**SYSTEM ANALYSIS**

**EXISTING SYSTEM:**

Nowadays, the data sizes accumulated from various

fields are exponentially increasing. Due to the

problems differs from one task to other

The huge data scale brought by big data environment makes it difficult for traditional data processing methods to meet the data processing requirements in this environment. In the existing online e-commerce platform, in order to make online shopping convenient and fast for users, the advertising space on each page is manually configured for commodity recommendation. Doing so not only makes all users see the same results, but also increases the workload of background configuration. At this time, it is necessary to establish a recommendation system to provide different products for different users. An e-commerce platform often includes many modules, including commodity management, order management, inventory management, store management, sales management, user management and other modules, which together constitute the overall framework of the existing e-commerce platform . In the big data environment, the data scale is usually tens of millions or even billions. In this context, data mining will face serious scalability problems, and cloud computing is considered as an effective means to solve this problem.

**DISADVANTAGES OF EXISTING SYSTEM:**

1. Users are often lost in massive commodity information, and businesses cannot establish effective customer relationships in massive user information.
2. user-based recommendation system can not expand users' interests.

* **Algorithm:** big data environment.

**PROPOSED SYSTEM:**

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 .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.

**ADVANTAGES OF PROPOSED SYSTEM:**

* e-commerce recommendation system on the basic platform of cloud computing.
* cloud computing is considered as an effective means to solve this problem.
* Using recommendation algorithms such as data mining can recommend products that users like to consumers and improve the turnover rate of e-commerce websites.

**Algorithm:** matrix factorization, Singular value decomposition.