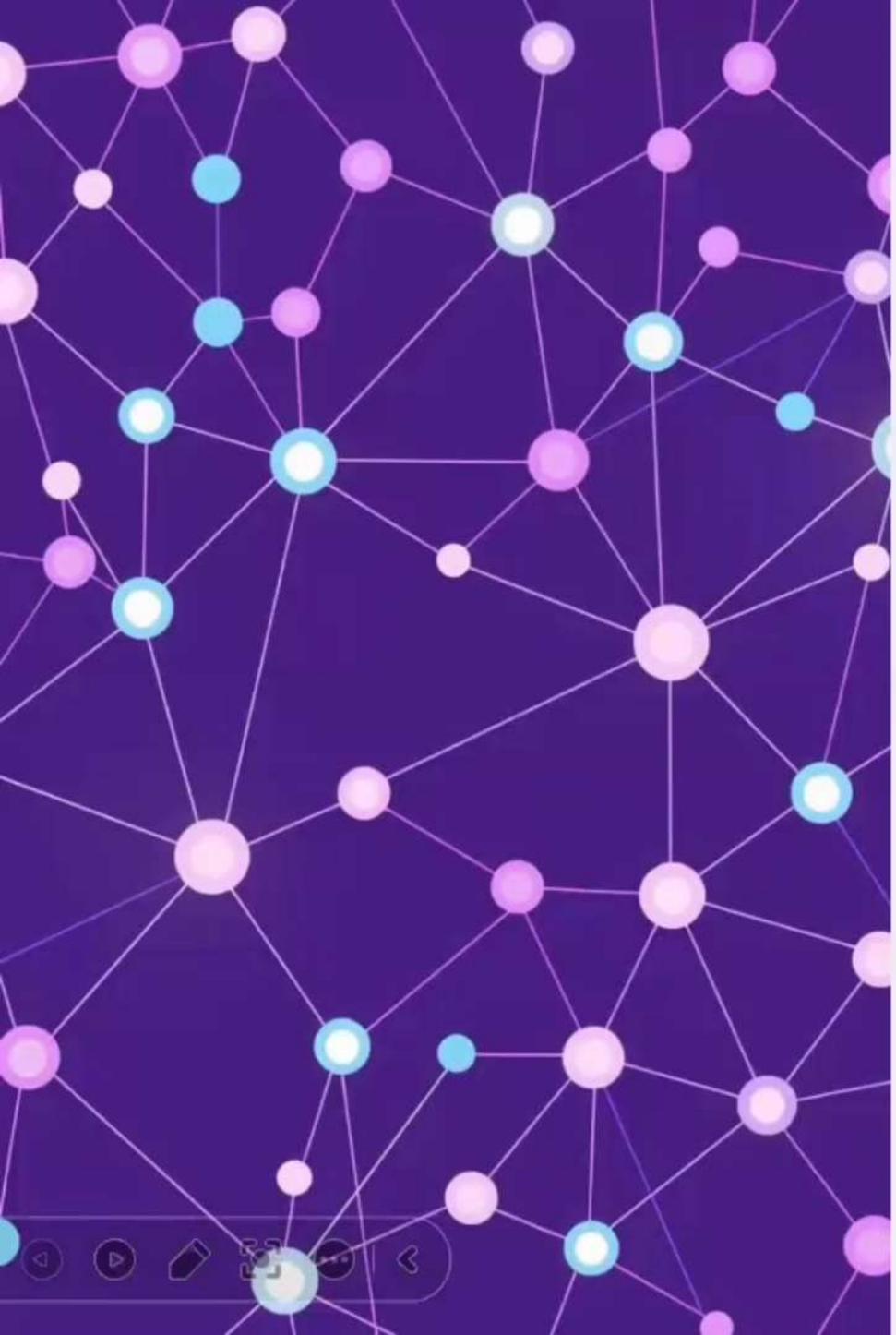

Recommender Systems: Big basket

Recommender systems are intelligent algorithms that suggest relevant items to users. They analyze user behavior and preferences to provide personalized recommendations, enhancing the shopping experience and increasing sales for e-commerce platforms like Big Basket.

