iJRASET
International Journal For Research in Applied Science and Engineering Technology



INTERNATIONAL JOURNAL FOR RESEARCH

IN APPLIED SCIENCE & ENGINEERING TECHNOLOGY

Volume: 13 **Issue:** XI **Month of publication:** November 2025

DOI: https://doi.org/10.22214/ijraset.2025.75232

www.ijraset.com

Call: 08813907089 | E-mail ID: ijraset@gmail.com

International Journal for Research in Applied Science & Engineering Technology (IJRASET)
ISSN: 2321-9653; IC Value: 45.98; SJ Impact Factor: 7.538
Volume 13 Issue XI Nov 2025- Available at www.ijraset.com

GiftGenie: Smart Gift Recommendation System

Prof. S. Vishvabrahma[1], Pratiksha Solat[2], Supriya Sobale[3], Khushi Vaskar[4], Hanee Wararkar[5]
Department of Computer Engineering PDEACOEM Manjari BK, PUNE

Abstract: ***Gift-giving is a powerful way to strengthen relationships, but selecting the right gift often poses a challenge due to varying preferences and emotions. Gift Genie is an intelligent recommendation system designed to simplify this process by integrating emotion tracking with personalized suggestions. The system leverages emotion recognition techniques through facial expressions, sentiment analysis, and behavioral cues to understand the recipient's current emotional state. Based on these insights, Gift Genie applies machine learning algorithms to recommend thoughtful, context-aware gifts that align with the recipient's mood and personality.***

This innovative approach not only enhances user satisfaction but also bridges the emotional gap in traditional e-commerce systems by delivering personalized and meaningful gifting experiences. The project demonstrates the potential of emotion-aware technology in transforming digital gift recommendations, making them more human-centric, accurate, and impactful.

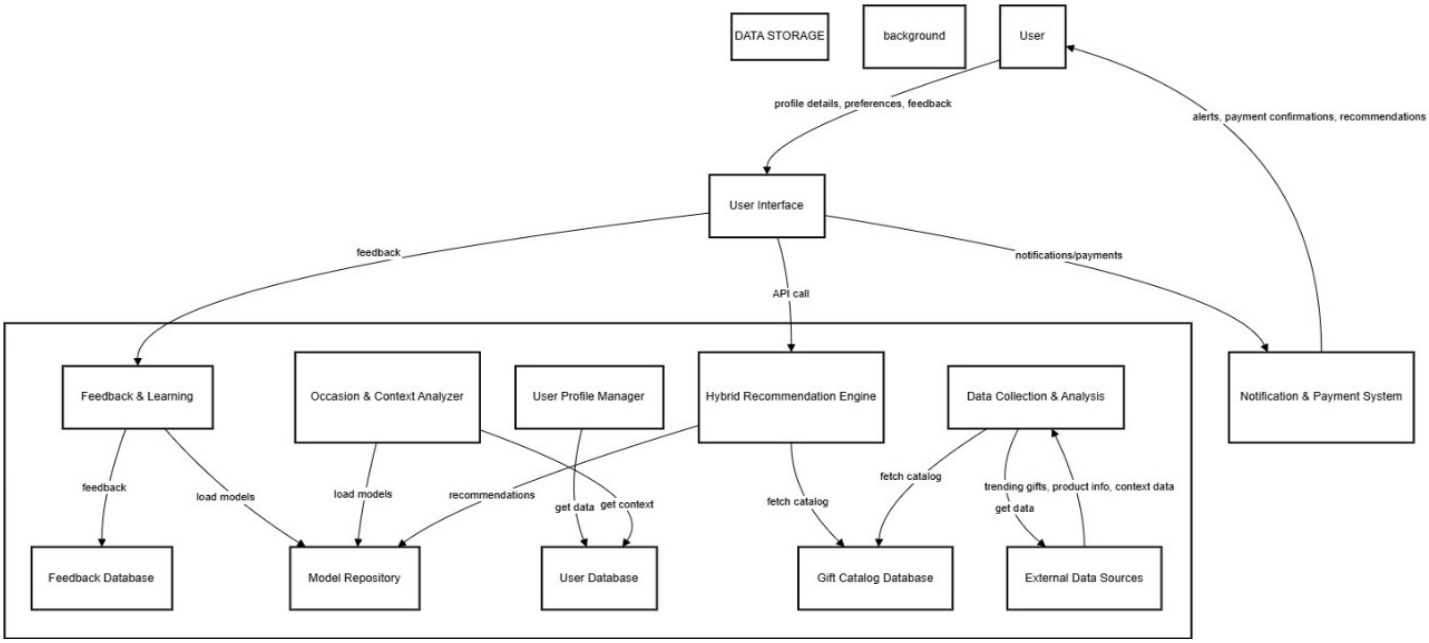
Keywords: E-commerce, GiftGenie, Recommendation Systems, K-Means Clustering, Deep Learning, CNN-LSTM, Attention Mechanism, Hybrid Algorithms, Data Mining

