

# **Perfumes Recommender System.**



**Discover Your Perfect Scent.**

**Credits :**

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# Introduction.

## Main Objective:

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

## Specific Objectives:

- . 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.

# Why a Perfume Recommendation System?

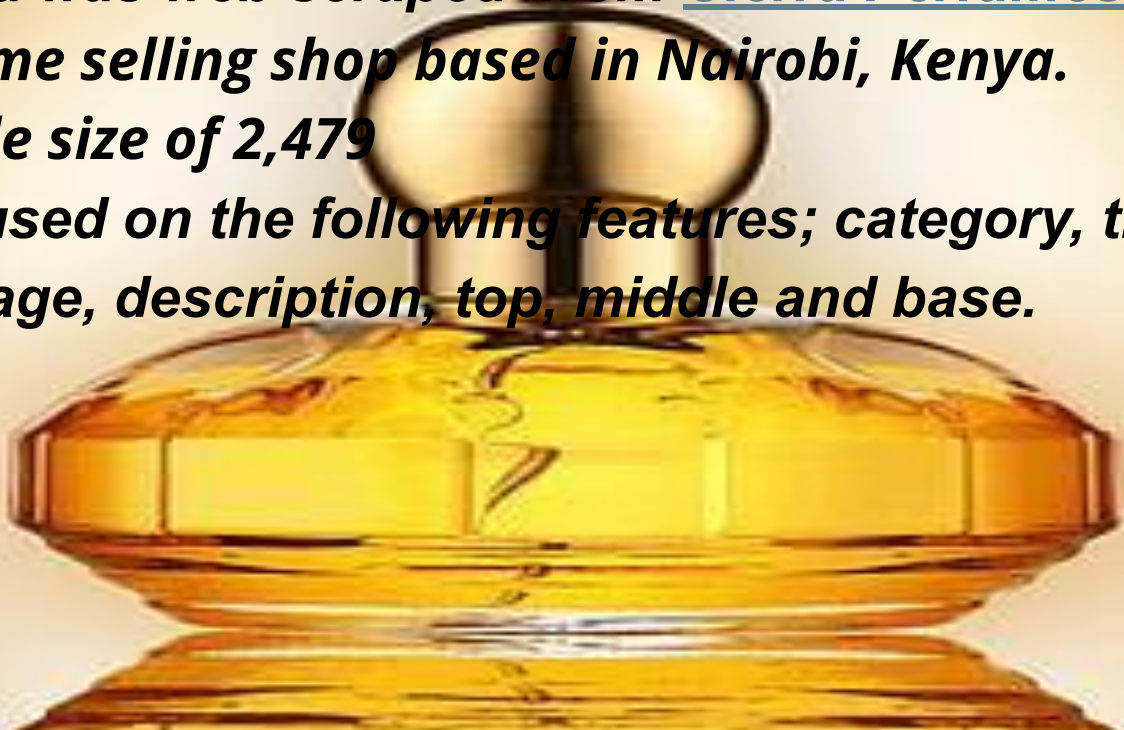


- *Finding the right perfume can be overwhelming due to the vast number of choices available.*
- *Personalized recommendations save time and enhance user satisfaction.*
- *Helps customers discover new fragrances that match their unique preferences.*