G Pavan Sujith

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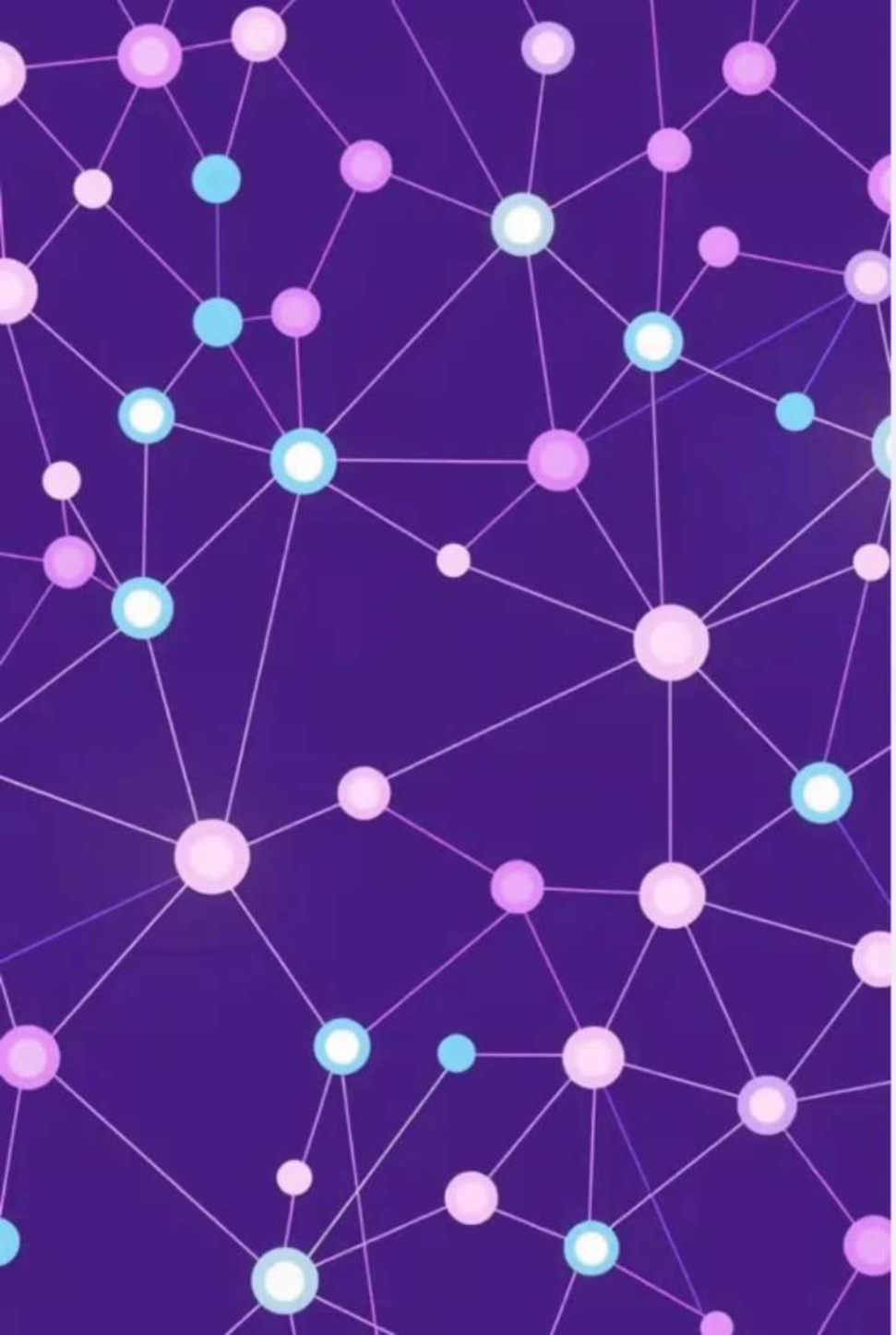

