Decision Support System for Online Product Recommendation Service based on Consumer Behavior

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Abstract

The Emerging growth of internet increases the possibility to shop over online. E-commerce facilities are increasing day by day. The rapid development of E-commerce is bound for several obligate measures. E-commerce took several liabilities for both, user and admin. Ensuring quality services demands better E-commerce product suggestions system for clients, based on their behavior. Every client should deal individual. So, product suggestions or other necessities should be done by proper analysis of every individual customer. The automatic recommendation system will reduce the extra browsing time and give customer a better experience by saving time. The system should provide personalized recommendation system. Both Supervised and unsupervised methods will be implemented to perform customer analysis for automatic recommendation system. Supervised method will be performed, only if the required customers’ behaviors match with our existing large customer dataset. This will help to generate a new pattern of customer browsing history. Through this, a deep analysis could be done by our system and may use later if any customer belong to this similar pattern.

An
intelligent algorithm will suggest every customer, their required products list. This will help to take the decision more quickly. Ultimately, it will enhance the satisfaction rate of customers, will make this system more trust worthy and will increase the loyalty to businessman. Our research inures the customized recommendation system for every individual buyer. Several proposed methods and algorithms were stated, which will enhance the performance of existing E-commerce system and will make it more innovative and significant.

References

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Index Terms

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