iJRASET
International Journal For Research in Applied Science and Engineering Technology

# INTERNATIONAL JOURNAL FOR RESEARCH

IN APPLIED SCIENCE & ENGINEERING TECHNOLOGY

**Volume:** 13 **Issue:** VI **Month of publication:** June 2025

**DOI:** https://doi.org/10.22214/ijraset.2025.72197

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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 VI June 2025- Available at www.ijraset.com*

# Product Recommendation System Using DeepLearning

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***Abstract:*** ***This term paper investigates the improvement of a product recommendation framework for basic supply items, leveraging the power of profound learning and the back vector machine (SVM) algorithm. The framework points to supply personalized recommendations to clients, improving their shopping experience and possibly expanding deals for retailers. The proposed demonstrate joins a profound learning design to capture complicated designs and connections between clients and products, taken after by an SVM classifier to refine the recommendations. The framework is assessed utilizing a comprehensive dataset of client buy history and product data. The comes about illustrate the effectiveness of the proposed approach in producing precise and relevant product proposals, outflanking traditional recommendation strategies.***
***Keywords: Product Recommendation, Grocery, User Behavior, Artificial Intelligence***

## I. INTRODUCTION

In an era of e-commerce and personalized experience, effective product recommendation systems for businesses across a variety of fields have become essential. The food industry has a variety of products and diverse customer preferences, providing unique challenges and opportunities for such systems. Traditional recommendations approaches, but effective, often difficult to grasp the complex nuances of customer behavior and product relationships in complex food landscapes. Our system uses deep learning performance to extract complex patterns and relationships from interactions between user products and in conjunction with the robust classification functions of the Support Vector Machine (SVM) algorithm. By integrating these powerful techniques, a system is created that provides highly accurate and personalized recommendations, improves the shopping experience for customers, and drives retailers' sales. Considerations for the development and delivery of such systems.

## II. STUDY OF RESEARCH PAPER

*1) APPLICATION OF LEAN MANUFACTURING IN PRODUCT SAFETY*

Author: C. H. Li, H. K. Lau

Lean manufacturing is widely adopted assessment model to enhance productivity, eliminate production wastes and reduce manufacturing costs in man ufacturing industries. Product safety is merely assessed in the Lean manufacturing applications. This paper explained the conceptual ideas of Lean manufacturing and implementation tools of product safety in new product development (NPD) process in manufacturing industries. Two critical recommendations are explored to further improve the product safety on the consumer products.

*2) AN ONLINE RECOMMENDATION SYSTEM USING DEEP LEARNING FOR TEX TILE PRODUCT*

Author: ¨ Umit Turku, Adem Tuncer.

Recommendation systems are frequently preferred in recent years en suring customer satisfaction and accelerating sales. Thanks to these systems, it is aimed to accelerate the decision-making process of customers. Recommendation systems have become a necessary part, especially in online shopping. Most of the recommendation systems used in many different areas have been attracting atten tion, focusing on fashion, and clothing recently. In this paper, a deep learningbased online recommendation system has been proposed with a Convolutional Neural Net work (CNN). Classes of different patterns in the CNN architecture have been de termined according to users' and designers' pattern preferences. The deep learn ing model recommends patterns considering color compatibility for textile products. The proposed model has been trained and tested using our own pattern dataset in cluding 12000 images. Experiments on pattern datasets show the effectiveness of our proposed approach.

*3) FEATURE:NEWPRODUCTDEVELOPMENTUSINGFEATUREDRIF TBASEDFRAME WORK FOR UNIQUE ASPECT RECOMMENDATION*

Author: Monireh Alsadat Mirtalaie, Omar Khadeer Hussain,
Elizabeth Chang

In today's highly competitive markets, the challenge for product manufacturers is not only to improve a product's performance by evolving its current features but also to provide out-of-the-box product designs and characteristics. This paper proposes the FEATURE framework, which recommends product manufacturers with the unique features to be added to the next generation of a product by examining features of (a) related products, (b) competitors' products and (c) product s predecessors. FEATURE differs from existing approaches as it introduces and uses the concept of feature drift to suggest the unique and out-of-the-box features from related products apart from just improving the current features. The recommended features' popularity is investigated using social media and depending on the designer's decision criteria on innovativeness or viability, the features are ranked. The uniqueness of FEATURE is that it can help designers by providing a broader range of ideas to develop novel products.

