SMART FASHION RECOMMENDER APPLICATION
IBM – LITERATURE SURVEY

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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

Implementation of e-commerce used on cloud computing using asp.net technology

AUTHOR

Samson Oluwaseun Fadiya, Acheme Odeh, Emeka Joshua Chukwuemeka :2016

PROJECT DESCRIPTION

In this paper, the client is given an e-commerce website that is utilized as a part of a cloud domain to discover the store and its locations online. To actualize this as a web application, we utilized ASP.NET as the Technology. ASP.NET has a few preferences, for example, improved execution, scalability, built-in security and simplicity.To build any web application utilizing ASP.NET we require a programming language, for example, C#, VB.NET, J# and so on. VB.NET was the language used to build this application. For the customer browser to associate with the ASP.NET engine, we utilized Microsoft's Internet Information Services (IIS) as the Web Server. ASP.NET utilizes ADO.NET to interact with the database as it gives in-memory caching that takes out the need to contact the database server as often as possible and it can without much of a stretch send and keep up an ASP.NET application. MSSQL was utilized as back-end database since it gives quick data access, easy installation, and simplicity.

CASE STUDY 3

TITLE

Predicting Customer Lifetime Value with AIP Platform on cloud based e-commerce 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 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 F-score, Precision, and recall. Finally, we describe the challenge of recommendation systems like data sparsity, cold start, sentimental analysis and No surprise.

CASE STUDY 5

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.