

## Methods Adopted

- **Data Merging and Preparation:** Using Pandas for data manipulation and exploration.
- **Collaborative Filtering:** Utilizing SVD for predicting user-item interactions.
- **Content-Based Filtering:** Leveraging product features for personalized recommendations (if applicable).
- **Hybrid Approaches:** Combining multiple recommendation strategies for better performance.
- **Evaluation Metrics:** Employing precision, recall, F1-score, and mean average precision to assess the effectiveness of recommendations.

Precision: 0.9202, Recall: 0.9287, F1-score: 0.9245, Mean Average Precision: 0.9193