Perfumes Recommender System.

Discover Your Perfect Scent.

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Why a Perfume Recommendation System?

- *Finding the right perfume can be overwhelming due to the vast number of choices available.*
- *Personalized recommendations save time and enhance user satisfaction.*
- *Helps customers discover new fragrances that match their unique preferences.*

Objectives

Main Objective:

To develop a personalized perfume recommendation system.

Specific Objectives

. To develop a recommendation engine that can suggest perfumes based on fragrance notes, categories, and price

. To implement a user-friendly interface to allow customers to input preferences (e.g., fragrance notes,gender and budget) and receive relevant recommendations.

. To direct prospective buyers to an e-commerce platform whether they can purchase product of choice.

Data description

- *The data was web scraped from [Cierra Perfumes](#) which is a Perfume selling shop based in Nairobi, Kenya.*
- *A sample size of 2,479*
- *We focused on the following features; category, title, price, link, image, description, top, middle and base.*
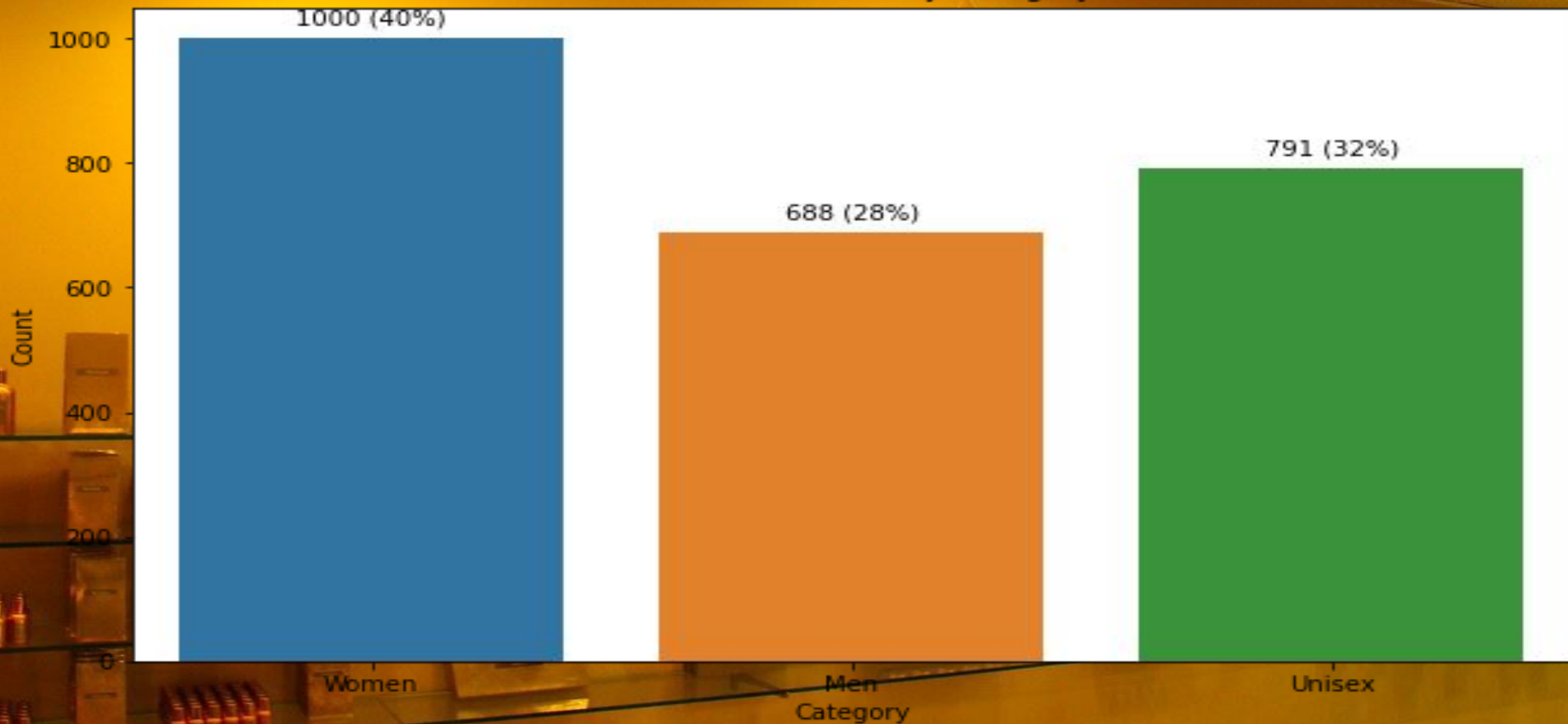
Analysis and Findings.

