

# Recommender Systems: Snapdeal

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JAVVAJI TIRU ESWARA BHUJANGA KUMAR  
AP22110010385  
CSE-L



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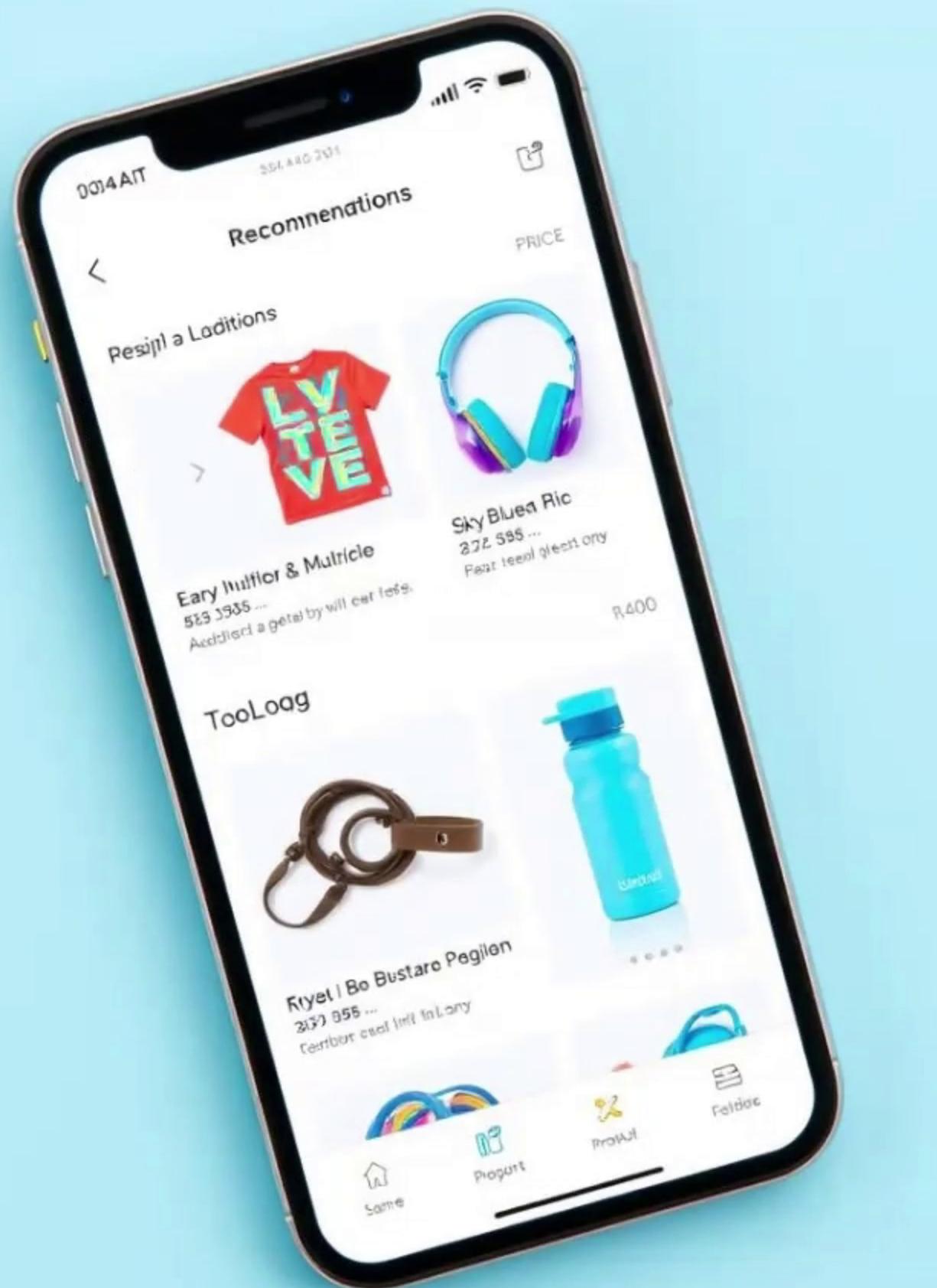
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# What Are Recommender Systems?



- 1 Personalization Engines**  
Recommender systems analyze user behavior to provide tailored suggestions.
- 2 Sales Boosters**  
They increase revenue by promoting relevant products to potential buyers.
- 3 User Experience Enhancers**  
These systems simplify product discovery, saving time for online shoppers.



# Types of Recommender Systems

## Content-Based

Recommends items similar to those a user has liked before.

## Collaborative Filtering

Suggests items based on preferences of similar users.

## Hybrid

Combines multiple approaches for more accurate recommendations.



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# Snapdeal: An E-commerce Giant

## Founded

Snapdeal was established in 2010, quickly becoming a major major Indian e-commerce player.

## User Base

Snapdeal serves millions of customers, necessitating advanced recommendation systems.

## Product Range

It offers millions of products across various categories, from electronics to fashion.