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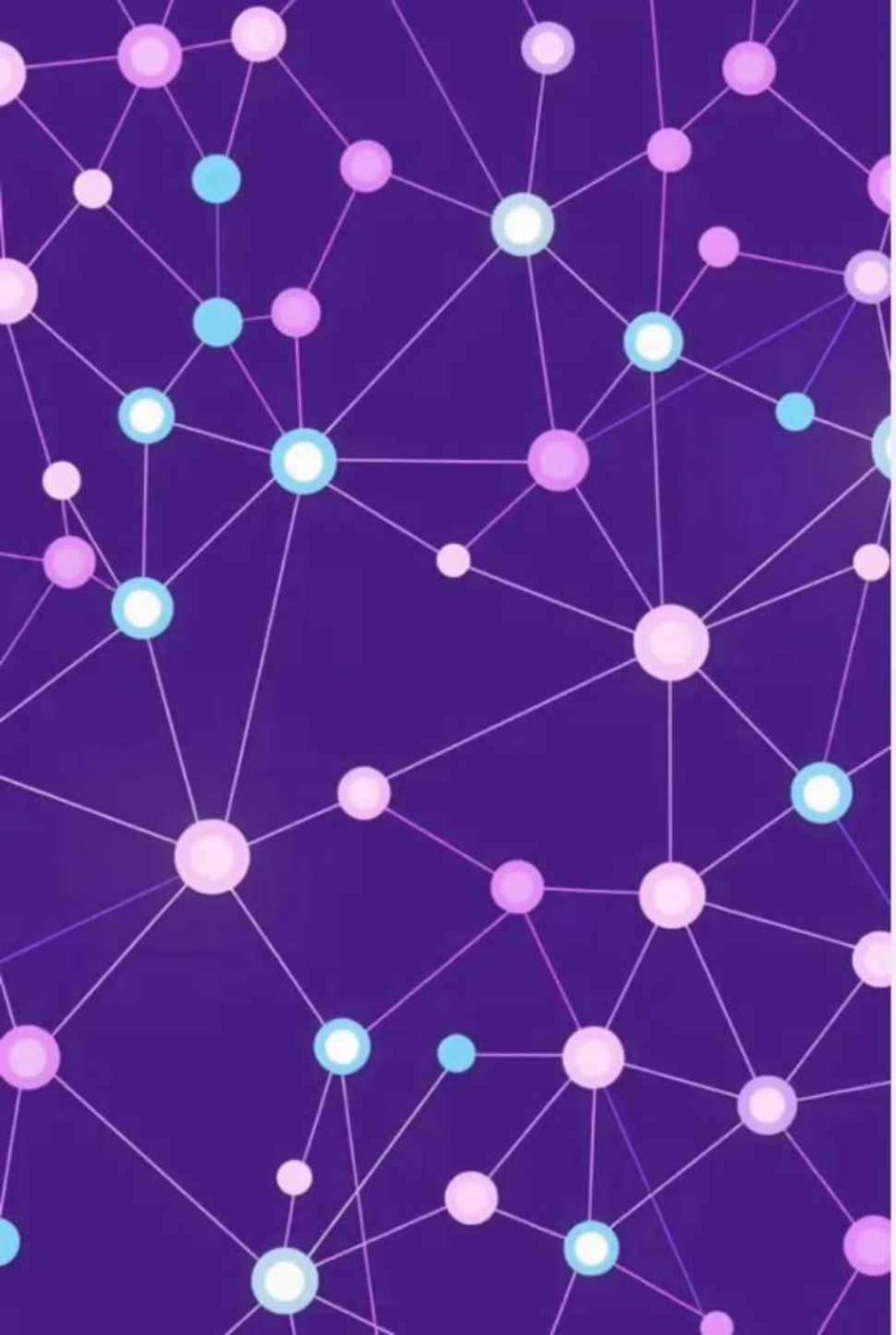

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Types of Recommender Systems

1 Content-Based Filtering

Recommends items similar to those a user has liked in the past.

