

Personalized Recommendation Systems

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Abstract

The customers of electronic businesses are often overwhelmed by multitude of options available to them and depend on Recommendation Systems for a personalized set of product recommendations. In past several years, recommendation systems have been deployed for overcoming the information overload problem and identifying and recommending the products in order to assist the customer in making a selection. The recommendation systems use collaborative filtering, data mining, text similarity and other related approaches for generating for recommendations. The talk introduces these techniques and discusses a hybrid technique that uses collaborative filtering and association rule mining. The collaborative filtering captures the user-to-user personalization while association rule mining assists in capturing the item-to-item relationships. This talk presents a system that combines the strengths of both collaborative filtering and data mining for providing improved recommendations. The evaluation results obtained by the and on a set of real and synthetic datasets are also discussed. Our methodology results in improved quality of recommendations measured in terms of recall and coverage metrics.