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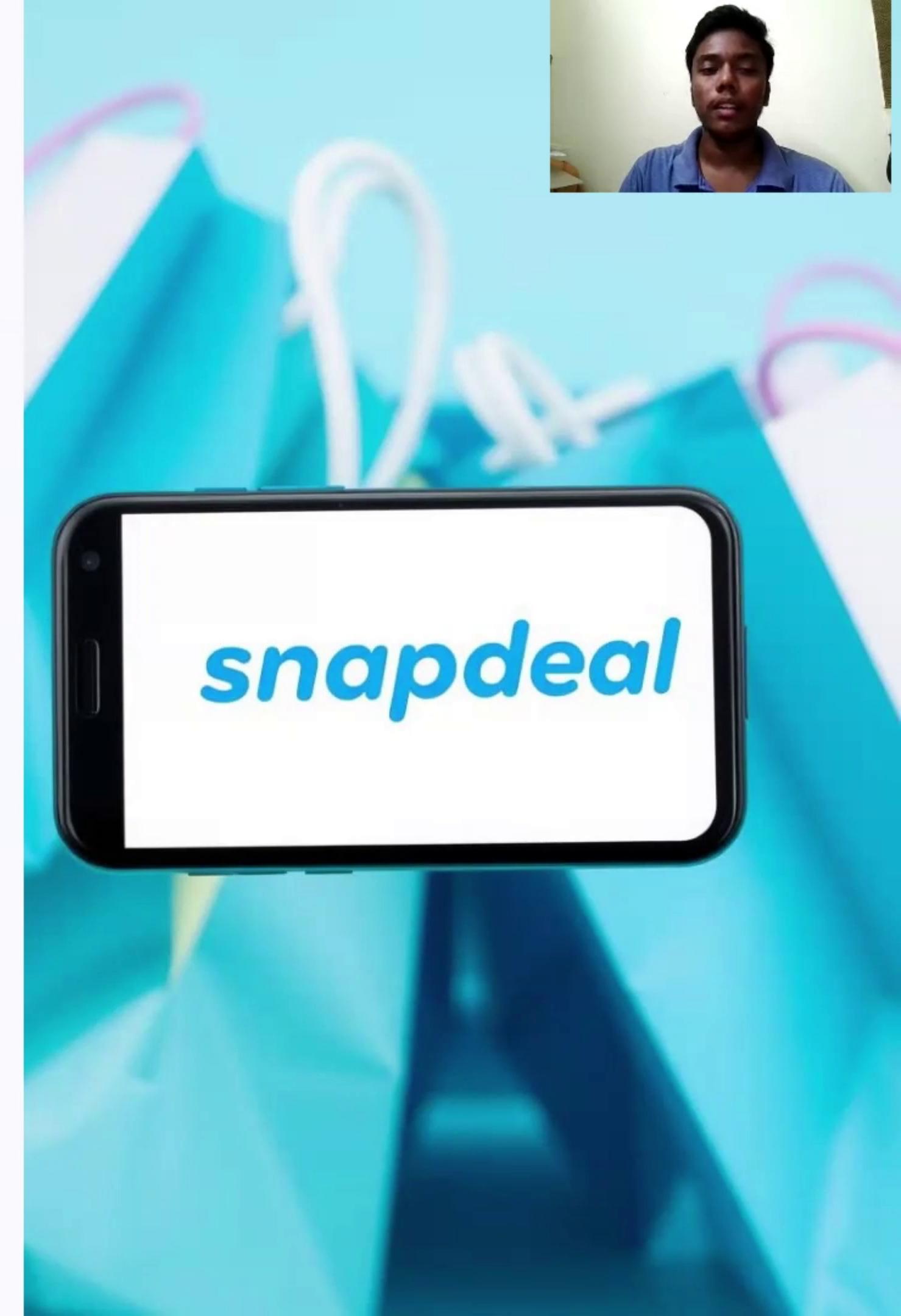
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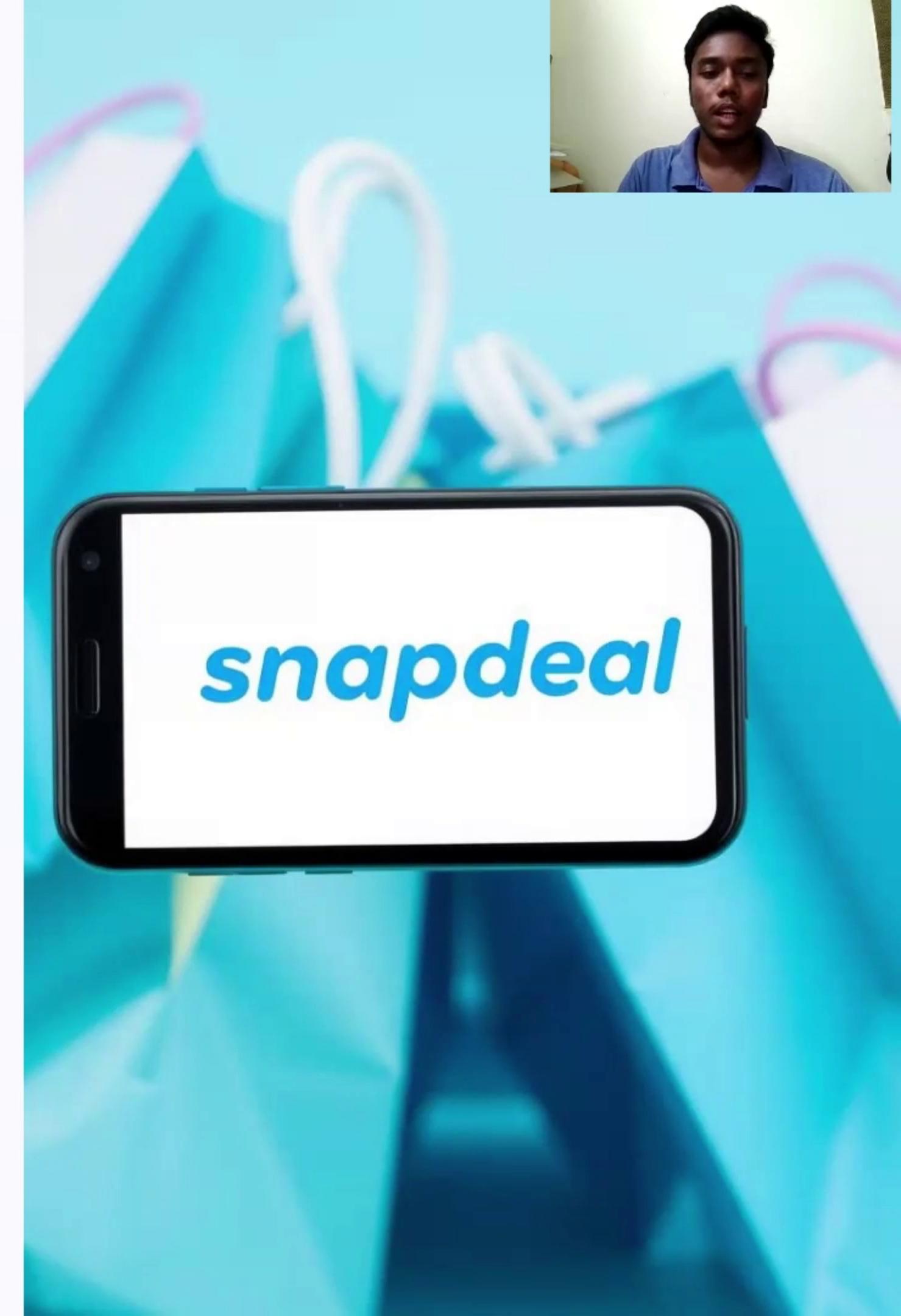