2 Collaborative Filtering

Suggests items based on preferences of similar users.

3 Hybrid Approaches

Combines multiple techniques for more accurate recommendations.

Recomtende

Content-based

Musent based

Pecrint based

Cyntent-based

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Company Overview

Big Basket is India's largest online grocery store, offering a wide range of products.

Recommendation Challenge

With thousands of products, suggesting relevant items to each user is crucial for success.

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Big Basket uses sophisticated recommender systems to personalize the shopping experience.

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Content-Based Filter in Big Basket

1 — **Item Profiling**

Big Basket creates detailed profiles for each product, including attributes like category and nutritional info.

2 — **User Preferences**

The system analyzes user behavior to understand individual preferences and dietary requirements.

3 — **Matching Algorithm**

Recommendations are generated by matching user preferences with item profiles.

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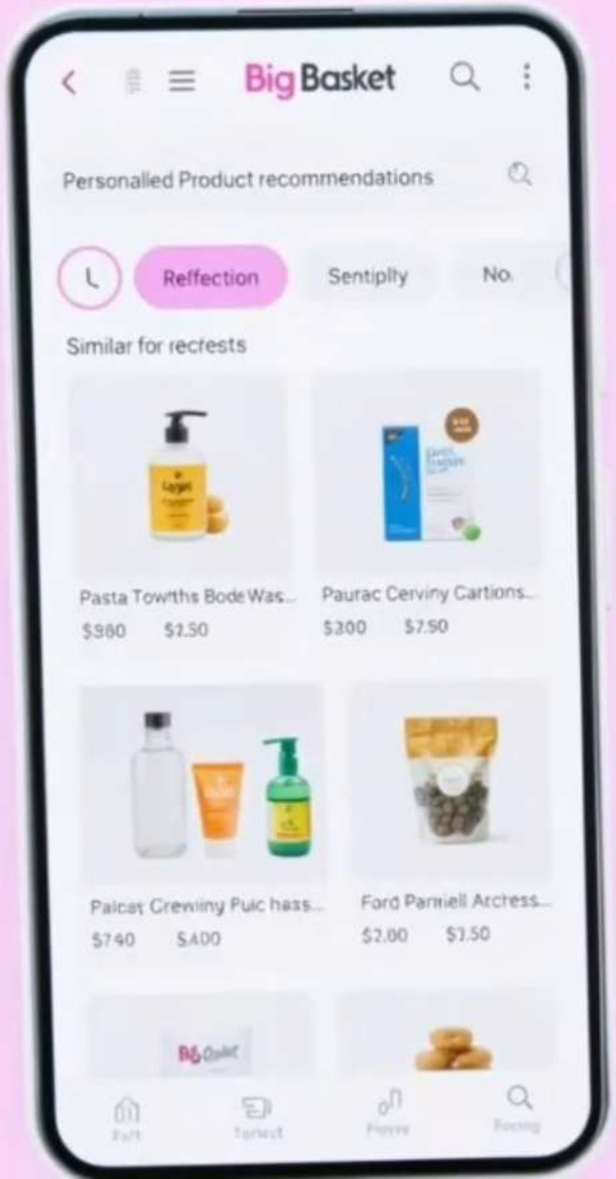


