**Abstract**

The aim of this project is to develop an AI-based recommendation system that can provide personalized suggestions to users based on their preferences and usage history.

The system will leverage machine learning algorithms to analyze user data and interactions to build customized models for effective recommendations.

Recommendation systems are software tools that provide suggestions to users for products, services or content that may interest them. They are widely used by many companies like **Netflix, Amazon, YouTube,** etc. to engage users and provide a personalized experience. The traditional recommendation systems relied on matching user attributes and item attributes.

However, with the advancement of artificial intelligence and the availability of large amounts of data, AI-based techniques like collaborative filtering, content-based filtering and hybrid methods have proven to be more effective.