GOWSALYA P

Final Project

E-Commerce Recommendation System

Contents

Problem Statement

The cold start problem refers to a challenge encountered by recommendation systems when they don't have enough data to make accurate suggestions for new users or items.

System Development Approach

PYTHON: For building recommendation algorithms and web development.

Relational Database: Like MySQL or PostgreSQL for storing user and product data.

Machine Learning Libraries:

Scikit-learn: For building recommendation models.

TensorFlow or PyTorch: For advanced algorithms like deep learning.

Algorithm and Deployment

Data Collection:Gather relevant data from various sources, including user interactions (e.g., browsing history, purchase behavior), item attributes (e.g., product descriptions, categories), and contextual information (e.g., time, location).

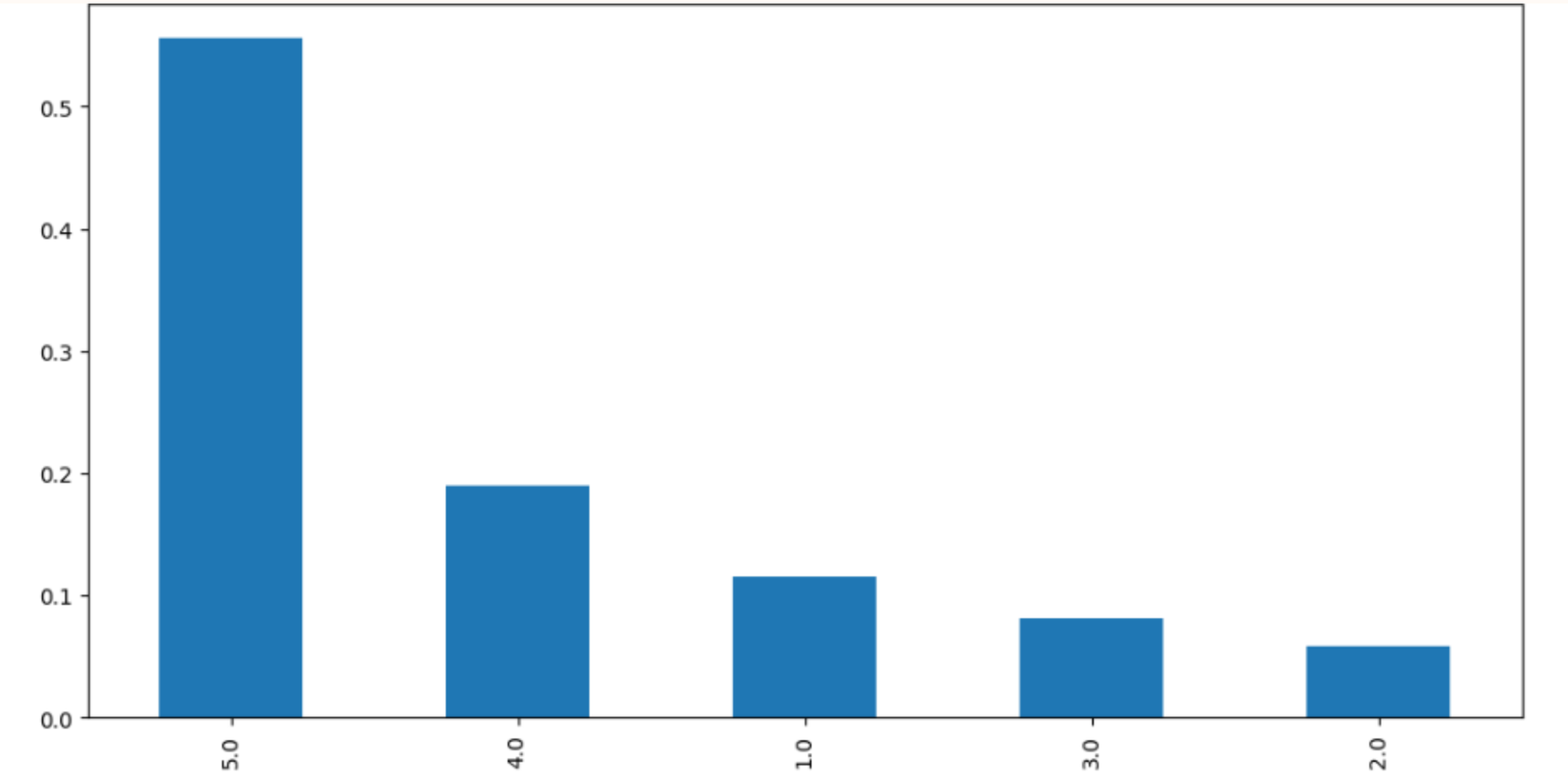
Model Selection and Training: Choose appropriate recommendation algorithms based on the nature of the data and the business requirements. Common approaches include collaborative filtering, content-based filtering, and hybrid methods.

Alogorithm and Deployment

Monitoring and Evaluation: Monitor the performance of the deployed recommendation system in real-time, tracking metrics such as click-through rates, conversion rates, and user engagement.

Model Deployment: Deploy the trained recommendation models to a production environment where they can serve real-time recommendations tousers.

Result



Reference

Github link:https://github.com/gowsalya1203/GenAI_SCE_249022_Gowsalya.git