

**INSTITUTE FOR ADVANCED COMPUTING AND SOFTWARE DEVELOPMENT, AKURDI, PUNE**

Build a system to recommend Products to user based on historical clickstream data

PG-DBDA March 2024

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**ABSTRACT**

In a typical retail store, consumer behavior might particularly reveal a lot to the shop assistant. When it mostly comes to internet purchasing, it is impossible to observe and evaluate user behavior such as facial mimicry, objects checked or handled. In this situation, e-customer clickstreams or mouse movements may mostly provide information about their purchasing habits.

In this report, we describe a methodology for analyzing e-customer clickstreams and extracting information. The goal of this report particularly is to discover characteristics that influence online buying behavior. The analysis is a more important idea that aids in the prediction, processing, cleansing, and discovery of various insights. The results of this research demonstrate how customer analysis using clickstream data can be useful to determine the next step in the business. E-Commerce businesses will benefit from these insights as they can kind of predict what products to recommend to which customers.

This System has wide applications in E-commerce space. It will help in recommending relevant products to users and thus increasing customer conversions. It can be applied to find most selling products and least selling products. This insight will be helpful in future product development.

**ACKNOWLEDGEMENT**

I take this occasion to thank God, almighty for blessing us with his grace and taking our endeavor to a successful culmination. I extend my sincere and heartfelt thanks to our esteemed guide, Mr. Abhijit Nagargoje for providing me with the right guidance and advice at the crucial juncture sand for showing me the right way. I extend my sincere thanks to our respected Centre Co-Ordinator Mr. Rohit Puranik, for allowing us to use the facilities available. I would like to thank the other faculty members also, at this occasion. Last but not the least, I would like to thank my friends and family for the support and encouragement they have given me during the course of our work.

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