Content-Based Filtering: Big Basket Example

Past Purchase: Organic Apples

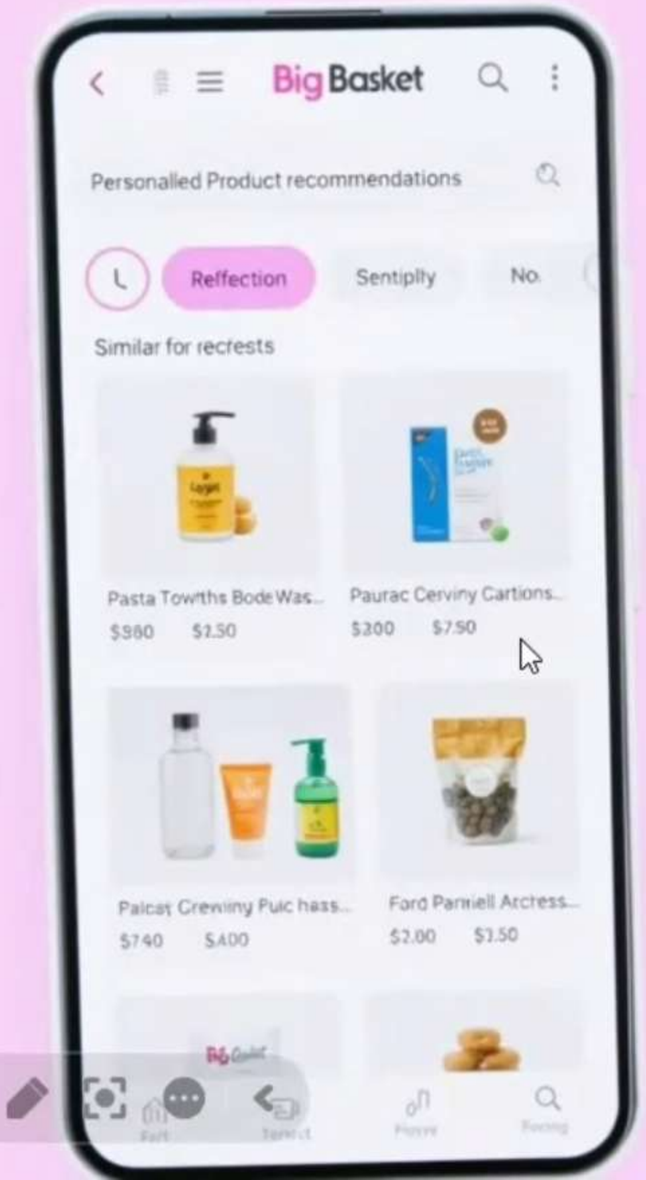
The system identifies key attributes: organic, fruit, health-conscious.

Recommendation: Organic Bananas

Similar attributes are matched to suggest relevant products.

Personalized Results

Users receive tailored suggestions that align with their preferences and buying history.



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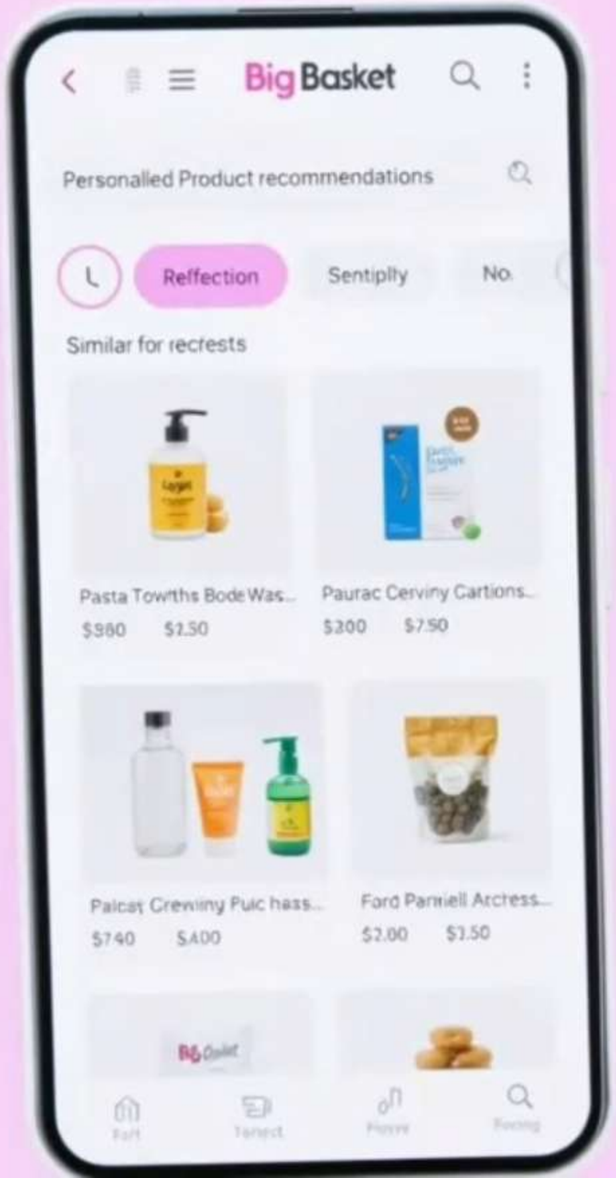

