GoCars

Personalised Hybrid Recommender System

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Abstract

Nowadays, the internet is being widely used for daily shopping purposes. Shoppers often make their purchases on the web more than going to the store. with the expanding E-commerce and web-based shopping, the Personalised recommendation has become a necessity in a domain such as automobiles. since the majority of automobile web sites based on filtering based approach, enable Personalised recommender would be invaluable for consumers with little to no knowledge about the automotive industry.

However, a fitting personalized recommender system into automotive websites could be a great asset to automobile dealers and end consumers. This is an innovative way of optimizing car recommendation system research done in Sri Lankan region.

Subject Descriptors: Machine Learning, Recommendation Systems

Key Words   :Matrix Factorization, Collaborative Filtering