

Project Proposal Submission (Recommender Systems)

1. Team ID: GUNN

2. Team Size: 1

3. Roll Number(s) and Name(s): SE22UCSE105 - SATHWIKA GUNREDDY

4. Base Paper(s) –

- a. Title-** Multimodal Recommendation System Based on Cross Self-Attention Fusion
- b. Authors :** Peishan Li , Weixiao Zhan , Lutao Gao, Shuran Wang and Linnan Yang
- c. Place of Publication-** ACM
- d. Year** - 17 January 2025

5. Major area- Hybrid Recommender Systems (Text + User Behavior)

6. My proposal - I propose to develop a working model for recommending electronics in e-commerce by integrating textual product descriptions and user behavior data (implicit: clicks, purchases; explicit: ratings) to get relevant recommendations.

Using BERT embeddings for textual descriptions and SVD for user behavior to extract latent factors, I will fuse these via cross self-attention reference from the base paper. The model will be evaluated against benchmarks using Precision, Recall, and other metrics.