Swami Keshvanand Institute of Technology, Management & Gramothan
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Department of Information Technology
Major Project-VIII Semester (2022-23)

ABSTRACT

Title: AI Based Personalized Product Recommendation System

Websites and applications that offer their users or customers an item or a product, have been trying to recommend them relevant products in order to their items/elements which they are interested in. Increasing the time that user spends on the website and increasing the interest of the user to the items in the website are the main reasons why the recommender systems are being used. Accuracy and time-efficiency are the most common problems of recommender systems. We will be trying to design an accurate and fast algorithm which will solve these problems.

People often complain about irrelevant recommendations of the websites they are using. Users sometimes even complain about websites like Amazon or Netflix even though they are considered as having the best recommender systems. Since most of the global websites offer their users an item, the problem can be considered as a worldwide problem.

The purpose of this project is to implement a well-developed AI recommendation system that helps businesses improve their shopper's experience on website and result in better customer acquisition and retention by building a recommendation engine that recommends the customers about the best personalized products based on behavioral data and also analyze large sets of historical and real-time data to understand what each customer wants.

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