## III. MOTIVATION

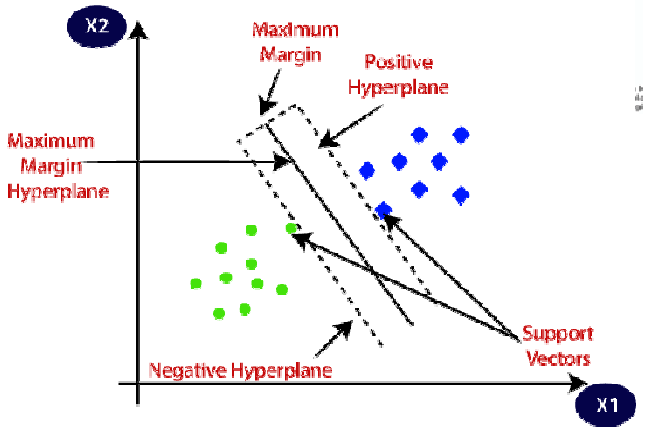
This research investigates the development of a novel grocery product recommendation system. By integrating deep learning with the Support Vector Machine (SVM) algorithm, the system aims to provide highly personalized and accurate product suggestions to customers. This approach leverages the power of deep learning to uncover complex patterns in customer behavior and product relationships, while the SVM classifier refines these predictions for optimal accuracy. The resulting system is expected to enhance the customer shopping experience, increase sales for retailers, and provide valuable
insights into consumer preferences

## IV. ALGORITHM

SupportVector Machine :

A "Support Vector Machine" (SVM) is a monitored machine learning algorithm that can be used for classification and regression problems. However, it is mainly used in classification questions. The SVM algorithm draws all data elements as points in the n-dimensional space where each function represents a value at a specific coordinate (n is the number of functions). Next, we perform the classification by finding a hyperlevel that distinguishes the two classes very well (see below). Support Vectors are simply coordinates of individual observations. An SVM classifier is the limit (hyperplane/line) in which two classes are optimally seized.

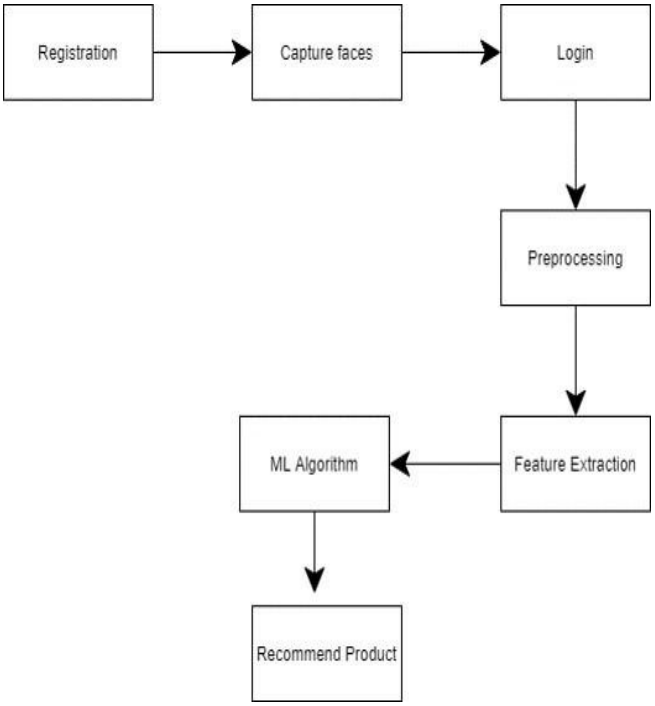
Support Vector Machine (SVM) algorithms are a powerful technology for machine learning for classification and regression tasks. The goal is to find the optimal hyperlevel, splitting the best data points into different classes, maximizing the edges between one of the closest points in each class. The focus on edge maximization improves the ability of the model to easily generalize to invisible data and improve prediction accuracy.




