

## SYNOPSIS OF THE PROJECT

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Shared folder/git repository details	<a href="https://github.com/Dennis-Neduvelil/Mca_Main_Project">https://github.com/Dennis-Neduvelil/Mca_Main_Project</a>
Project Title	Recommendation system for retail customer

### Description of Project:

- Recommendation system is increasing in popularity — every data analyst, data scientist, and data engineer in retail and consumer-related business, whether in e-commerce or traditional offline business will come across this inevitable and important applications of Machine Learning. Perhaps it is not an exaggeration to acclaim it as one of the most high-impact products of ML. E-commerce has benefited a lot from machine learning prediction in improving business operation and increasing sales return. Recommendation System, which uses ML algorithm, has seemed to be an integral part of any retailers, e-commerce sellers, and merchandisers not only due to its simplicity but also due to its ability to unlock business values that is usually hidden within massive chunks of transaction data. It also beats traditional marketing intuition, providing solutions that relies on facts rather than mere assumption. Its ability to engender products that usually ends at the long tail or even introduce surprise elements to the retail portfolio has garnered attention from C-Suite business managers and retail owners.
- Frontend : React,Bootstrap
- Backend : python Flask/Django

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