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Institution : VIT Vellore

Course : M.Tech in Artificial Intelligence and Machine Learning

Project title. : A Hybrid Gadget Recommendation System for Personalized
Product Discovery

Summary :

The primary objective of this project is to develop a hybrid recommendation system for a curated catalog of mobile phones. This solution is designed to overcome the limitations of traditional, single-method systems, such as the cold-start problem and overspecialization. The system will combine a collaborative filtering model, which learns user behavior patterns, with a content-based model that analyzes phone specifications and features. This dual-engine approach will be integrated into a single, unified architecture. The project will be a complete end-to-end implementation, starting with a user-created dataset and culminating in a web application that can generate accurate, personalized recommendations. As the project evolves, additional features to enhance recommendation diversity and user experience will be explored.