A close-up of a logo

AI-generated content may be incorrect.

**Product Recommender System**

**Using NLP**

**Final Project Proposal**

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**Project Description:**

The purpose of this project is to build and experiment with a fully functioning product recommender system. Recommender systems can have powerful effects on how companies improve sales, offer customers better options and improve customer experience. It’s a common feature of the online shopping experience at present. The purpose of this is both to build a functional product recommender application, but also to demonstrate best practices when building a product recommender system using Natural Language processing and machine learning.

**Dataset and Scope:**

For our dataset, we aim to use ecommerce product review data, maybe an Amazon Review dataset for a niche product type (ex. Electronics, automotive, beauty, etc.) as these datasets tend to be quite large and we need to control the scope of our work. To maintain a manageable project scope, we will focus on a single product domain (ex. “Electronics Accessories”) within the Amazon Reviews dataset. This keeps data volume tractable while allowing us to evaluate model quality meaningfully. We plan to work with roughly 50k–100k reviews depending on availability after preprocessing. We aim to use state of the art NLP techniques and machine learning algorithms to build our system.

**Methodology:**

Phase 1: Data cleaning and preprocessing techniques to ready out dataset for experimentation. This could include removing stop words, performing lemmatization to reduce words to their dictionary root form, lowercase all words, remove unnecessary punctuation such as apostrophes, strip out special characters/emojis, remove any non-breaking space (nbsp) HTML values and finally tokenize the final text.

Phase 2: Feature Engineering: Extract key linguistic features from product reviews and descriptions. Experiment with different frameworks: BERT, transformer-based encoders (TF-IDF), vectorize, fit and transform the corpus, as needed.

Phase 3: Build hybrid recommendation system which uses: content-based filtering and collaborative based (user-based or item-based) filtering, matrix factorization or neural collaborative filtering. Experiment with using KNN, cosine similarity, Euclidean distance similarity metrics to calculate similarity between objects.

Phase 4: We will compare classical NLP representations (TF-IDF, Word2Vec) against transformer-based embeddings (BERT, Sentence-BERT) to analyze the trade-offs in performance, interpretability, and computation time. Simulate and test each system and record metrics for performance (precision, recall, F1, etc.), tuning models to improve performance.

Phase 5: Create an interactive Streamlit application with input of product preferences

**Example datasets:** [Amazon Reviews'23](https://amazon-reviews-2023.github.io/); <https://amazon-reviews-2023.github.io/>,

https://shuaizhang.tech/posts/2019/08/blog-post-3/

https://cseweb.ucsd.edu/~jmcauley/datasets.html