In the name of God

Introduction: Recommender system in Afghanistan specially in Herat

Background: recently work

Literature review

Motivation:

problem definition

research goals and question

Study method

Desis structure

Recommendation System

the benefit and constraint of each approach

service provided by recommender system

Risk and challenges of recommender system

Data in recommender system

amazon.com recommender system and Facebook friend recommendation system

Recommender system approaches

13\_content based recommender system

14\_ constraint based recommender system

15\_Time-sensitive recommender system

16\_Location based recommender system

12\_ Context awareness

evaluation method

Recommendation models

Mathematical algorithm of recommender system

Quality attribute in recommender system

Zood Bazar recommendation

Background

domain

Algorithm

recommendations

conclusion

bibliography

Introduction

Recommender system was invented in the 90s to provide automatic and personalized selection of data or items based on knowledge or data which taken from profiling of each user. This recommender system uses several algorithm and methods to suggest information, product and services that best match the user’s preference. This system also support decision making by suggesting the user a very closed to their needs in one of two ways through collaborative and content based filtering or personality based approach. Collaborative approaches make model from user’s past historical purchased or selected or rated items as well as consider the decision which made by other similar user. Content based filtering approach uses a set of attributes of an item to suggest additional items with similar property.

by increasing the importance of the Web as a channel for electronic and business transactions has conducted as main motivation for the development of recommender systems technology. This technology relies on enables the users to take feedback about their thought of special material. For example, consider the amazon.com. In such cases, users can make feedback with very simple hitting of a mouse. A new method for providing feedback is in the form of rating, which the users select a unique number for specific item that concentrate the likes and dislikes of various items.

So what is the basis principle that has a wide effect on recommendation? The basic principle of recommendation is the dependencies and users past actions between user and system. For example, a user who is interested in mathematical books is more likely to be interested in other mathematical books, rather than in a historical book. In many cases, the categories of items might show the main correlations, which can be used as basic data for recommendation. Alternatively, the recommendation can be built in a data driven manner from the rating matrix, and the prediction items are used to make recommendation for target user.

Other forms of recommending data are not quite as explicit but are easy to find and based on that an item will be recommended. For example, consider Facebook recommending friends system. This app used the value which common between its users to recommend a friend request. These value may be the same school which they graduated or the city which they are living in or specially the mutual friend between them and so on. The main idea of recommender system is to use these various source of data to suggest an item which is in customer interest. The object which the recommendation is provided for is user and the thing which is recommended is item. The larger number of rated items which is available for a user, the easier to make the robust recommendation about the future behavior of user.

In this research first we look into the problem domain and motivation and purpose of recommender system in chapter one. In second chapter we define the recommender system and wholly explain the methods and algorithms to make recommender system. Then we have a case study in example of special site with the name of Zood Bazar and make some suggestions for this site in chapter 3. Finally we have conclusion in chapter 4.