Abstract

The main purpose of recommender systems is to assist consumers find products and services they are interested in. When having already purchased one product, it is likely that the consumer may look for complementary products to the bought one. This paper proposes an Analytic Hierarchy Process (AHP) based model to help customers find the best complementary products. The selection of the best products is done according to certain criteria, which are evaluated and ranked in order to determine the criteria that drives one customer to cross sell.
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Keywords
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