Abstract

This paper describes the overview of recommendation system. The recommendation system is the sub-part of the data mining field. This is the era of the e-commerce business. Recommender systems are used to assist the enterprise to implement one-to-one marketing strategies. These type of strategies offer several advantages like establishing the customer loyalty, increase the probability of cross-selling, fulfilling the customer need by presenting the items or products of customer interest. The recommendation system (RS) is crucial in many applications on the web. The recommendation system is mainly classified into following three categories: content-based, collaborative-based and hybrid approaches. Different categories have its own advantages as well as disadvantages. This paper describes the different techniques in each category and the issues in each category.

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Recommendation system, content based filtering, collaborative filtering, hybrid approach.