# 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.*



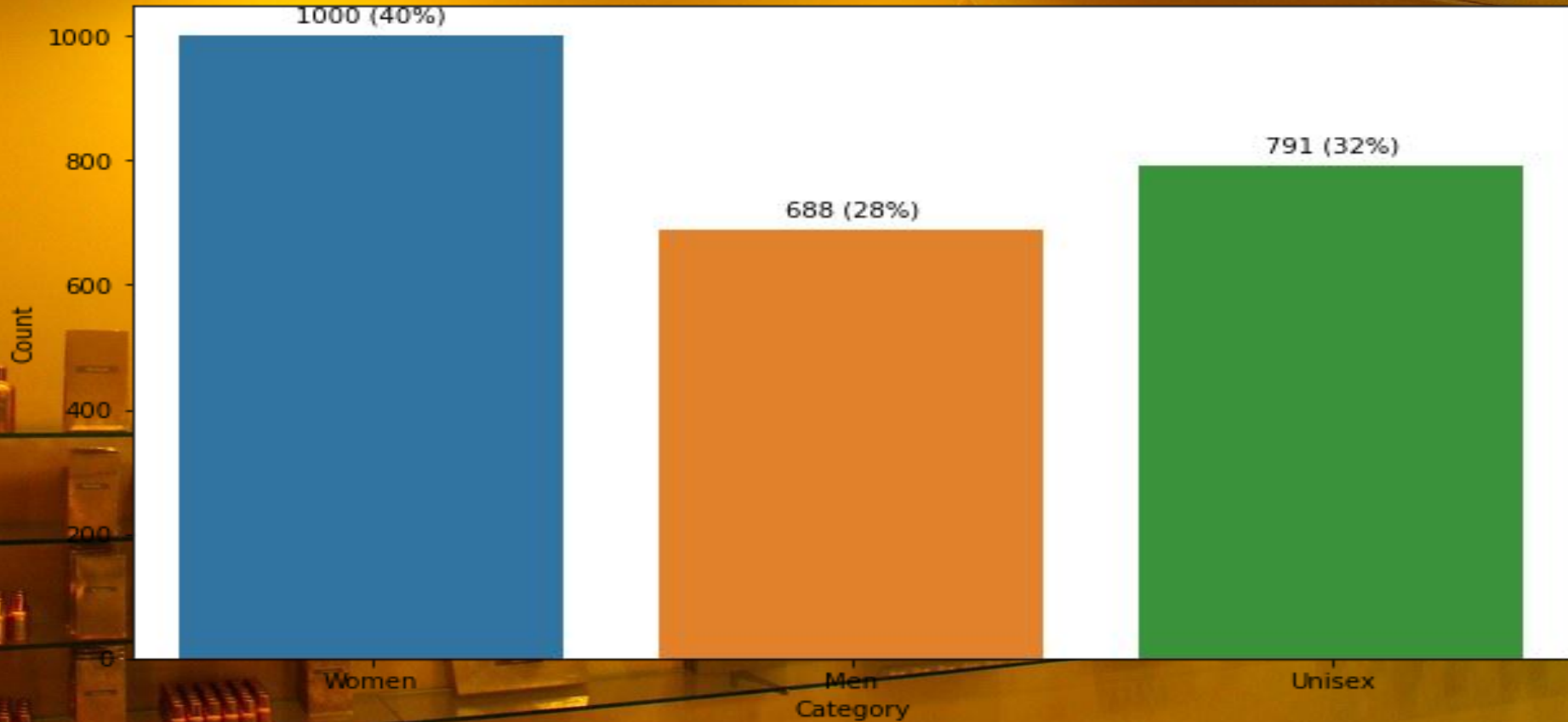
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## Most Common Fragrance Notes



