

Improving recommendations to users in collaborative filtering technique through items grouping

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Improving recommendations to users in collaborative filtering technique through items grouping The advent of the World Wide Web has opened up new possibilities for users without going to the store continuously aware of the details of the item. Choose one of the options available for a limited operation is easy but when this set is large, the actual evaluation of the characteristics of the products or items when you buy the useful, economic, and qualitative items is boring and time consuming. To solve this problem, the system is suggesting one of the most successful recommender systems, collaborative filtering techniques. In collaborative filtering suggest examples to users that people with similar tastes and preferences liked in the past. The most important step is to obtain a forecast or suggested in collaborative filtering systems. The proposed algorithm tries to improve recommendations in e-commerce systems in that they provide more than one product group. For instance, if in a hypermarket, several groups of products are available, user can buy his needs one or / and more product group. After transaction, the bought items of the user will be classified based on product groups, and then will be compared with the other users in their specific groups.

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