

Recommender System for E-Commerce

Team 3

Recommender Systems are used by businesses to enhance the quality of their services by understanding the preferences of their customers. This tool will help organizations generate additional business and hence, revenue by strategically recommending products to customers based on their tastes and ratings given to similar products.

BUSINESS VALUE



Customer Loyalty



Customer Experience



Personalized Service



Promotion Opportunities



Customer Knowledge



Increased Revenue

Up to 35% of Amazon's sales are generated from their product recommendation algorithm. Netflix earns over \$ 1B per year in revenues from their recommender system.

RECOMMENDATION PROCESS



Data set

Historical rating
data of books



Amazon S3

Storing data
from multiple
sources



Amazon SageMaker

Memory-based
collaborative
filtering

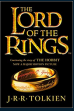


Recommendation List

Item-based recommendation list for
customers based on past ratings



User 1



User 1



Ratings of books
previously read by User 1

Ratings by other users for
the same set of books

Recommendations with
predicted ratings



ANKITA BAGARIA
bagar007@umn.edu



HAO CHUN NI
niu00056@umn.edu



JING XIE
xie00287@umn.edu



RIYA KHURANA
khura043@umn.edu



TRAVIS ST. LOUIS
stlou007@umn.edu

Github Repository:

github.com/hcniu/MSBA_6330_BigData_BookRecommendationSystem