## V. SYSTEM ARCHITECTURE

The proposed recommendation system integrates a modular architecture to deliver personalized and efficient recommendations. The first system emphasizes a robust backend powered by user-behavior tracking, recommendation software, and real-time analysis, connected to a centralized database.

It incorporates machine learning models for analyzing user preferences and storing insights in an S3 bucket. The second system highlights a user-centric workflow, beginning with registration and face capture, followed by login, data preprocessing, and feature extraction. The machine learning algorithm processes extracted features to recommend products tailored to user requirements, ensuring precision and ease of use. Together, these architectures exemplify a seamless integration of frontend, backend, and AI-driven analytics for dynamic product recommendations.




## VI. SOFTWARE INFORMATION

*1) Python*:

Python is an interpreted, object-oriented, high-level programming language with dy namic semantics. Its highlevel built in data structures, combined with dynamic typing and dynamic binding, make it very attractive for Rapid Application Devel opment, as well as for use as a scripting or glue language to connect existing com ponents together.

*2) Anaconda Navigator:*

Anaconda Navigator is a desktop graphical user interface (GUI) included in Ana conda distribution that allows you to launch applications and easily manage conda packages, environments, and channels without using command-line commands. Nav igator can search for packages on Anaconda.org or in a local Anaconda Repository. It is available for Windows, macOS, and Linux.

*3) Spyder*:

Spyder is short for ”Scientific PYthon Development EnviRonment.” It’s intended for use as a workbench for scientific computing with Python, and that’s reflected in the feature set, the packaging, and the overall behavior of the IDE. Spyder has useful features for general Python development, but unless you work mainly with IPython and scientific computing packages, you’re probably better off with a different IDE.

*4) DBSqlite3:*

DBBrowser for SQLite (DB4S) is a high quality, visual, open source tool to create, design, and edit database files compatible with SQLite.

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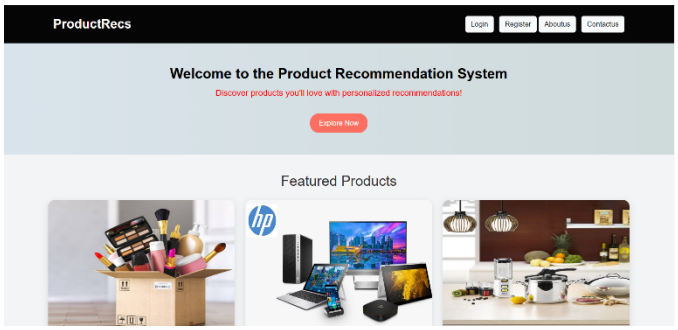
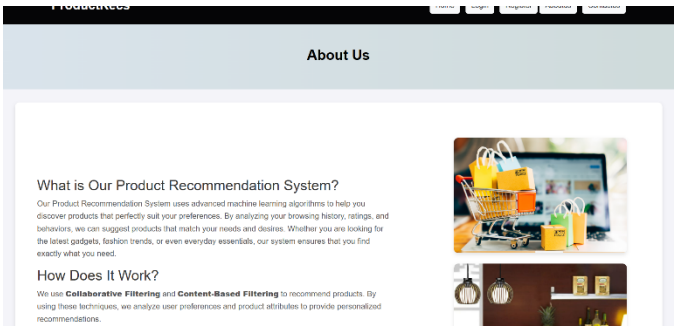
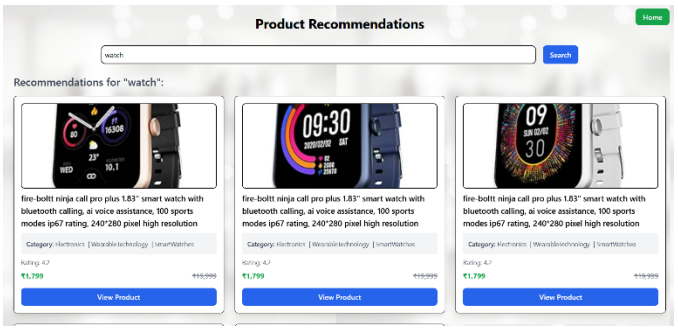
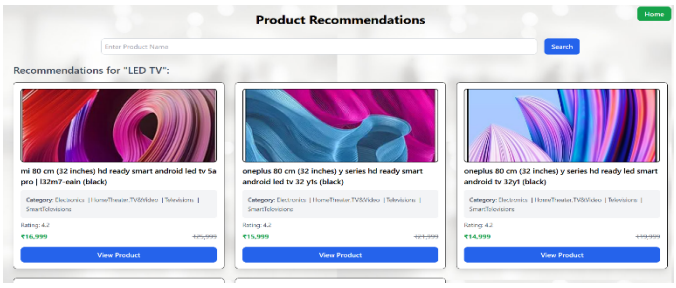
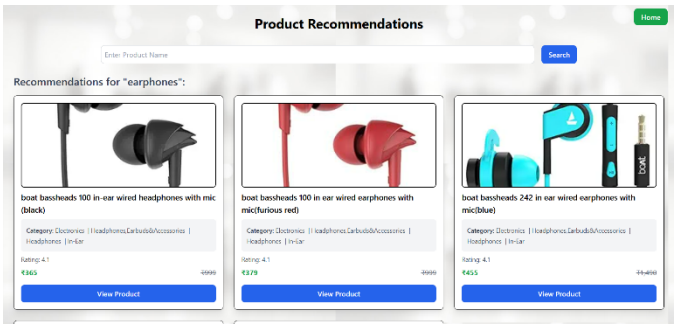
## VII.RESULTS


