**Problem : amazon recommendation system**

**Overview:**

Two type of recommendation in which

1. Content based
2. Collaborative based

* **Content based :**

In which based on product based like badminton racket request

Recommendation on this based request like tennis racket shuffle clock and bag etc

* **Collaborative based** :

it most probably based on the user interest Like

U1 is first customer he brought item i1 i2 i3

U2 brought i1 i3 i4

Based on this user experience u3 brought most probably i1 i3 because it is common on the first and second user interest experience.

**Steps :**

1. Problem definition
2. Data Acqusition / data collection
3. Data analysis : Vvvvvimp step is EDA i.e. exploratory data analysis in which asking smart question from data
4. Clean data/ process on data
5. Features extraction
6. Recommending similar product / build our project

**Explanation:**

Step 1.)

In this project, we build the project is based on the content based recommendation and for this we use NLP and text (TFIDF) , in this text mean as name of product and the recommendation on this basis of name of the product

Step 2)

Data acquisition done through by web scrapping or crawling i.e. download that website and gathering all the information but unfortunately amazon not give the permission for the scrapping or crawling

Hence we gather data through API:

1. We can create account on amazon affiliate and it provide amazon api key
2. Amazon provide the amazon associate product API key using that key you can get the info about data

(in this project already data will be provide in folder you need not to create key and gathering the data)

Step 3)

Now onward will directly implement project on jupyter notebook.