**Project Description:**

This project focuses on developing an **AI-driven recommendation engine** that analyzes user behavior, preferences, and past interactions to generate personalized suggestions. By leveraging **machine learning techniques**, the system studies patterns in user activity, such as browsing history, purchase records, and product interactions, to predict items a user is likely to be interested in.

The recommendation engine uses a combination of **collaborative filtering and content-based filtering** to enhance accuracy. Collaborative filtering identifies patterns from similar users, while content-based filtering analyzes product attributes to recommend relevant items. This hybrid approach ensures that recommendations are not only personalized but also dynamically adapt to changing user preferences.