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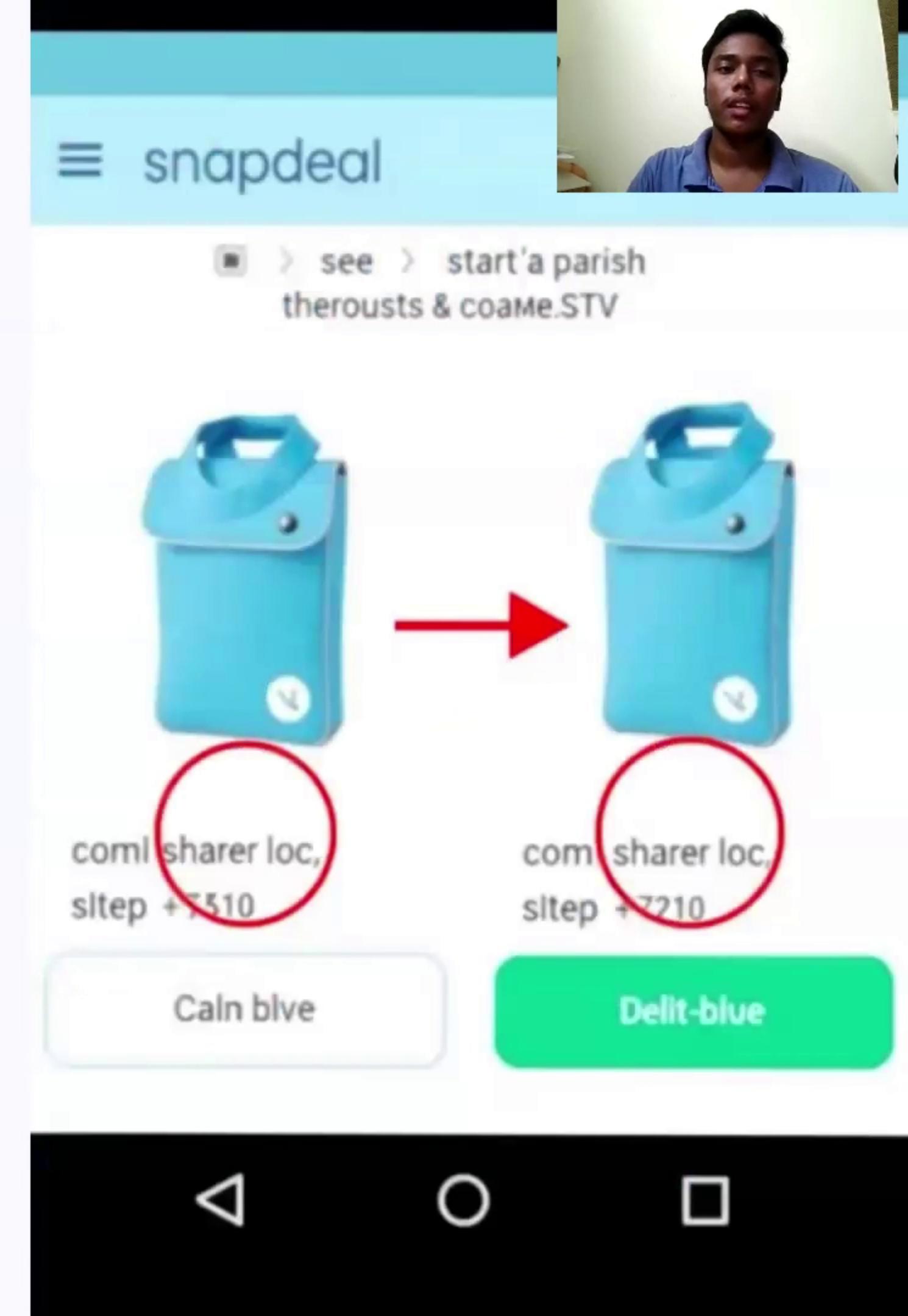
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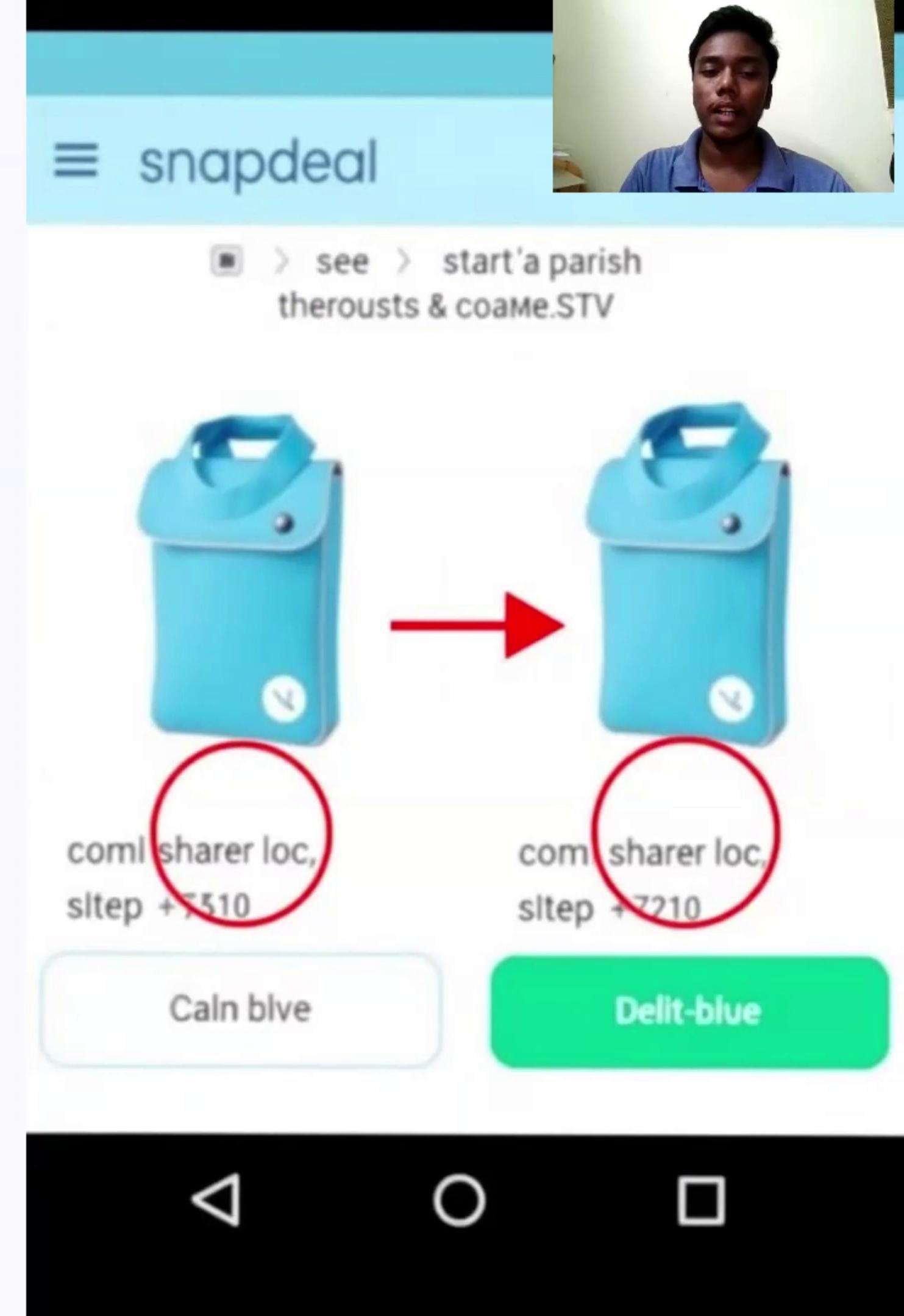
# Content-Based Filtering on Snapdeal