Most Common Fragrance Notes

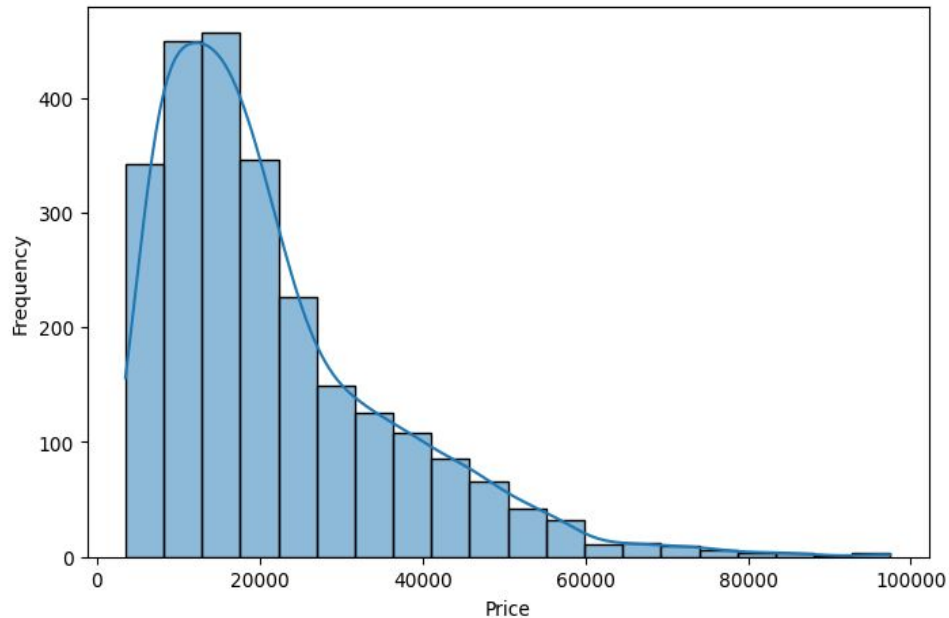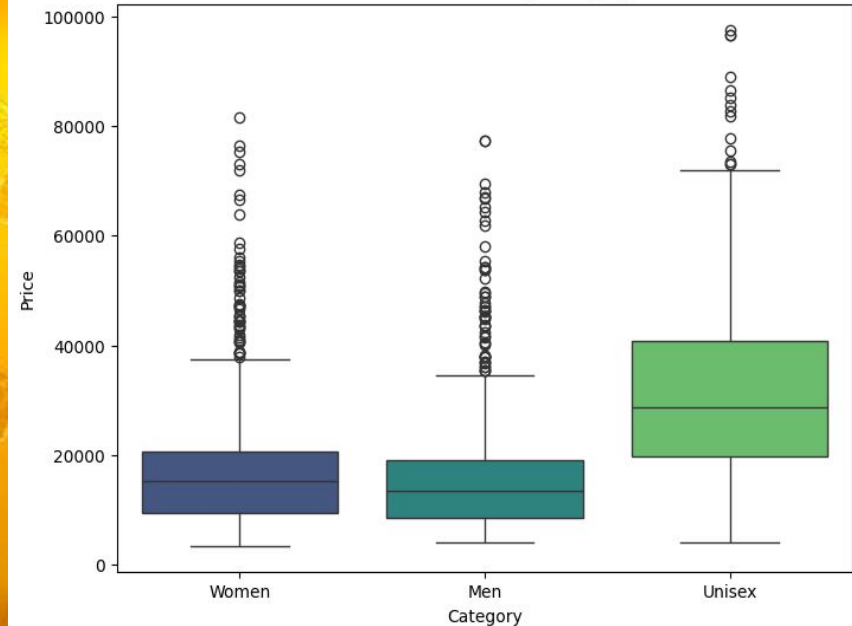# Analysis and Findings.

Analysis and Findings.

Price Distribution of Perfumes

Price Distribution by Category

Recommendation System.

Discover Your Perfect Fragrance
Find a scent that complements your style and personality

Find Your Match

vanilla

[Recommend]

Category	Min Price	Max Price
Women	15000	20000

Recommended Perfumes

WOMEN

lancome, la vie est belle en rose edt 100ml w
Ksh. 16,000.00

View Product

WOMEN

zadig & voltaire, this is her undressed edp 100ml w
Ksh. 16,200.00

View Product

WOMEN

givenchy, l'interdit rouge edp 80ml w
Ksh. 17,200.00

View Product

Model Limitations

1. Static Dataset : The system relies on a static dataset, requiring manual updates to include new perfumes or reflect changes in existing products making it difficult to adapt to new perfumes and trends.

2. Subjectivity in Scent Preferences: Scent preferences are highly personal, and the system assumes similarity in scent notes aligns with user satisfaction, which may not always hold true.

Conclusion

- Developed a personalized recommendation system based on notes, categories and prices

- easy-to-use interface for seamless user interaction.
- Clear instructions and intuitive design ensure a smooth experience.
- Visual elements to enhance user engagement and satisfaction.

The system is a two wa

- Item Based Recom
- User Based Recom

- Created a user -friendly interface for inputting preference and receiving recommendations.

- Linked the system to an e-commerce platform for seamless purchase.

Next Steps

easy to use interface for seamless user interaction.

The sy

- Getting more data to train the model.
- Incorporate user feedback mechanisms to improve
  recommendations over time.
- Integrate features like brand preference and seasonal trends.
- Optimize weights for notes, gender and price for relevance.

Q&A