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Abstract:

With the continuous expansion of the company's scale, the original offline sales model can no longer meet the demand. In order to keep up with the current trend of technology, companies need to develop their own e-commerce platform. With the rapid development of e-commerce, its information structure is becoming more and complex, and the amount of information is becoming larger and larger. Users are often lost in massive commodity information, and merchants cannot establish effe customer relationships in massive user information. In order to improve the service level and market competitiveness of Internet commerce, many ecommerce webs introduce data mining technology. According to users' purchase records and historical browsing records, they can find the goods they like and recommend them to us to manage massive commodity information and user information more efficiently, this patent proposes a solution to build e-commerce recommendation system on t computing platform to improve the ability of massive data mining and business intelligence analysis, and realize high-performance computing at a lower cost.

<u>Complete Specification</u>

Description:The proposal and development of cloud computing has laid a foundation for the e-commerce recommendation engine to handle massive data and its application in clusters. With the increasing amount of information in e-commerce, it takes a lot of time for consumers to find satisfactory information. For merchant to optimize the design of websites according to consumers' interests as much as possible to facilitate consumers' shopping has become an urgent problem to be so With the increasing amount of information, recommendation system has become an indispensable part of every e-commerce platform. In order to improve the serv and market competitiveness of Internet commerce, many e-commerce websites began to introduce data mining technology. According to users' purchase records a historical browsing records, they found products that users like and recommended them to users. The choice of recommendation algorithm is critical to the success system. There are several algorithms available such as collaborative filtering; content- based filtering, and hybrid models. The algorithm selected should be based o specific needs of the e-commerce platform.
The recommendation model needs to be trained using the pre-processed data. The training process involves optimizing the model parameters to achieve the best accuracy. This is an iterative process that involves fine-tuning the model based on performance metrics. Once the model has been trained and optimized, it needs t deployed in the cloud environment. This involves integrating the recommendation system with the e- commerce platform and making it available to users. The recommendation system needs to be continuously monitored to ensure that it is performing optimally. This involves tracking metrics such as click-through rates, co rates, and user engagement. Regular maintenance is also required to ensure that the system remains up-to-date and secure. One of the key concerns with cloud co is data privacy and security. E-commerce platforms need to ensure that customer data is securely stored and processed to prevent unauthorized access or data bre The complexity of the recommendation model can be a challenge when deploying and maintaining the system. The model needs to be continually optimized and u

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