchases and lifetime value is a key metrics for managing marketing campaigns and optimizing marketing spend. This task is specifically challenging when the relationships between the customer and the firm are of a noncontractual nature and therefore the future purchases need to be predicted based mostly on historical purchases. This work compares two approaches to predict customer future purchases, first using a “buytill-you-die” statistical model to predict customer behavior and later using a neural network on the same dataset and comparing the results. This comparison will lead to both quantitative and qualitative analysis of those two methods as well as recommendation on how to proceed in different cases and opportunities for future research.

## CASE STUDY 4

## A Case Study on Recommendation Systems Based on Big Data

### AUTHOR

M. Sandeep Kumar and J. Prabhu :2019

### PROJECT DESCRIPTION

Recommender systems mainly utilize for finding and recover contents from large datasets; it has been determining and analysis based on the scenario—Big Data. In this paper, we describe the process of recommendation system using big data with a clear explanation in representing the operation of mapreduce. We demonstrate the various stage of recommendation namely data collection rating, types of filtering. Analysis Scenario based drug recommender system, it consists of three components namely drug storage, cloud server, and recommender server. The system is evaluating with specific parameters like Fscore, Precision, and recall. Finally, we describe the challenge of recommendation systems like data sparsity, cold start, sentimental analysis and No surprise.

## CASE STUDY 5

## Fashion Recommendation Based on Style and Social Events


### AUTHOR

Federico Becattini 2017


### PROJECT DESCRIPTION

We first provide an overview on the state of the art for fashion recommendation. On overview of our presented method is presented. Here we introduce an outfit emotion classifier based on colour combinations, capable of mapping a generic outfit onto Kobayashi's colour scale; a garment based social event classifier, used to infer the event category suitable for a given outfit; the integration of such modules with a state of an art garment recommendation system. The three aspects are then detailed respectively.

Many users feel hesitation to feed their personal data into recommendation systems that suffer from data privacy issues.

## CASE STUDY 6

# Design and implementation of clothing fashion style recommendation system using deep learning


## AUTHOR

Mathew john 2014


## PROJECT DESCRIPTION


This abstract proposed a personalized Fashion Recommender system that generates recommendations for the user based on an input given. Unlike the conventional systems that rely on the user's previous purchases and history, this project aims at using an image of a product given as input by the user to generate recommendations since many-a-time people see something that they are interested in and tend to look for products that are similar to that. We use neural networks to process the images from DeepFashion dataset and a nearest neighbor backed recommender to generate the final recommendations.

# CASE STUDY 7

## Recommendation system development for fashion retail e-commerce


## AUTHOR

Yusuf ali M A


## PROJECT DESCRIPTION

fashion products are usually seasonal, so customers' general preference changes according to the time of year. Last, customers usually purchase items to replace previously preferred items or purchase items to complement those already bought. We propose a new system called K-RecSys.

K-RecSys combines online product click data and offline product sale data weighted to reflect the online and offline preferences of customers.

This phenomenon exacerbated the existing recommendation system, as the data has grown up drastically. In this study, the author recommends a relevant image quality based on the quality queries of the clothes and footwear dataset by observing their highest similarity score. Fashion MNIST images used were existing dataset for clothes and footwear.

# CASE STUDY 8

## Building an e-commerce recommendation system by using Big Query Machine Learning


## AUTHOR

Farah Tawfiq Abdul Hussien , Abdul Monem S. Rahma :2021


## PROJECT DESCRIPTION

The technological development in the devices and services provided via the Internet and the availability of modern devices and their advanced applications, for most people, have led to an increase in the expansion and a trend towards electronic commerce. The large number and variety of goods offered on e-commerce websites sometimes make the customers feel overwhelmed and sometimes make it difficult to find the right product. These factors increase the amount of competition between global commercial sites, which increases the need to work efficiently to increase financial profits. The recommendation systems aim to improve the e-commerce systems performance by facilitating the customers to find the appropriate products according to their preferences. There are lots of recommendation system algorithms that are implemented for this purpose. However, most of these algorithms suffer from several problems, including: cold start, sparsity of user-item matrix, scalability, and changes in user interest. This paper aims to develop a recommendation system to solve the problems mentioned before and to achieve high realistic prediction results this is done by building the system based on the customers' behavior and cooperating with the statistical analysis to support decision making, to be employed on an e-commerce site and increasing its performance.