I. INTRODUCTION

In today's fast-paced digital world, selecting the perfect gift can be a challenging task. *GiftGenie* is an intelligent gift recommendation system that simplifies this process by considering user preferences, occasions, and behavioral insights. This survey paper reviews existing methodologies in personalized recommendation systems, including algorithmic approaches, data-driven techniques, and user-centric designs. The analysis highlights current trends and solutions that enhance gift selection, improve user experience, and streamline decision-making in e-commerce applications.

This survey paper explores the landscape of existing gift recommendation systems, evaluating their methodologies, algorithms, and effectiveness. It also highlights challenges such as cold-start problems, data sparsity, and personalization accuracy. By examining current research and practical implementations, this paper aims to provide insights into designing more efficient, user-friendly, and context-aware gift recommendation platforms that enhance user satisfaction and decision-making efficiency in e-commerce environments.

II. PROPOSED METHODOLOGY



Fig—Proposed Methodology Design

©IJRASET: All Rights are Reserved

The architecture illustrates how various components of the GiftGenie system interact to deliver personalized, AI-driven gift recommendations and manage user data securely and efficiently.

The User Interface is the main interaction point where users enter their preferences, view suggestions, and make payments. This interface communicates with the backend through API calls.

In the backend, several intelligent modules process data:

- The Hybrid Recommendation Engine generates personalized gift suggestions using data from the User Database, Gift Catalog Database, and External Data Sources.
- The Occasion & Context Analyzer understands the occasion and emotional context.
- The User Profile Manager manages user details and preferences.
- The Feedback & Learning Module collects user feedback to improve future recommendations.
- The Data Collection & Analysis module gathers trending product data and updates the catalog.

All data is securely stored in databases and managed through Data Storage. The Notification & Payment System handles order confirmations, alerts, and payment processing.

Overall, the architecture ensures smooth interaction between users, AI models, and data sources, creating an intelligent, secure, and seamless gifting experiences.

