GLOBAL ACADEMY OF TECHNOLOGY

Department of Information Science & Engineering

MINI PROJECT – 22ISE56

ODD Semester 2024-25

SYNOPSIS

Title	BlushBot: Personalized Skincare Recommendation System
Domain	Data Science, Machine Learning

ABSTRACT:

BlushBot is a personalized skincare recommendation system tailored for Indian consumers. It addresses the need for targeted skincare solutions by providing product recommendations based on users' specific skin types, concerns, and ingredient preferences. Leveraging machine learning, BlushBot will enable users to make more informed choices in India's diverse skincare market, where needs can vary significantly.

OBJECTIVES AND METHODOLOGY

- Data Collection: Product data is gathered through web scraping from Myntra using Octoparse, collecting brand, formulation, skin type, concern, price, and customer ratings.
- Data Processing and Analysis: Data is cleaned and preprocessed in Jupyter Notebook with Python, followed by exploratory data analysis (EDA) to gain insights into popular ingredients, skin types, and product ratings.
- Model Development: A content-based filtering model is implemented using cosine similarity and TF-IDF vectorization, recommending products based on user profiles.
- User Interface and Deployment: BlushBot's recommendation engine is deployed on Streamlit, offering an intuitive interface for users to receive personalized skincare product recommendations.

TOOLS AND TECHNOLOGIES:

- Data Collection: Octoparse
- Data Analysis: Python (Jupyter Notebook)
- Machine Learning: Content-based filtering model
- Deployment: Streamlit

CONCLUSION:

BlushBot aims to bring a personalized approach to skincare in India, allowing users to explore products aligned with their individual preferences. This project has the potential to streamline skincare choices, making tailored skincare accessible to a wider audience through data-driven recommendations.

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