Document Title: **Recommendation System for E Commerce**

Intern Name: V Sai Jayesh

Internship Period: 28-07-2025 – 27-10-2025

Department/Team: AIML

Mentor Name: Prasad Krishna & Aditya Raj C

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Problem Statement

An e-commerce company wants to build a system to recommend products to users (like Amazon suggests).

Role and Responsibilities

1. **Data Engineer:** Builds the pipeline to collect, store, and process data needed for recommendations.

   Responsibilities:

   - Collect data from user clicks, purchases, views, etc.
   - Set up databases and data warehouses.
   - Clean and prepare raw data for use.

2. **Data Scientist:** Uses the cleaned data to build the recommendation model using machine learning**.**

   Responsibilities:

   - Analyze users behavior patterns
   - Build the recommendation algorithms
   - Train, test, and improve the model

3. **Data Analyst:** Provides insights and reports about user trends and how well the recommendation system is working.

   Responsibilities:

   - Analyze what products are frequently bought/viewed
   - Track recommendation performance (click-through rate, conversion rate)
   - Create dashboards and visualizations for decision-making

4. **AI Engineer:** Takes the trained recommendation model and deploys it into production so real users can see recommendations on the app or website.

   Responsibilities:

   - Convert the ML model into a scalable API or service
   - Integrate it with the website/app.