# Analysis and Findings.

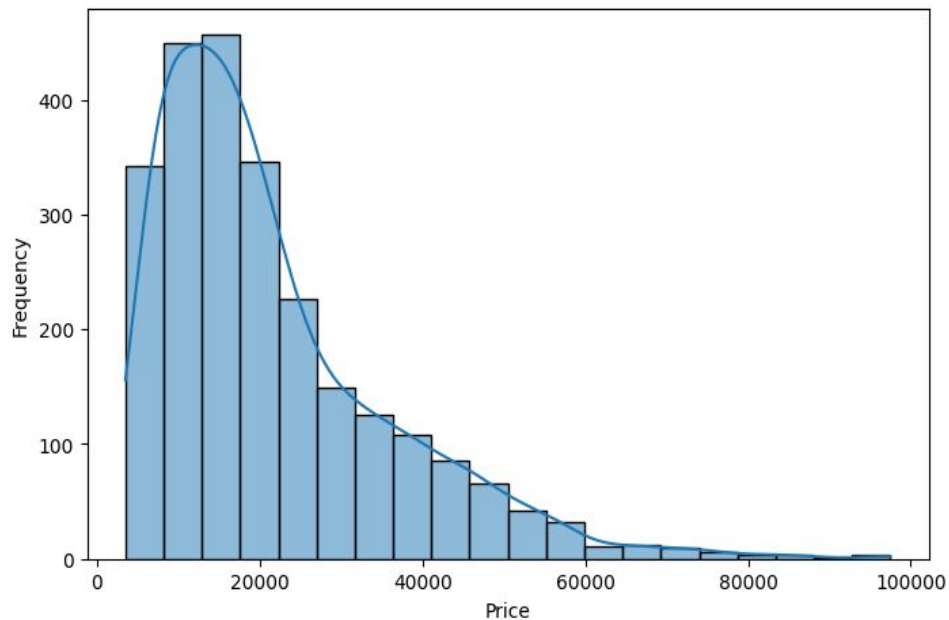
Count of Perfumes by Category



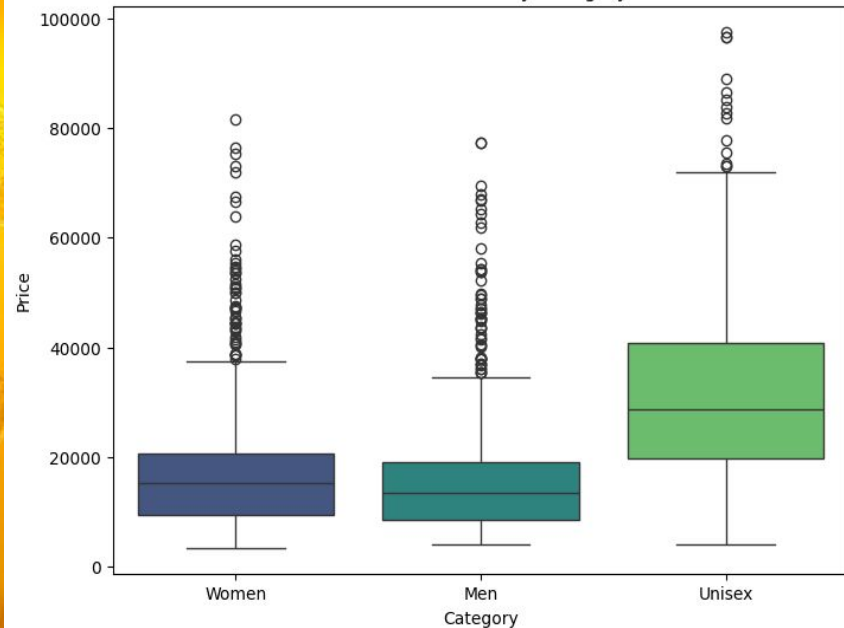


# Analysis and Findings.

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

[Recommend](#)

Category

Women



Min Price

15000

Max Price

20000

### Recommended Perfumes



**lancome, la vie est belle en rose edt 100ml w**

Ksh. 16,000.00

[View Product](#)

**zadig & voltaire, this is her undressed edp 100ml w**

Ksh. 16,200.00

[View Product](#)

**givenchy, l'interdit rouge edp 80ml w**

Ksh. 17,200.00

[View Product](#)



# Next Steps

- Getting more data to train the model.
- Incorporate user feedback mechanisms to improve recommendations over time.
- Enhance the system by integrating additional features such as brand preferences, customer reviews, or seasonal trends to provide more holistic recommendations.
- Continuously test and optimize the weights assigned to notes, gender, and price to ensure recommendations remain relevant as user preferences and dataset characteristics evolve.

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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 way highway between the recommender and the user.

★

Item Based Recommender.  
User Based Recommender