**SMART FASHION RECOMMENDER APPLICATION**

**IBM-LITERATURE SURVEY**

**UNDER THE GUIDANCE OF**

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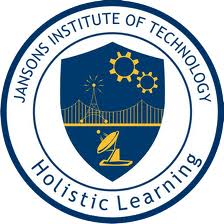
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**CASE STUDY I**

**TITLE**

A Systematic Study on the Recommender Systems in the E-Commerce

**AUTHOR**

Pegah Malekpour Alamdari , N. J. Navimipour , M.Hosseinzadeh: 2020

**PROJECT DESCRIPTION**

Electronic commerce or e-commerce includes the service and good exchange through electronic support like the Internet. It plays a crucial role in today’s business and users’ experience. Also, e-commerce platforms produce a vast amount of information. So, Recommender Systems (RSs) are a solution to overcome the information overload problem. They provide personalized recommendations to improve user satisfaction. The present article illustrates a comprehensive and Systematic Literature Review (SLR) regarding the papers published in the field of e-commerce recommender systems. We reviewed the selected papers to identify the gaps and significant issues of the RSs’ traditional methods, which guide the researchers to do future work. So, we provided the traditional techniques, challenges, and open issues concerning traditional methods of the field of review based on the selected papers. This review includes five categories of the RSs’ algorithms, including Content-Based Filtering (CBF), Collaborative Filtering (CF), Demographic-Based Filtering (DBF), hybrid filtering, and Knowledge-Based Filtering (KBF).

**CASE STUDY 2**

**TITLE**

Predicting Customer Lifetime Value with AIP Platform on cloud based ecommerce website or web application

**AUTHOR**

Ziv Pollak:2021

**PROJECT DESCRIPTION**

Predicting customer future purchases and lifetime value is a key metrics for managing marketing campaigns and optimizing marketing spend. This task is specifically challenging when the relationships between the customer and the firm are of a noncontractual nature and therefore the future purchases need to be predicted based mostly on historical purchases. This work compares two approaches to predict customer future purchases, first using a “buytill-you-die” statistical model to predict customer behavior and later using a neural network on the same dataset and comparing the results. This comparison will lead to both quantitative and qualitative analysis of those two methods as well as recommendation on how to proceed in different cases and opportunities for future research.

**CASE STUDY 3**

**TITLE**

Building an e-commerce recommendation system by using Big Query Machine Learning

**AUTHOR**

Farah Tawfiq Abdul Hussien , Abdul Monem S. Rahma :2021

**PROJECT DESCRIPTION**

The technological development in the devices and services provided via the Internet and the availability of modern devices and their advanced applications, for most people, have led to an increase in the expansion and a trend towards electronic commerce. The large number and variety of goods offered on e-commerce websites sometimes make the customers feel overwhelmed and sometimes make it difficult to find the right product. These factors increase the amount of competition between global commercial sites, which increases the need to work efficiently to increase financial profits. The recommendation systems aim to improve the e-commerce systems performance by facilitating the customers to find the appropriate products according to their preferences. There are lots of recommendation system algorithms that are implemented for this purpose. However, most of these algorithms suffer from several problems, including: cold start, sparsity of user-item matrix, scalability, and changes in user interest. This paper aims to develop a recommendation system to solve the problems mentioned before and to achieve high realistic prediction results this is done by building the system based on the customers’ behavior and cooperating with the statistical analysis to support decision making, to be employed on an e-commerce site and increasing its performance. The project contribution can be shown by the experimental results using precision, recall, F-function, mean absolute error (MAE), and root mean square error (RMSE) metrics, which are used to evaluate system performance.

**CASE STUDY 4**

**TITLE**

A Case Study on Recommendation Systems Based on Big Data

**AUTHOR**

M. Sandeep Kumar and J. Prabhu :2019

**PROJECT DESCRIPTION**

Recommender systems mainly utilize for finding and recover contents from large datasets; it has been determining and analysis based on the scenario—Big Data. In this paper, we describe the process of recommendation system using big data with a clear explanation in representing the operation of mapreduce. We demonstrate the various stage of recommendation namely data collection rating, types of filtering. Analysis Scenario based drug recommender system, it consists of three components namely drug storage, cloud server, and recommender server. The system is evaluating with specific parameters like Fscore, Precision, and recall. Finally, we describe the challenge of recommendation systems like data sparsity, cold start, sentimental analysis and No surprise.

**SURVEY PAPERS:**

**Survey Paper 1**

* **Author Name:** Anusha Vegesna, Pranjal Jain, Dhruv Porwal
* **Title:** Ontology based Chatbot
* **PublicationWebsite:** International Journal of Computer Applications
* **Publication Date:** January 2018

**Proposed System:**

The proposed system is an Ontology bases chat-bot which will be mainly based on the E-commerce domain.

Ecommerce website APIs (Ebay website which is freely available) are used as the data source.

Ontology template is built using the PROTEGE platform that retrieves data from the data source(using Jape rules).

Ontology follows java object-oriented approach, such as inheritance to avoid redundancy that prevails in the existing systems

**Modules Used:**

Knowledge base (KB)

Ontology Template

**Survey Paper 2**

* **Author Name:** A.R.D.B.Landim, A.M.Pereira
* **Title:** Chatbot design approaches for fashion E-commerce: An interdisciplinary review
* **Publication website:** <https://www.tandfonline.com/loi/tfdt20>
* **Published Date:** 02 Nov 2021

**Literature Review:**

Recommendation systems have the potential to explore new opportunities for retailers by enabling them to provide customized recommendations to consumers based on information retrieved from the Internet.

They help consumers to instantly find the products and services that closely match with their choices , different state-of-the-art algorithms have been developed to recommend products based on users interactions with their social groups.

Survey Paper 3

● Author Name: Amir-reza Asadi, Reza Hemadi

● Title: Design and implementation of a chatbot for e-commerce

● Publication website: ICTD (Information Communication Technology and Doing Business)

● Published Date: 2018

Literature Review:

This research is following the usage of conversational interaction for existing online stores whether they sell goods or services. Since WooCommerce is the most popular solution technology for e-Commerce and 43% of the entire internet is using it, we have implemented the project based on WooCommerce. Telegram is the most popular messenger in Iran the bot is implemented based on the Telegram API but the proposed design can also be implemented in a pop-up window of internet browser or Facebook messenger with a few modifications.

Related Works:

Chatterbots are not new programs in the computer world and ELIZA, the first chatterbot was released in 1966 but most of the existing chatbots are mainly for recreational and research purposes. Most notable chatbots that were designed with the purpose of conversational commerce were released by the banking sector, for example DBS bank of Singapore has created its own virtual assistant which is called Digi Bank. chatterbot is integrated with their website which is coded in PHP and has a MYSQL database. To make the chatterbot intelligent they used River Script.