ProductRecs
Login
Register
Aboutus
Contactus
Welcome to the Product Recommendation System
Discover products you'll love with personalized recommendations!
Explore Now
Featured Products


About Us
What is Our Product Recommendation System?
Our Product Recommendation System uses advanced machine learning algorithms to help you discover products that perfectly suit your preferences. By analyzing your browsing history, ratings, and behaviors, we can suggest products that match your needs and desires. Whether you are looking for the latest gadgets, fashion trends, or even everyday essentials, our system ensures that you find exactly what you need.
How Does It Work?
We use Collaborative Filtering and Content-Based Filtering to recommend products. By using these techniques, we analyze user preferences and product attributes to provide personalized recommendations.


Product Recommendations
Home
watch
Search
Recommendations for "watch":
fire-boltt ninja call pro plus 1.83" smart watch with bluetooth calling, ai voice assistance, 100 sports modes ip67 rating, 240*280 pixel high resolution
₹1,799
View Product


Product Recommendations
Home
Search
Recommendations for "LED TV":
mi 80 cm (32 inches) hd ready smart android led tv 5a pro | l32m7-eain (black)
oneplus 80 cm (32 inches) y series hd ready smart android led tv 32 y1s (black)
oneplus 80 cm (32 inches) y series hd ready led smart android tv 32y1 (black)
₹16,999
₹15,999
₹14,999
View Product


Product Recommendations
Home
Search
Recommendations for "earphones":
boat bassheads 100 in-ear wired headphones with mic (black)
boat bassheads 100 in ear wired earphones with mic(furious red)
boat bassheads 242 in ear wired earphones with mic(blue)
₹365
₹379
₹455
View Product

## VIII. EXPLORATION/DIRECTION

This research serves as a foundation for future advancements in personalized recommendation systems for the grocery industry. Future research can explore incorporating real-time data streams, such as in-store sensor data, point-of-sale transactions, and social media trends, to provide a more dynamic and responsive recommendation system.

Furthermore, integrating contextual factors like time of day, weather, special occasions, and even current location can significantly enhance the relevance and accuracy of recommendations. Additionally, developing more explainable AI models can provide users with insights into the reasoning behind the recommendations, fostering trust and transparency.

## IX. CONCLUSION

This study examines the development of a new food recommendation system. By integrating deep learning into the Support Vector Machine (SVM) algorithm, the system aims to provide customers with highly personalized and accurate product suggestions. This approach uses the power of deep learning to reveal complex patterns in customer behavior and product relationships, but the SVM classifier improves these predictions for optimal accuracy. The resulting system is expected to improve the customer's purchasing experience, increase retailer sales, and provide valuable insight into consumer preferences.

