**INTRODUCTION**

With the rapid development of e-commerce, its information structure is becoming more and more complex, and the amount of information is becoming more and more huge. Users are often lost in massive commodity information, and businesses cannot establish effective customer relationships in massive user information [1]. Ecommerce has also entered the era of big data. E-commerce platform aggregates a large number of commodity resources and customers, which not only brings more choices to customers, but also causes the dilemma of customers' sea election resources [2]. In the current environment, ecommerce is developing rapidly. Because of the increasing information structure and information amount, many users will get lost in the massive commodity information. In this case, merchants can't establish a continuous and effective customer relationship with users in the mass of user information [3]. With the development of e-commerce in the era of big data, the amount of data in its field is growing geometrically, and the content of goods is rich and varied, which not only provides users with a wide range of goods, but also provides users with richer choices [4]. As an important tool of e-commerce, the development of recommendation engine is also limited. The proposal and development of cloud computing has laid a foundation for the e-commerce recommendation engine to handle massive data and its application in clusters [5]. With the increasing amount of information in e-commerce, it takes a lot of time for consumers to find satisfactory information. For merchants, how to optimize the design of websites according to consumers' interests as much as possible to facilitate consumers' shopping has become an urgent problem to be solved [6]. With the increasing amount of information, recommendation system has become an indispensable part of every e-commerce platform. In order to improve the service level and market competitiveness of Internet commerce, many e-commerce websites began to introduce data mining technology. According to users' purchase records and historical browsing records, they found products that users like and recommended them to users [7]. As a platform for customers to shop online, e-commerce websites hope to recommend products that may be of interest to customers more accurately by using more efficient recommendation technology. Customization, personalization and differentiation have become the core competitiveness of enterprises. The two major trends and challenges of data analysis are: the expansion of data volume and the increasing demand for deep data analysis [8]. E-commerce recommendation system can capture key data from rich data information, tap potential customers for businesses, expand sales scope, and provide product recommendation for old customers and expand user groups [9]. 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 basic platform of cloud computing, so as to improve the ability of massive data mining and business intelligence analysis, and achieve high-performance computing at a lower cost.