- 1 User Profile Creation  
Snapdeal analyzes a user's browsing and purchase history.
- 2 Item Feature Extraction  
Products are tagged with relevant attributes like brand, category and price.
- 3 Similarity Matching  
The system recommends items with features similar to the users preferences.



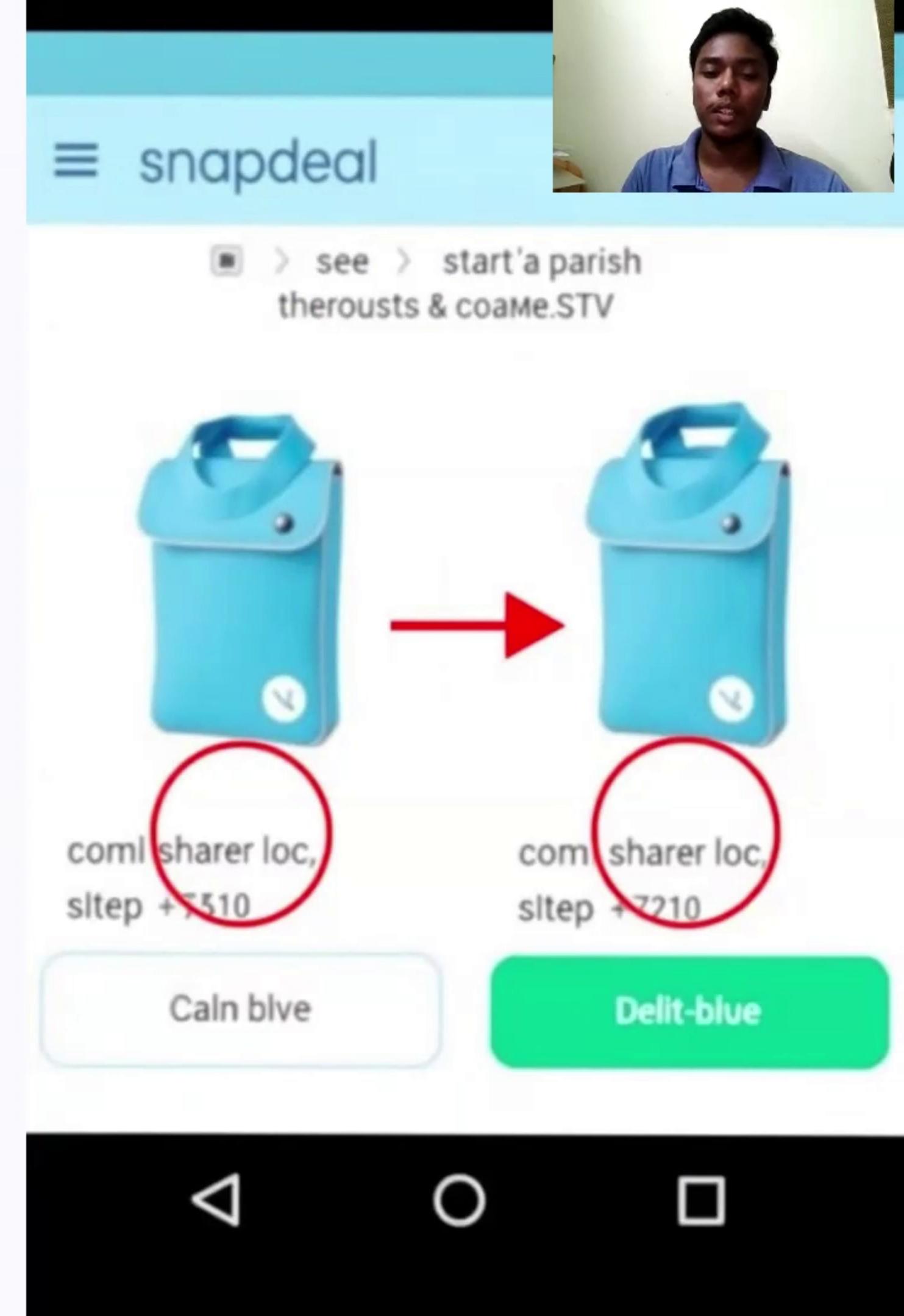
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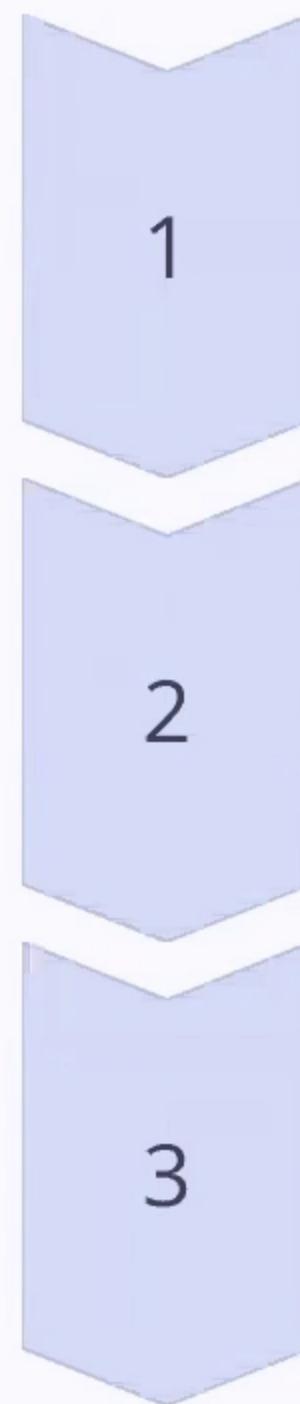


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# Content-Based Filtering Example