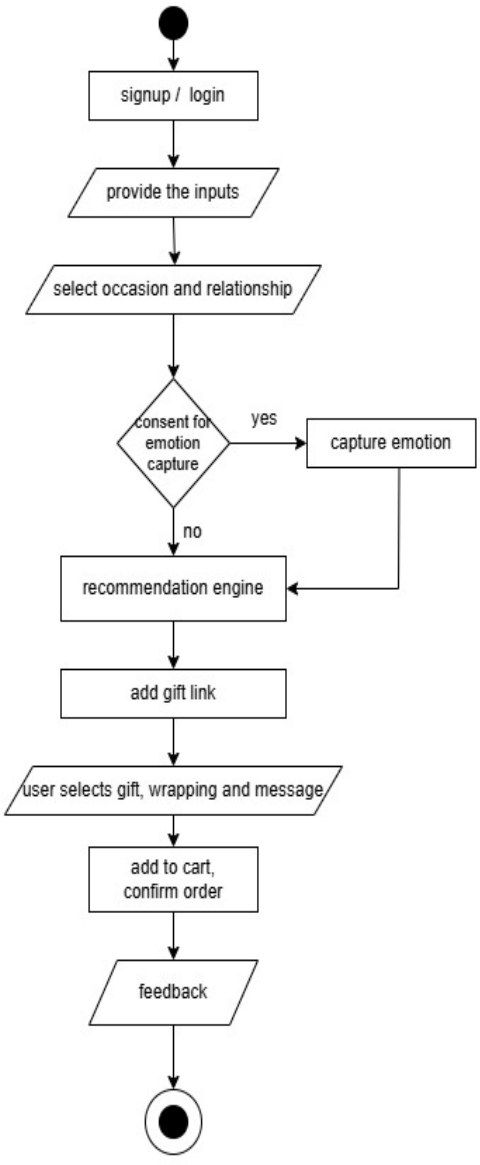


Fig : Activity Flow of the System

Main Flow of Activities

1) Start:The process begins when the user opens the GiftGenie system.
2) User Login / Registration
3) Enter Preferences:The user inputs details such as occasion, relationship, budget, and interests.This information is sent to the backend for processing.
4) Process User Data:The system forwards the input to the Hybrid Recommendation Engine and Context Analyzer to generate personalized gift options.
5) Generate Gift Recommendations:The system retrieves suitable gifts from the Gift Database using AI algorithms.Recommendations are ranked and displayed to the user.
6) View and Select Gift:The user views suggested gifts and selects one or more items.Optionally, the user can use the NLP Message Generator to create a personalized message.
7) Add to Cart and Confirm Order:The selected gift(s) are added to the cart for checkout and payment processing.
8) Make Payment:The system connects to the Payment Gateway API.If payment is successful → Order confirmation.If payment fails → User is prompted to retry.
9) Generate Order Confirmation:The system updates the Order Database and sends an email or notification to the user.The selected gift is scheduled for dispatch.
10) Provide Feedback:After receiving the gift, the user can rate the product or recommendation quality.The feedback is stored in the Feedback Database for system improvement.
11) End:The process concludes once the feedback is recorded, completing one full interaction cycle.

III. FUTURE SCOPE

1) Mobile Application Development:A dedicated mobile app version of GiftGenie can provide on-the-go accessibility, push notifications for upcoming events, and instant purchase options.
2) Social Media and Calendar Integration:Integration with social media platforms (like Instagram, WhatsApp, Facebook) and calendar apps can automatically detect special occasions such as birthdays and anniversaries to send timely gift reminders and suggestions.
3) Advanced Emotion Detection:Future improvements can include facial expression or sentiment analysis using AI to understand user emotions more accurately and recommend gifts accordingly.
4) Voice and Gesture Recognition:Future versions of GiftGenie can include voice and gesture-based inputs, allowing users to interact naturally with the system using smart assistants like Alexa or Google Assistant for instant gift suggestions.
5) Recommendation Accuracy Enhancement:Continuous training of the machine learning model with more user data and feedback will improve the precision of recommendations over time

IV. CONCLUSION

Through modules such as the Hybrid Recommendation Engine**,** Occasion & Context Analyzer, and Feedback & Learning System**,** GiftGenie provides users with intelligent, emotion-aware, and context-based gift suggestions tailored to the recipient and occasion.

The project integrates advanced technologies like machine learning**,** natural language processing, and secure web development to create a complete, end-to-end gifting experience — from personalized gift recommendations to message generation, gift wrapping, and payment integratio**n**. The use of encryption and secure communication ensures data privacy and builds user trust.

By combining convenience, personalization, and emotional understanding, GiftGenie not only simplifies gift selection but also enhances the user's emotional connection and satisfaction. This project demonstrates how AI can be applied to solve real-world problems creatively and effectively, transforming a simple social gesture into a smart, efficient, and meaningful digital experience.

