A Multi Intelligent Agent-based Approach for Optimizing Commercial Recommendations

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Authors:
Chaimae Lamaakchaoui
Abdellah Azmani
Mustapha El Jarroudi

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Abstract

In the present paper a model of a multi agent based system is presented, which helps marketers on the one hand to address its products to the best targets and in the another hand to generate relevant product recommendations for customers that best match their interests and needs. To achieve this, the system is based on six agents. Each one of them has a specified role but can also communicate with other agents to share knowledge and achieve common goals. In order to generate relevant recommendations and target the best customers, the system uses different types of parameters (the customer’s parameters, product’s parameters, parameters of the context and the constraints).

References

Keywords
Multi-agent; intelligent agent; customer satisfaction; recommendation; customer interest; customer need; customer profile.