

GIFT RECOMMENDATION SYSTEM

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Abstract- Nowadays, many people are moving on the online shopping. One of the main viewpoint of shopping is give the gift to the someone on the special occasion. People always take decision on every day which gift is suitable and what should I gift to a someone like Father, Mother, Friend on their birthday, anniversary. When people are search the gift online there are many choices and many gift, if a person search the gift for wedding Anniversary then many gift are shown that's why people are confused. So our project is based on building a system that will generate gift recommendations for a user on his specific events, relation. Suppose, user search the gift for father on his birthday, only father's birthday related gift are shown.

Key Words- Gift Recommendation, Recommendation System, Viewpoint

1.INTRODUCTION

Our project is about "Gift Recommendation System". This is intended to resolve the problem existing in the manual system. The project is divided into various section, which present a clear picture of the system. Simplicity is given more importance whole designing. All the possible aspects of the system are taken into consideration. Recommendation system helps to people make a decision in complex situation. The

recommendation system are denote to assist in the suggestion of items, products, services and contents, partially or fully automatically, according to the users interests and needs. This system can helps the user in decision making of which item to choose for example, books, teddy, ring on their relation and event wise. A recommender system, or a recommendation system (sometimes replacing 'system' with a synonym such as platform of engine), is a subclass of information filtering system that provide suggestion for items that are most pertinent to a particular user. Recommender system are used in a variety of areas, with commonly recognized example taking from of playlist generators for video and music services. Product recommenders for online stores or content recommends for social media platforms and open web content recommenders.

Feasibility Study

Once the scope of the project has been defined, it is reasonable to ask, can we build the software to meet this scope? Is the project feasible? Not everything planned for a system is feasible one has to view from each and every aspect such that the development of new software does yield proper result without putting in extra efforts and resources. Software feasibility is based on three solid dimension, which are follows

- ❖ Technology
- ❖ Economical
- ❖ Operational

Technical Feasibility

The Application is developed using latest technologies i.e., Android Application as front end and ROM as data tool and users that is employ working bat a phase in organization or developer ora tester can perform his work as per requirements.

Economical Feasibility

As the development work for the system went on smoothly as was planned during the project planning phase and the company had licensed copies of the software required for the development of project. And hence need not to pay any additionalcost for the same and there was not any hidden cost in the development and hence the system is economically feasible.

Operational Feasibility

The system is very easy to work with and there is no need for any special training to anybody toworking with the system. To work with the system,the user need not be a computer professional, on the whole the company will benefit from the system and hence the system is operational feasible.

To Overcome drawback existing system is proposing to following work structure.

1. Gift Recommendation offers a large variety of personalized gift. You will see personalized gifts for tools, home, office. Ifyou have a sense of what someone is interested in, you will bring a smile to theirface with such a gift.
2. Day wise or Event wise the admin can be upload the new gift items. All the maintained manually.

2. LITERATURE SURVEY

Recommendation System: History and Concepts

In the last 16 years, more than 200 research paper are published about the recommender system. Several

research field are related to user modeling and recommender system. Recommender system apply data mining techniques and prediction algorithms to predict user interest on information, products and service among the tremendous amount of available items. The vast growth of information on the internet as well as number of visitors to website add some key challenges to recommender system. These are producing accurate recommendation efficiently and coping with the vast growth of number of participants in the system. Therefore, new recommender system technologies are needed that can quickly produce high quality recommendation even for huge data set. System aims to recommend personalized gift after analyzing the social media preferences of the target person and his friends. The idea being that the public profiles followed by a person give an insight about what product they may like being gifted with. Use a hybrid of contest-based and collaborative filtering methods. [1,2]. The e-commercein recent year has seen an intense growth in sale in Brazil, festive dates of the year like Mother's Day, Valentine's Day, Children's Day, etc. [3]. Another research on gift recommendation system using the social media platform. The based on building system that will generate gift recommendation for a specific user based on his activities on social networking website. Among social networking website, chosen the Facebook because Facebook of its large user database easy to use API and colossus of information petuning toan individual [4].

What Is a Recommendation Engine

Nowdays, people used to buy products online more than from stores. Previously, people used to buy products based on the reviews given by relatives or friends but now as the options increased and we buy anything digitally we need to assure people that the product is good and they will like it. To give confidencein buying the products, recommender system were built. Recommendation engines filter out the products that a

particular customer would be interested in or would buy based on his or her previous buying history. The more data available about a customer the more accurate the recommendations. But if the customer is new this method will fail as we have no previous data for that customer. So, to tackle this issue different methods are used; often the most popular products are recommended. These recommendations would not be must accurate as they are not customer dependent and are the same for all new customers their interests so that they can recommend more precisely.