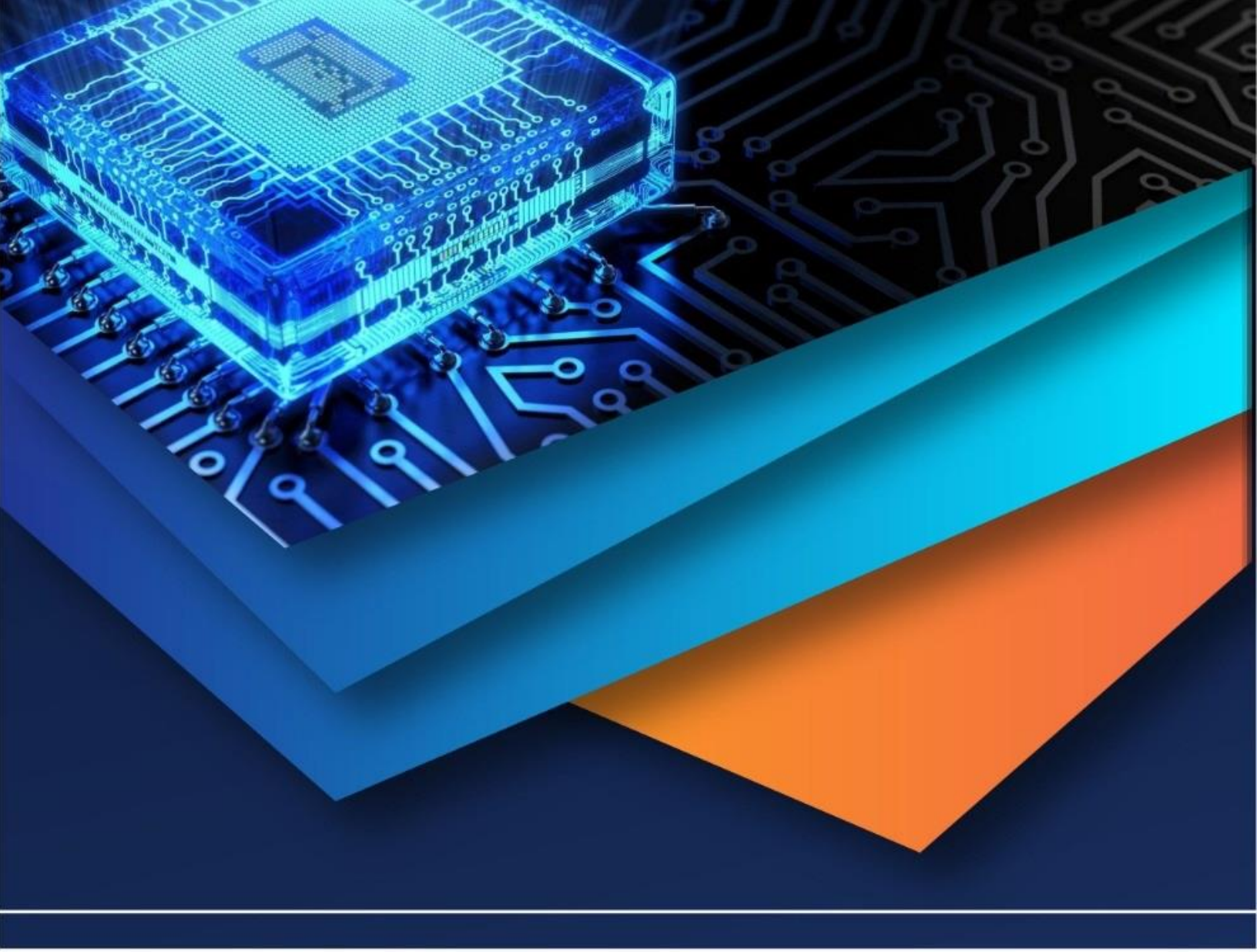
REFERENCES

[1] Huang, X., Ren, M., Han, Q., Shi, X., Nie, J., Nie, W., & Liu, A.-A. (2021). Emotion Detection for Conversations Based on Reinforcement Learning Framework. IEEE MultiMedia, 28(2), 76–85. https://doi.org/10.1109/mmul.2021.3065678
[2] Salam, S. A., & Gupta, R. (2018). Emotion Detection and Recognition from Text using Machine Learning. International Journal of Computer Sciences and Engineering, 6(6), 341–345. https://doi.org/10.26438/ijcse/v6i6.341345.
[3] Zhang, R., Xie, G., Ying, J., & Hua, Z. (2025). Leveraging Large Language Models for Personalized Parkinson's Disease Treatment. IEEE Journal of Biomedical and Health Informatics, 1–14. https://doi.org/10.1109/jbhi.2025.3594014

©IJRASET: All Rights are Reserved | SJ Impact Factor 7.538 | ISRA Journal Impact Factor 7.894 |

[4] Liu, G. (2022). Research on Personalized Minority Tourist Route Recommendation Algorithm Based on Deep Learning. Scientific Programming, 2022, 1–9. https://doi.org/10.1155/2022/8063652.
[5] Research on Personalized Recommendation System of E-Commerce Based on Big Data. The Frontiers of Society, Science and Technology, 6(5). https://doi.org/10.25236/fsst.2024.060504
[6] A. Hake, “Sentiment Analysis-Based Product Review System for Enhanced Recommendations,” in Proc. IEEE Conf. Artificial Intelligence and Data Engineering (AIDE),
[7] Wang, Q., & Li, J. (2024). E-commerce Recommendation Algorithm Based on K-Means Clustering. 2024 International Conference on Integrated Circuits and
[8] Communication Systems (ICICACS), 1–4. https://doi.org/10.1109/icicacs60521.2024.10498325.
[9] Zhu, Z. (2025). Research and Application of Personalized Recommendation Algorithm Based on Deep Learning Network. 2025 2nd International Conference on Algorithms, Software Engineering and Network Security (ASENS), 176–179. https://doi.org/10.1109/asens64990.2025.110.

©IJRASET: All Rights are Reserved | SJ Impact Factor 7.538 | ISRA Journal Impact Factor 7.894 |



10.22214/IJRASET

45.98

IMPACT FACTOR: 7.129

IMPACT FACTOR: 7.429

INTERNATIONAL JOURNAL FOR RESEARCH

IN APPLIED SCIENCE & ENGINEERING TECHNOLOGY

Call : 08813907089 (24*7 Support on Whatsapp)