**ABSTRACT**

This study presents a personalized vehicle recommendation system that caters to the unique interests of each user. The system analyses a variety of user inputs, such as the type of car, desired features, budgetary limits, and location, using advanced machine learning algorithms. Through the processing of this data, the model determines and suggests the best automotive options that satisfy the user's particular needs. The system's objectives are to make consumers' decisions more informed and to streamline the car-buying process. The system integrates user reviews, feedback systems, and real-time market data to improve the relevance and accuracy of recommendations. As a result, the model is able to continuously learn from and adjust to shifting consumer preferences and trends. Additionally, in order to guarantee that suggested cars match customer priorities and long-term happiness, the algorithm gives priority to variables like fuel economy, safety ratings, and maintenance costs. The ultimate objective of our automotive suggestion system is to enable consumers to easily identify their perfect vehicle and make well-informed judgments. The technology seeks to improve consumer happiness and transform the car-buying experience by offering tailored and precise recommendations.

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