**CHAPTER 1**

**ABSTRACT**

Competitive job market, finding a company that aligns with an individual's work culture preferences is crucial for job satisfaction and overall well-being. Traditional methods of evaluating company culture, such as relying on reviews or word-of-mouth recommendations, often lack personalization and may not accurately reflect an individual's unique preferences and values. In this paper, we propose a novel approach that leverages machine learning techniques to recommend companies based on their work culture, tailored to the preferences of individual users. To personalize recommendations, we employ collaborative filtering techniques, where we identify similarities between users based on their work culture preferences and recommend companies that are favored by similar users. Additionally, techniques to extract and analyze textual information from reviews and company descriptions to understand nuanced aspects of work culture.