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1 Big Basket identifies users with similar shopping patterns and preferences.

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2 The system predicts how a user might rate items based on similar users' ratings.

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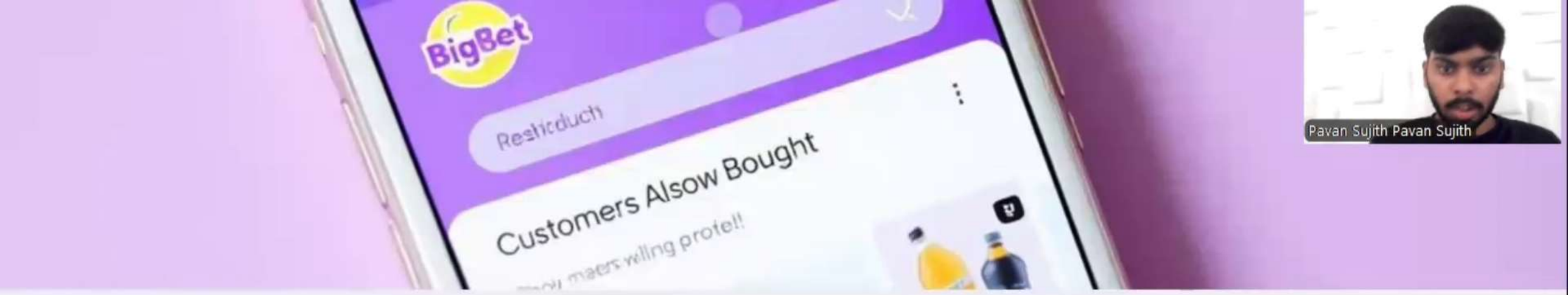

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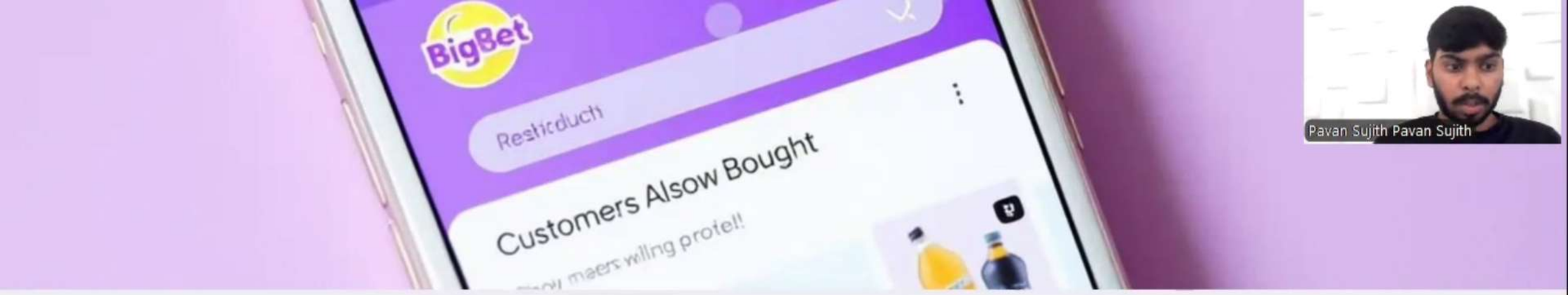
User A	User B	User C (Target)
Bread, Milk, Eggs	Bread, Milk, Cheese	Bread, Milk, ?
Recommendation: Cheese	Recommendation: Eggs	Recommendation: Eggs or Cheese