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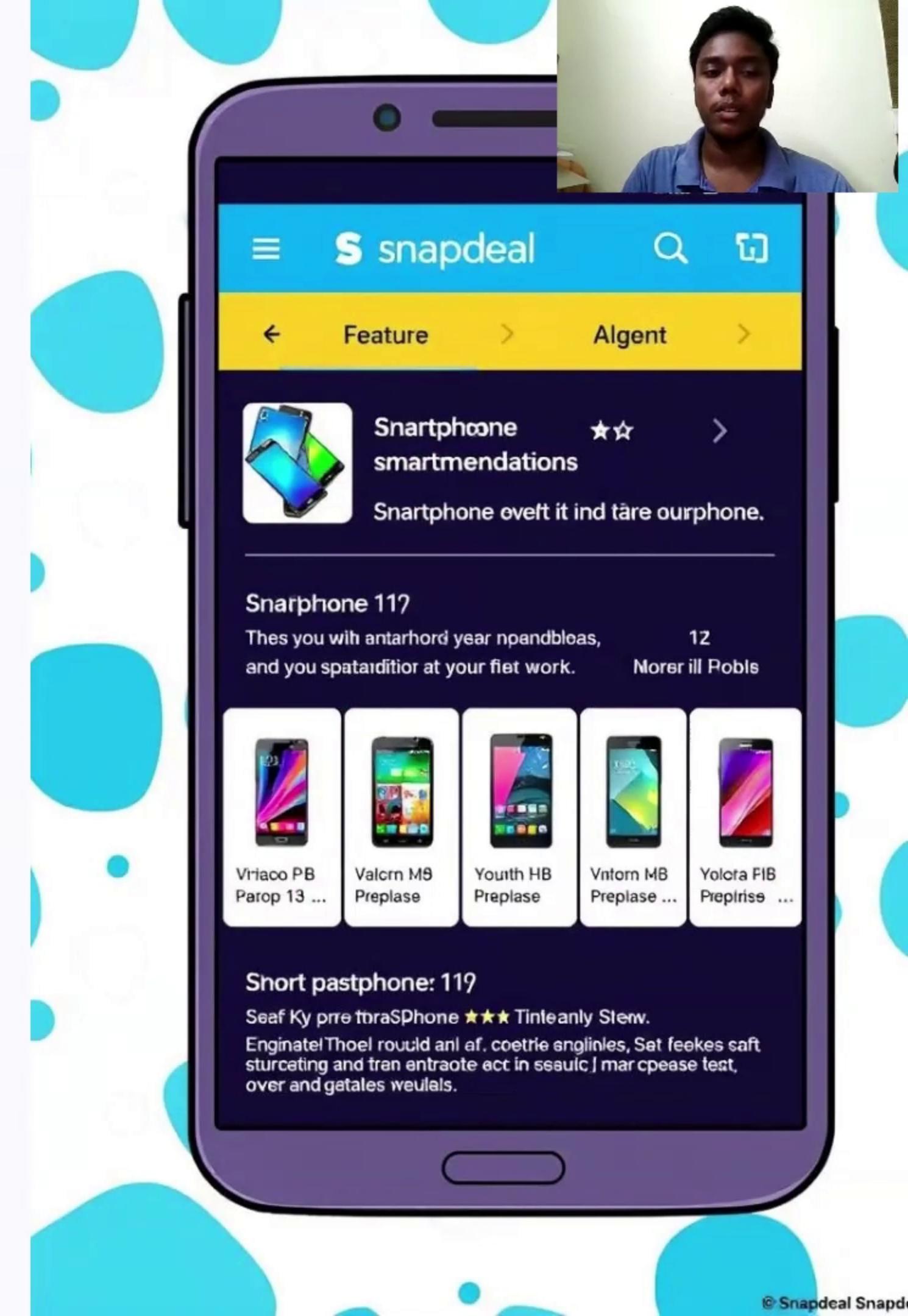
User buys a Samsung smartphone on Snapdeal.

Feature Analysis

System identifies key features: brand (Samsung), category (Electronics), price range.

Recommendations

User sees Samsung accessories, similar smartphones, and other other electronics in that price range.



