USING DATA TECHNOLOGY TO PREDICT AND RECOMMEND ONLINE SHOPPING FOR CONTEMPORARY POPULATIONS

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ABSTRACT

This paper studies the effect of collaborative filtering algorithm on product recommendation and prediction in electronic shopping.

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CHAPTER 1

INTRODUCTION

1.1 Problem Background

With the development of technology, people are increasingly using the internet for shopping. They can buy a variety of goods online, and more and more people are enjoying the convenience brought by technology. Online shopping can also save a lot of people's time, for example, people don't have to rush a long way to a certain mall to buy goods. People can also easily choose various products.

1.2 Problem Background

There are more and more products for people to choose from now, but there are also many products that do not appear on people's shopping lists, resulting in many high-quality products not being purchased by people, causing the squeezing and waste of goods.

1.3 Problem Statement

Many high-quality products cannot be purchased by people, resulting in the squeezing and waste of goods. To solve this problem, it is necessary to recommend and push the products that people want to buy.

1.4 Research Goal

Use collaborative filtering algorithms to effectively solve the problem of pushing recommended products to customers in need and promote higher transaction volumes.

1.4.1 Research Objectives

Online shoppers of all ages.