MARKET RECOMMENDATION ENGINE

DIVINE AI INTERNSHIP MAJOR PROJECT

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DOMAIN

- ❑ Machine Learning

- ❑ Recommendation engine

- ❑ Market analysis

PROBLEM STATEMENT

❑ Predict what the customer is going to buy next by looking at the products he/she is buying.

DATA COLLECTION

❑ Data has been collected from Kaggle : data-set

❑ Data contains lists of grocery items bought by multiple customers in a single purchase.

EDA

❑ Number of items bought by users in a single purchase

❑ Top items bought by the users

❑ Average of number of items bought by users in a single purchase

❑ Median of number of items bought by users in a single purchase

DATA PROCESSING

❑ Removing NaN values :

  ▪ When the data was read all the empty cells were read as NaN

  ▪ As the Apriori algorithm does not work with NaN, those need to be removed

❑ Taking input from the user of the item for which we need too give a recommendation

❑ Making a final list of given shopping lists that contain the item for which we need to give a recommendation

MODELLING

❑ Using Apriori algorithm on the final list of lists, to recommend a user a new item.

WHERE TO IMPLEMENT THE PROJECT?

❑ Grocery Stores

❑ Convenience Stores

❑ Supermarkets

❑ Food delivery companies

❑ E-commerce companies

SUMMARY

❑ The machine learning model helps us recommend them new items to a user based on his/her previous purchase which in turn will increase a company's sale.

❑ The machines learning model can also help users by recommending items that they had to purchase but they may have forgotten.

THANK YOU !