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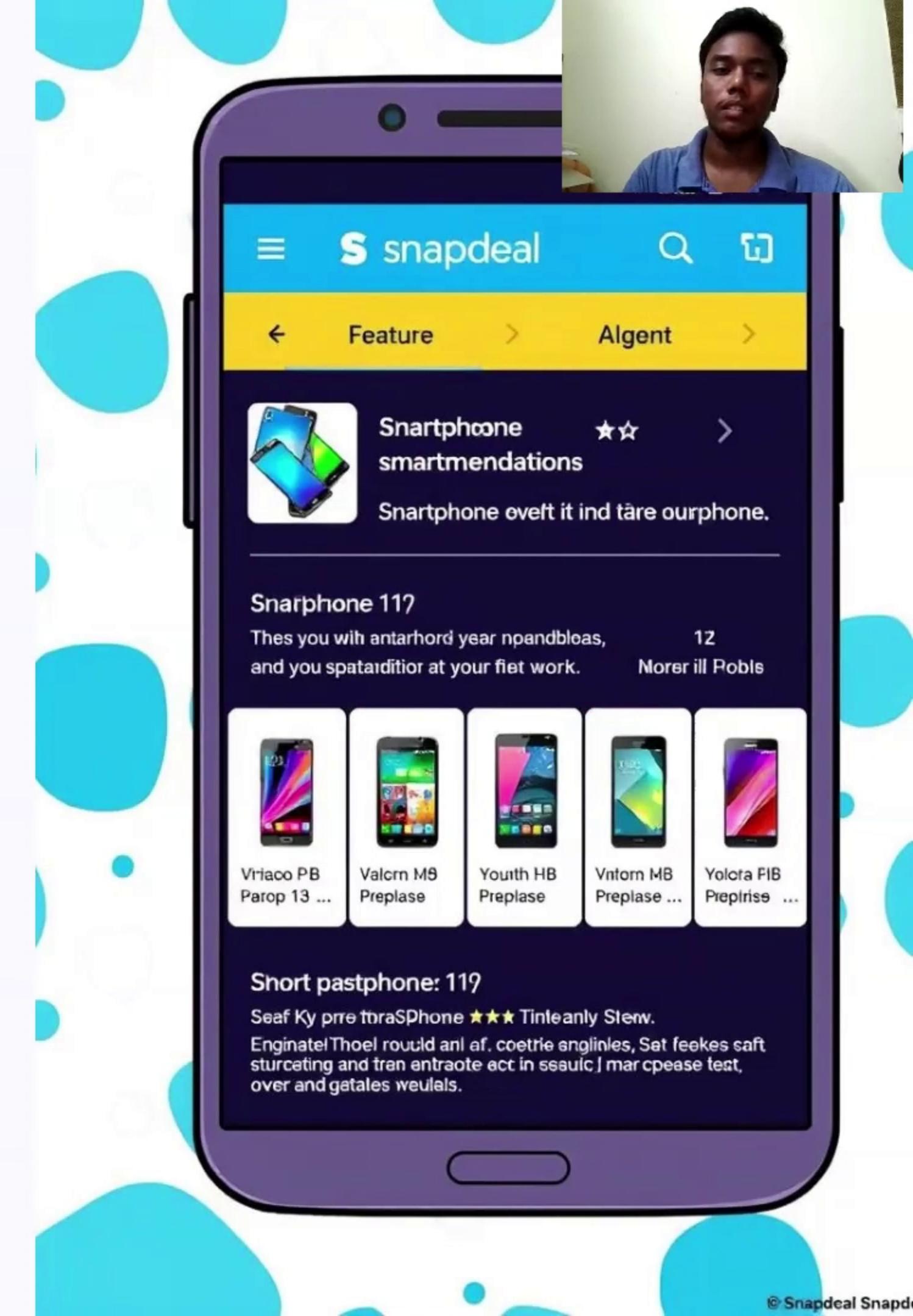
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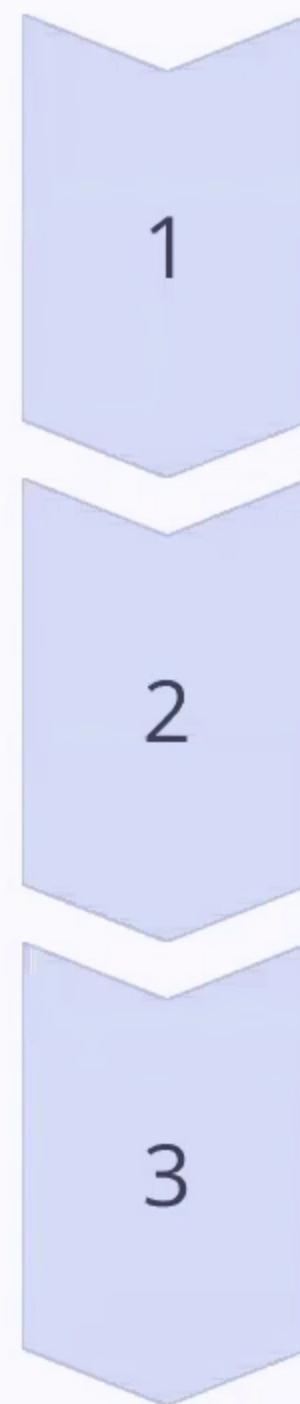
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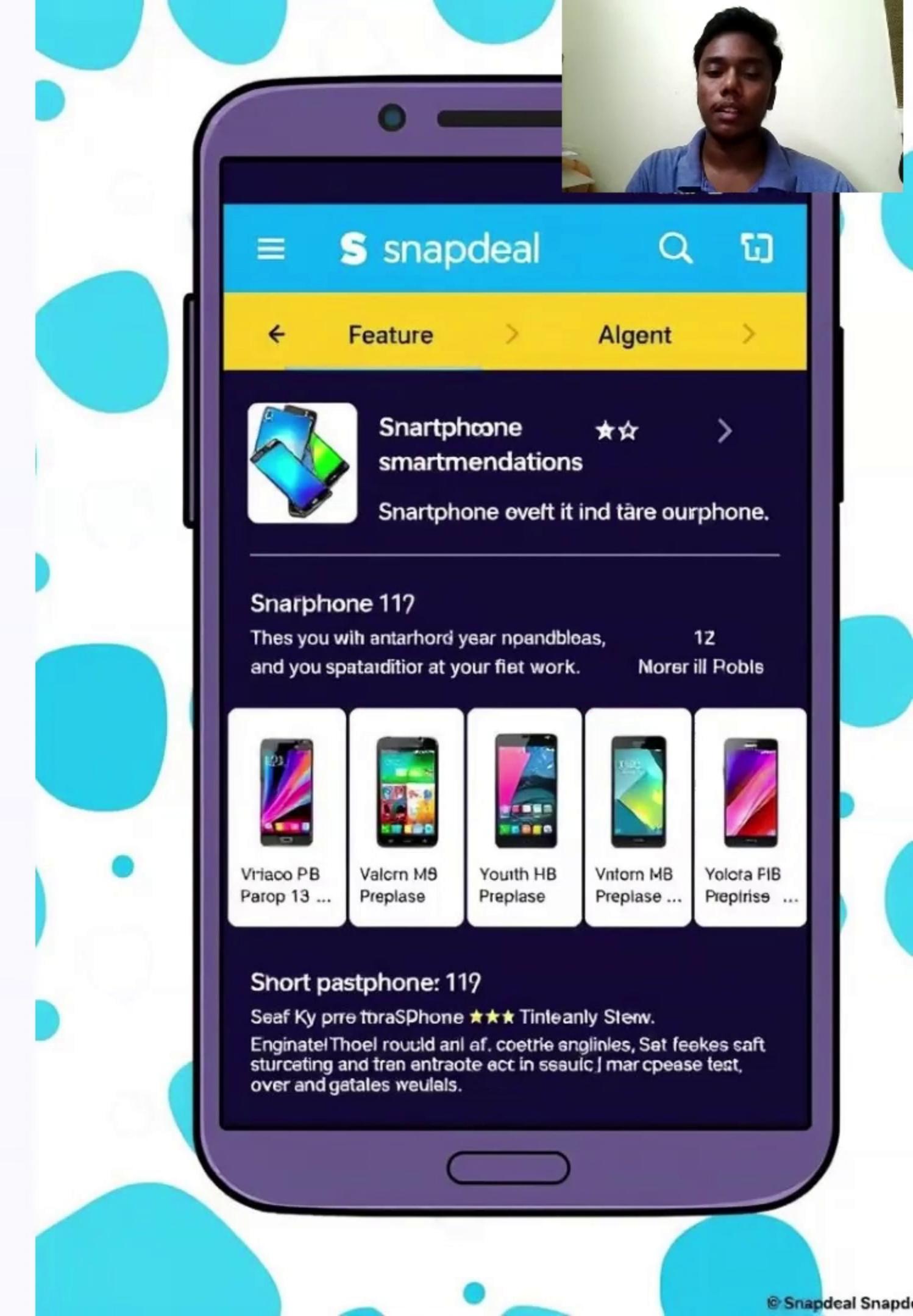
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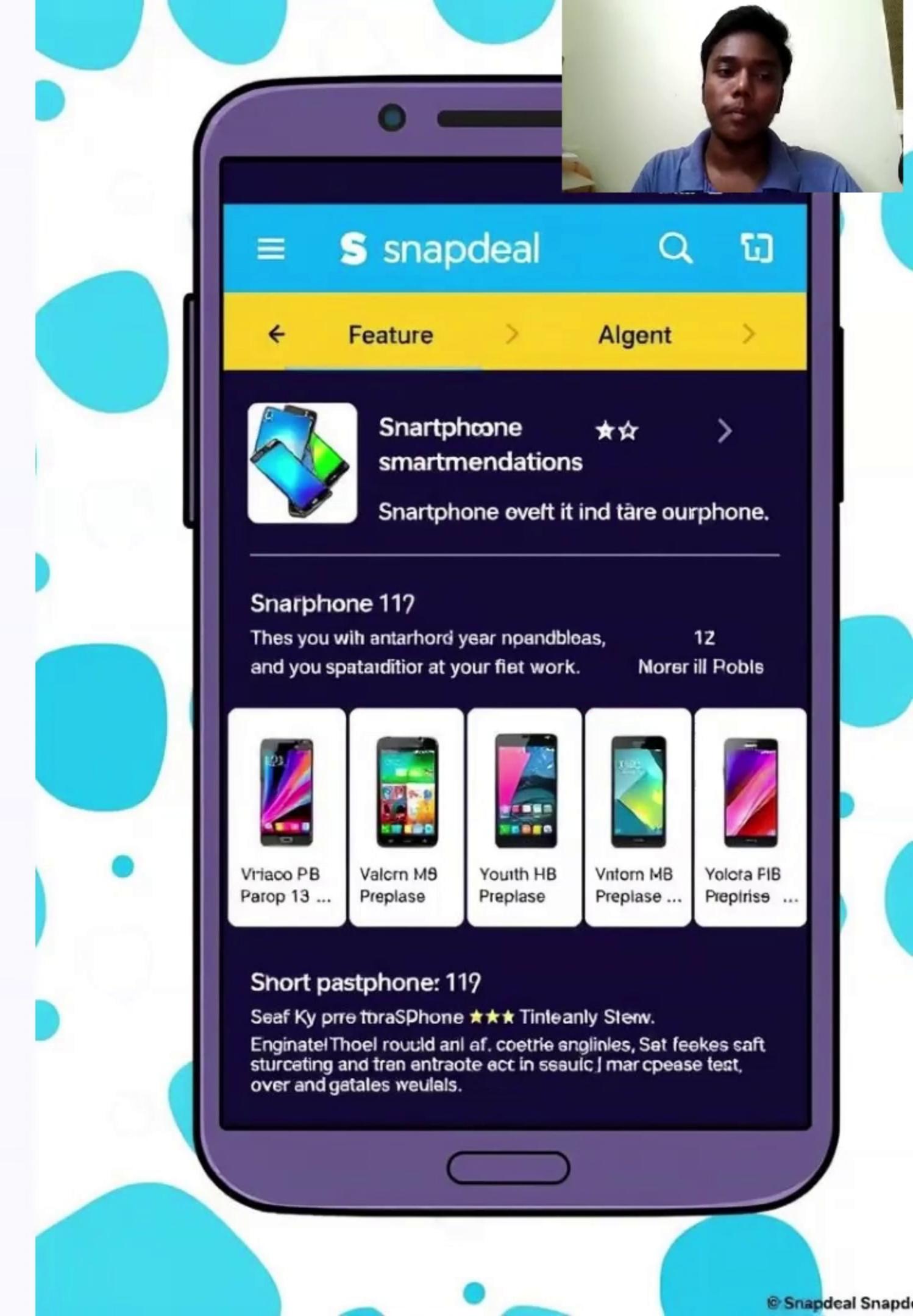
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## Collaborative Filtering on Snapdeal