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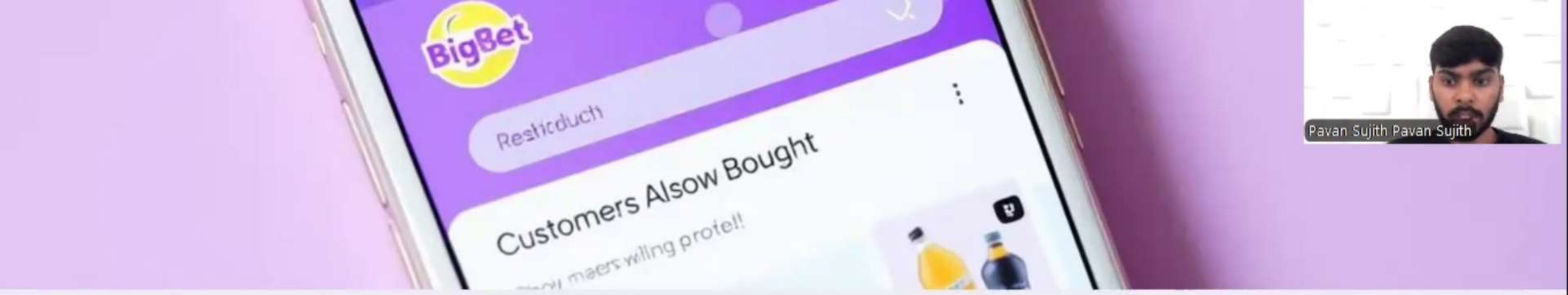

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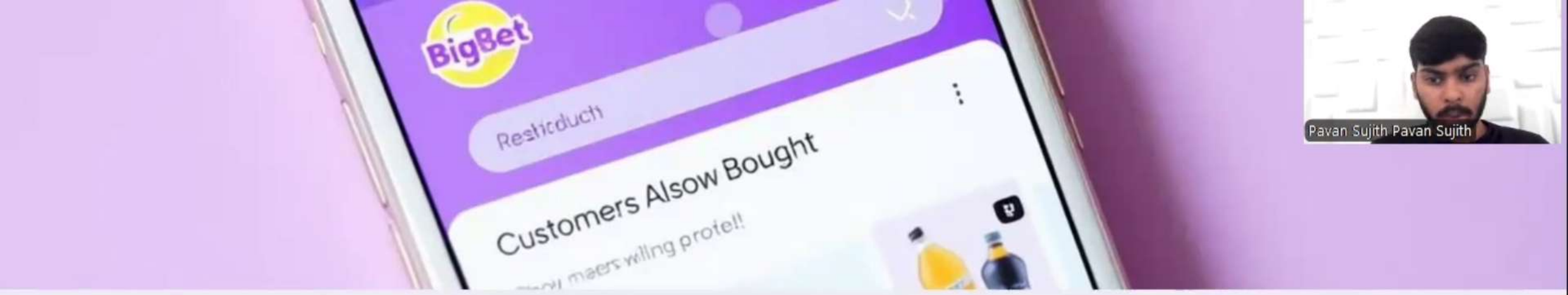

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The Future of Recommender Systems in E-commerce

AI Integration

Advanced AI will enhance recommendation accuracy and personalization.

Virtual Shopping

VR and AR will create immersive, personalized shopping experiences.

Privacy-Focused

New techniques will balance personalization with user data protection.

Pavan Sujith Pavan Sujith

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