

**Project Name: Recommendation BUILD ENGINE**

**Person's Working:** Harika Gorantla, Madhavi Talakokkula

**Supervisor:** Robert Sternfeld

**Specifications:** Product Recommendation is basically a data filtering tool that make use of algorithms data to recommend the most relevant items to a user.

What the Problem is: Customer are unaware of Trending products in online shopping, unexplored and unique, offers on new products.

Why use of Recommendation: When you open some online marketplaces such as Amazon, Instacart you will find some recommendations Based on the previous purchase of customer. You will find your desired items easier on the websites. Currently, recommendation systems are widely used in online marketplaces and some retailers are using this technology to improve user experience, user retention, and conversion rate

- 1) People influence People
- 2) Thousands of options
- 3) Suggestion or Endorsement help to decide
- 4) Open doors to new unexplored item

Benefits: Customer Satisfaction, Increased Revenue

**Tools Used:** we mainly use Apriori algorithm and Eclat algorithm because of its high efficiency.

Apriori: Many consumers connect this algorithm with user tastes which can be used to produce suggestions for products which assist with presenting marketing strategy.

Eclat: In this project I brought the ECLAT algorithm into operation by hand. It measures the most acquired pairs as opposed to other pairs. Ultimately, we plan to see what the most popular product combination during the week is.

How a Recommendation engine works:

- Data Collection
- Data Storage
- Filtering the Data
- Building Model from Filtered Data

Example of a Data Model is shown below:

# Data Model

