

ShopCrafter Pro

The project aims to develop a product recommendation system for an online retail platform using machine learning. The dataset sourced from the UCI Machine Learning Repository contains information about transactions from an online retail store, including customer purchases, product details, and transaction records. The goal is to utilize this data to build a recommendation system that suggests products to users based on their purchase history, thereby enhancing their shopping experience and potentially increasing sales for the retail store.

Objective is to Develop a machine learning model that can analyze customer purchase behavior and recommend products based on their preferences and historical transactions.

Implement a recommendation system that can predict and suggest items that are likely to be of interest to customers.

Dataset:

<https://archive.ics.uci.edu/dataset/352/online+retail>

Technologies:

Programming Language: Python

Libraries: Pandas, NumPy, Scikit-learn, TensorFlow or PyTorch and LightFM

Data visualization: Matplotlib, Seaborn

Deployment: ReactJS to deploy the model as a web application