**TITLE:** Improving Customer Experience through Personalized Recommendations.

**PROBLEM:**Online shoppers face information overload, leading to missed sales , resulting in irrelevant suggestions

**EXECUTIVE SUMMARY**  **SNAPSHOT**

1: \***EXECUTIVE SUMMARY\***

We propose a personalized recommendation system leveraging machine learning and customer data to enhance online shopping experiences. Our solution aims to increase sales, reduce cart abandonment, and improve customer satisfaction

2:\***PROJECT DESCRPTION\***

This project involves designing and implementing a personalized recommendation system for an e-commerce platform. We will:

Collect and analyze customer data (purchase history, browsing behavior)

Develop machine learning models to generate personalized product recommendations

Integrate the recommendation system into the existing e-commerce platform

3:\***PROJECT SCOPE**:\*

objectives:

Increase sales by 15% through personalized recommendations

Improve customer satisfaction ratings by 25%