### User Similarity

Snapdeal identifies users with similar shopping patterns.



### Purchase Analysis

The system examines what similar users have bought.



### Recommendation Generation

Products popular among similar users are suggested.



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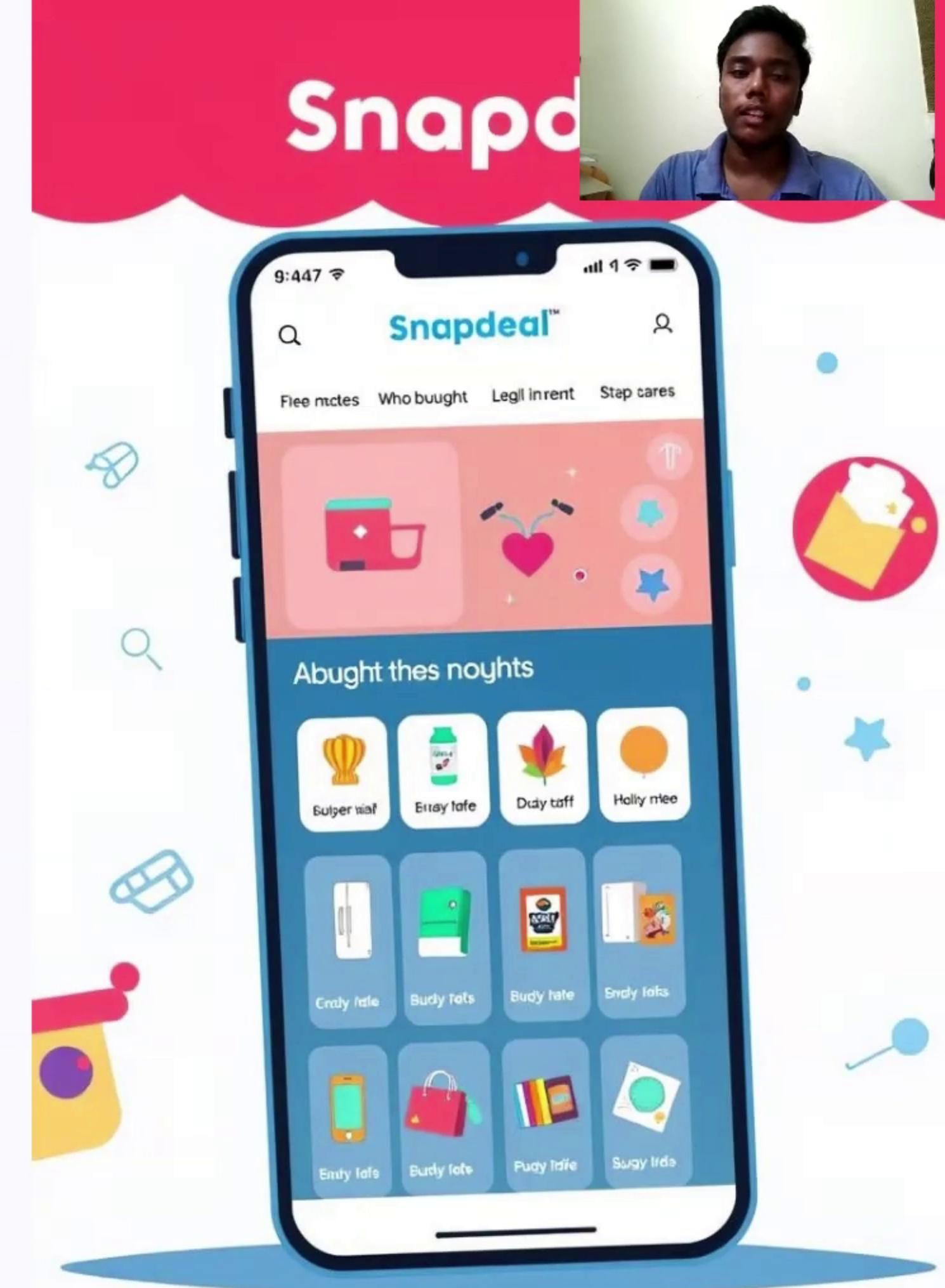
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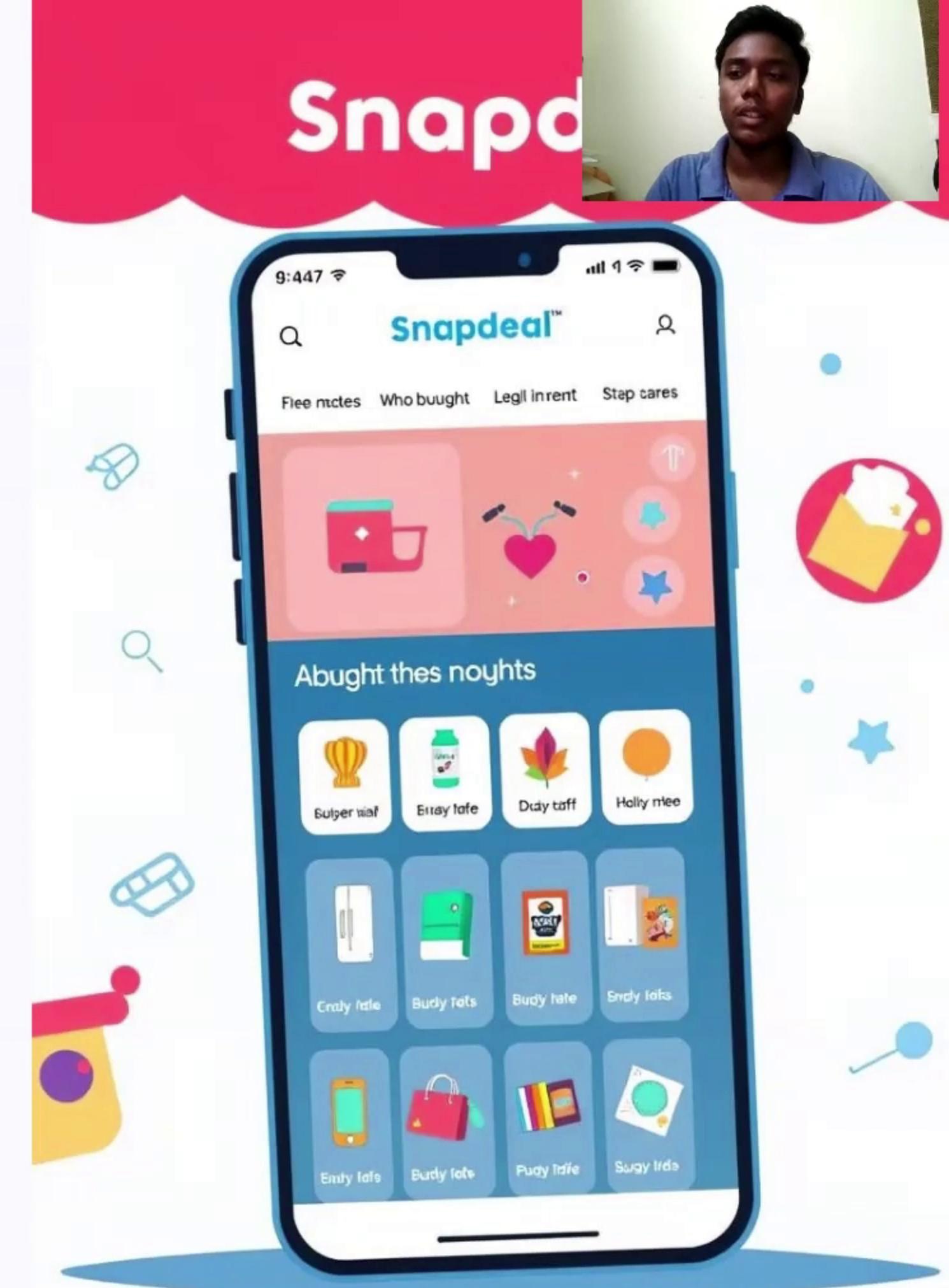
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Laptop	Laptop Cooling Pad	Laptop Cooling Pad Pad
Headphones	Bluetooth Speaker	Bluetooth Speaker



