# RECOMMENDATION SYSTEM USING IBCF AND UBCF IN R

#### Customers who bought this item also bought



SYSTEM BREAKER™ Black Earphone Pouch Multi Purpose Pocket Storage Case for Headphone,...

**★★☆☆☆** 40 ₹ 99.00



Gizga Essentials Earphone Case - Multi Purpose Pocket Storage Travel Organizer Case for...

**★★★★** 584 ₹ 159.00 **√prime** 



CABLEGALLERY 2 Pack
Round Earphone Carrying
Case

↑↑↑↑↑↑ 25

**★★★★☆ 25**₹ 220.00



boAt BassHeads 100 in-Ear Headphones with Mic (Black)

**★★★☆** 7,685 ₹ 359.00 **√prime** 



Gizga Essentials Gzepgn
Earphone Carrying
Case(Black/Green)

↑↑ ↑ ↑ ↑ 584
₹ 159.00 √prime

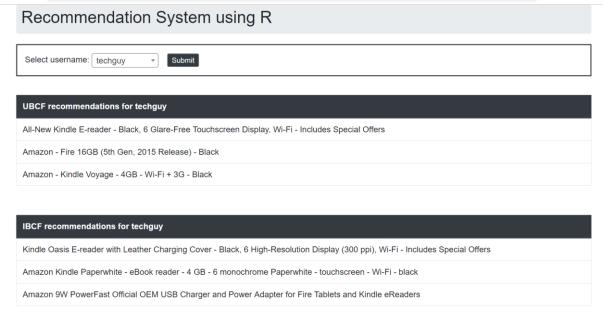
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Tony Stark Multi Purpose Pocket Storage Case for Headphone, Pen Drives, Memory Card, Data...

**★★★☆☆** 23 ₹ 154.00

-Yatin Kode

#### Project Structure



1. usernames from database table populated in dropdown using PHP

Mysql database with table containing users

While displayed in frontend using PHP

2. Username selected in dropdown passed to R script in command line arguments using PHP



3. Results obtained by running R script are send to a csv file



#### User Based collaborative Filtering

 Find users similar to the user u (called the peer users) for whom predictions are to be made using any similarity measure like the correlation coefficient

• For each product p that the user has not seen, calculate the weighted average of the ratings given to p by the peer users

• Recommend the top-n products to the user u

### Item Based collaborative Filtering

• Find items similar to the product p (often called peer group of items) using a similarity measure

 Calculate the rating that the user will give to the product p using the weighted average of the ratings given to the nearest products by the user

Recommend the top-n products to the user

## ThankYou

Lets connect on Linkedin: https://in.linkedin.com/in/yatin-kode

Check out my other projects on Github: https://github.com/yatinkode