**ABSTRACT**

With the continuous expansion of the company's scale, the original offline sales model can no longer meet the demand. In order to keep up with the current trend of Internet technology, companies need to develop their own e-commerce platform. With the rapid development of e-commerce, its information structure is becoming more and more complex, and the amount of information is becoming larger and larger. Users are often lost in massive commodity information, and merchants cannot establish effective customer relationships in massive user information. In order to improve the service level and market competitiveness of Internet commerce, many ecommerce websites begin to introduce data mining technology. According to users' purchase records and historical browsing records, they can find the goods they like and recommend them to users. In order to manage massive commodity information and user information more efficiently, this paper proposes a solution to build e-commerce recommendation system on the cloud computing platform to improve the ability of massive data mining and business intelligence analysis, and realize high-performance computing at a lower cost.