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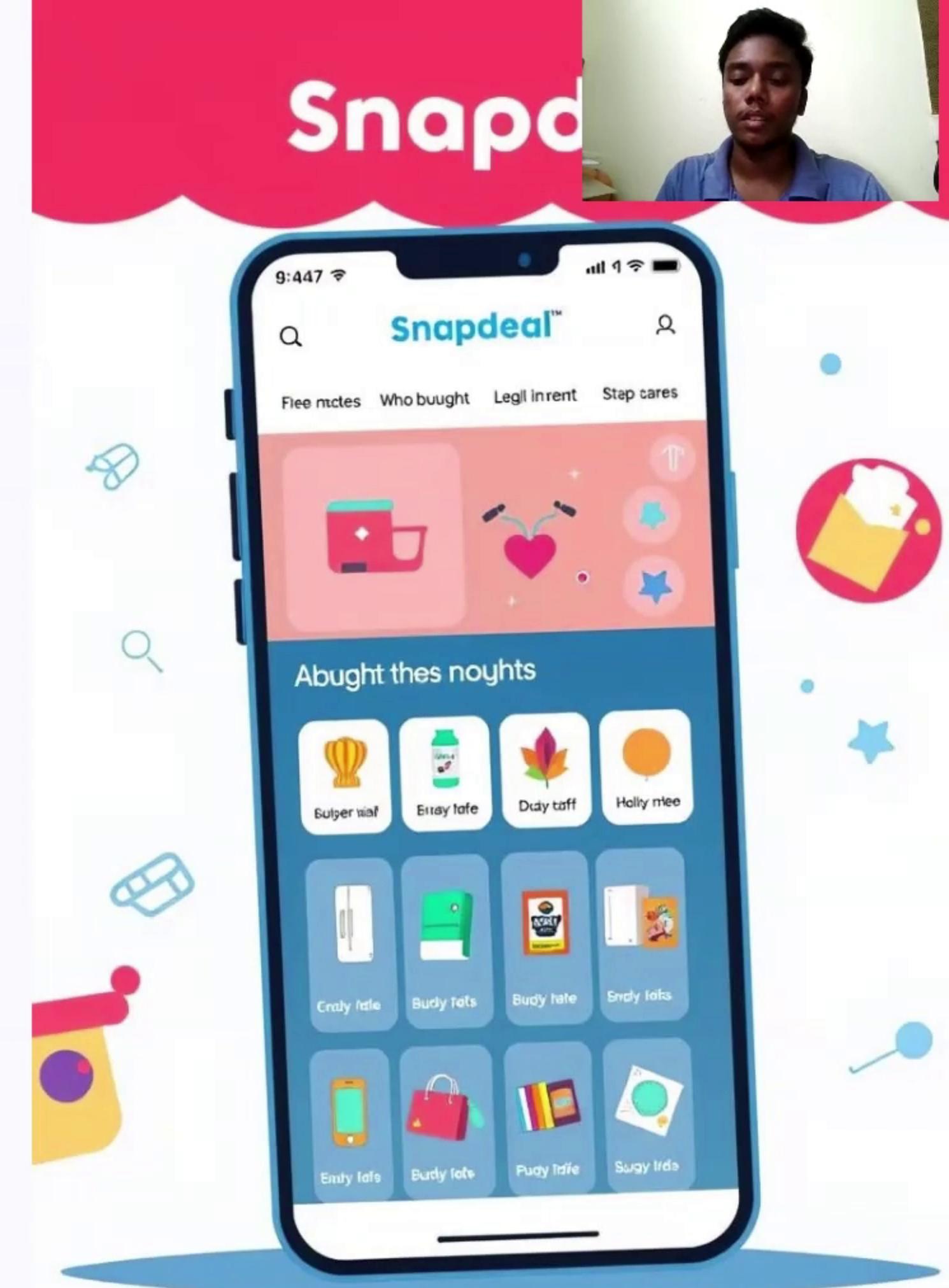
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# Benefits of Recommender Systems for Snapdeal

## 1 Increased Sales

Personalized recommendations lead to higher conversion rates and average order value.

## 2 Enhanced User Experience

Customers find relevant products quickly, improving satisfaction and retention.

## 3 Competitive Advantage

Advanced recommender systems set Snapdeal apart in the crowded e-commerce market.



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