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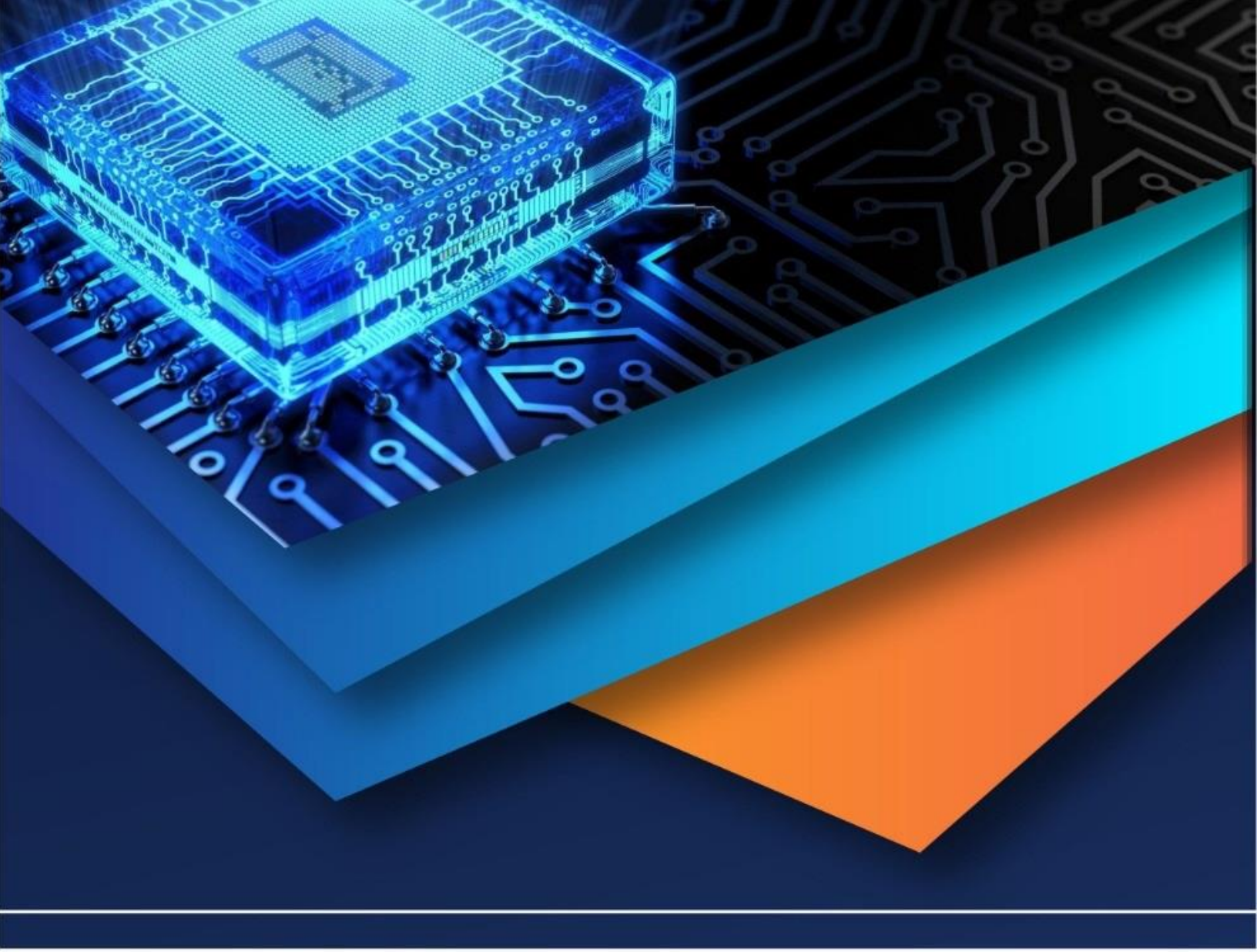

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