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## Abstract

Recommendation Systems are used to increase the growth of various online businesses. E-commerce players are utilizing such systems to get high sales. Such systems make use of statistics and data from user behaviour e.g. Purchase history, product ratings. So, decision to display a specific product from a specific category is taken after considering such parameters. In Hyper-Local based services (Locality Based) recommendation systems operate in a challenging environment. Such as, new customers have too much limited information associated, less purchase history, no product ratings etc. Secondly a large retailer have too much categories to choose from. Last, users tends have scattered data-less patterns. In order to handle such information mainly three methods are available: search-based methods, collaborative filtering and cluster models. These methods are more suitable in a vast user base environment. Whereas, in small scale environments a set of customers whose purchased and rated products overlaps with a current user's purchased and rated products are subject to a simple measurements.

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## Index Terms

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## Keywords

Cluster Model, Collaborative Filtering, Recommendation System, Search-based Methods.