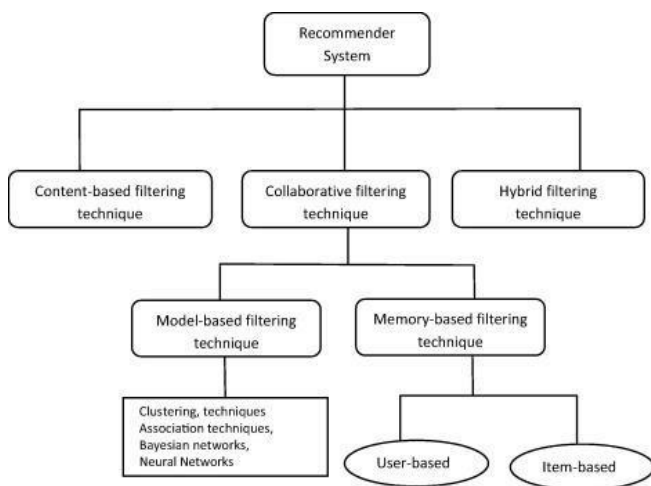


Figure 1: Recommendations Techniques

2 PROPOSED METHDOLOGY

RAD Application Development Methodology RAD is a Rapid Application Development model. Using the RAD model, software product is developed in a short period of time. The initial activity starts with the communication between customer and developer. Planning expends upon the initial requirements and then requirements are divided into groups. Planning is more important to work together on different modules. The RAD model consists of following phases.

- ❖ **Business Modelling:** Business modeling consists of the flow on information between various functions in the project.
- ❖ **Data Modelling:** The information in the business modeling phase is defined into the

set of objects and it is essential for the business.

- ❖ **Process Modelling:** The data objects defined in the data modeling phase are changed to fulfill the information flow to implement the business models.
- ❖ **Application Generation:** In the application generation phase the actual system is built
- ❖ **Testing and turnover:** The prototypes are independently tested after each iteration so that the overall testing time is reduced.

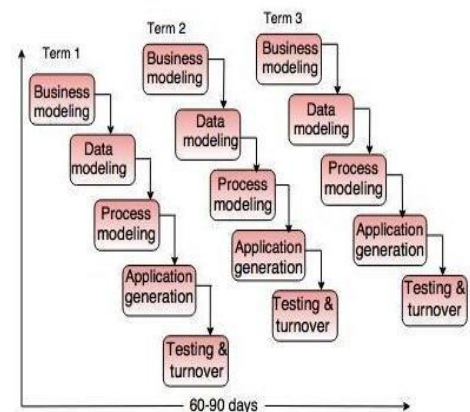


Figure 2: RAD Model

3 TECHNICAL SPECIFICATION

Client Based Technology Used

- ❖ **Front End: Android 8.0 Oreo and XML**

Android Oreo (codenamed Android O during development) is the eight major update and the 15th version of the android operating system. It was first released as an alpha quality developer preview in march 2017 and release to the public on August 21, 2017. It contains a number of major features, including notification grouping, picture-in-picture support for video, performance improvements and battery usage optimization, and support for auto filters, Bluetooth 5, system-level integration with VoIP apps, wide color gamut's and wifi aware.

Xml (extensible markup language) is a markup language. XML is designed to store and transport data. Xml was released in late 90. It was created to provide

an easy to use and store self-describing data. XML became a W3C Recommendation on February 10, 1998. XML is not a replacement for HTML.

❖ **Back End: JAVA**

Being an object –oriented compiled language, java allows you to write the code once and run it anywhere on any platform. Making it perfect choice for mobile application development, web development, database connectivity, networking and many more. Java uses multithreading web server that process each request in a separate thread. That enables to perform several tasks simultaneously without querying the events. Java is said to be more secure than any other programming language.

Server Based Technology Used

❖ **Front End: ReactJS**

ReactJS tutorial provides basic and advanced concepts of ReactJS. Currently ReactJS is one of the most popular JavaScript front-end libraries which has a strong foundation and a large community. ReactJS is a declarative efficient and flexible JavaScript library for building reusable UI components-based front-end library which is only responsible for the view layer of the application.

❖ **Back End: MongoDB, NodeJS, Express**

MongoDB is a document-oriented database. It is an open source product, developed and supported by a company named 10gen. All the modern application requires big data, fast features development, flexible deployment and the older database system not component enough, so the MongoDB was needed.

NodeJS is a cross-platform environment and library for running JavaScript applications which is used to create the networking and server side application. It is used for server side and networking applications. It is open use and free to use.

Express is a fast, assertive, essential and moderate web framework of NodeJS. You can assume express as a layer built on the top of NodeJS. That helps manage a server and routes. It provides a robust set of features to develop web and mobile application.

4 REVIEW ON GIFT RECOMMENDATION SYSTEM

According to the caique de paula Pereira research paper “Mobile Gift Recommendation System”, The e-commerce begins in the 90, when the first sales website were created. Initially the volume of transaction is very low. But the change in the world market made it become largest and most voluminous way to market product. purnima tomar research paper “Social profile based Gift Recommendation System”, Giftkart application are created, the Giftkart illustrates the working of our gift recommendation engine, the technical challenges underlying the engine and the critical role of social networking in making the engine work. Subsequent section will describe our gift recommendation engine.

5 CONCLUSION

The “Gift Recommendation System”, has completed its first phase of the development section successfully within the given time span and has fulfilled all the requirements specified by the user during the evaluation in first phase. The system thoroughly tested by the professional testers under live conditions and hence concludes that the system is working in accordance with the requirements of the user and it totally error free.

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