IJIRCCE

e-ISSN: 2320-9801 | p-ISSN: 2320-9798

INTERNATIONAL JOURNAL OF INNOVATIVE RESEARCH

IN COMPUTER & COMMUNICATION ENGINEERING

Volume 11, Issue 2, February 2023

INTERNATIONAL STANDARD SERIAL NUMBER INDIA

Impact Factor: 8.165

International Journal of Innovative Research in Computer and Communication Engineering

| e-ISSN: 2320-9801, p-ISSN: 2320-9798| www.ijircce.com | |Impact Factor: 8.165 |

|| Volume 11, Issue 2, February 2023 ||

| DOI: 10.15680/IJIRCCE.2023.1102045 |

GiftTown- The Gift Recommendation System

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ABSTRACT: Nowdays, many people are moving on the online shopping. One of the main viewpoint ofshopping 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 ourproject is based on building a system that will generategift 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.

KEYWORDS: Gift Recommendation, Recommendation System, Viewpoint

I. 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 tomeet 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 additional cost for the same and there was not any hidden cost in the

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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 to working 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. If you have a sense of what someone
is interested in, you will bring a smile to their face with such a gift.
2. Day wise or Event wise the admin can be upload the new gift items. All the maintained manually.

II. METHODOLOGY

Python

Python is an object-oriented, interpreted, high-level programming language. It has a high-level build in data structures that make it very attractive for R.A.D(Rapid Application Development), as well as for use as a scripting or glue language to connect existing components together. Python's syntax are easy to learn and it emphasizes readability and therefore reduces the cost of program maintenance. Python supports modules and packages, which encourages code reuse. The Python extensive standard library is accessible in source or binary form for free of cost on major platforms.

Django

Django is a web application framework built with the base of Python. It allows us to easily create dynamic web apps using Python . First of all, you need to have Python installed on your computer. On MacOS, you don't need to install Python , unless you'd like to update it to the latest version. To check version of Python on your computer, type python –version on the terminal for MacOS and the command line for Windows.

HTML And CSS

HTML(Hyper Text Markup Language) is the universal markup language for the Web. HTML lets you format text, make graphical interfaces, create web-links, input and output forms,add and remove frames and tables, etc., and save it all in a file that any browser can execute and display .

CSS is used to control layout of multiple Web pages all at once. With CSS, all formatting can be detached from the HTML document and deposited in a separate file. CSS gives you total control of the web-page layout, without messing up the file contents.

III. MODELING AND ANALYSIS

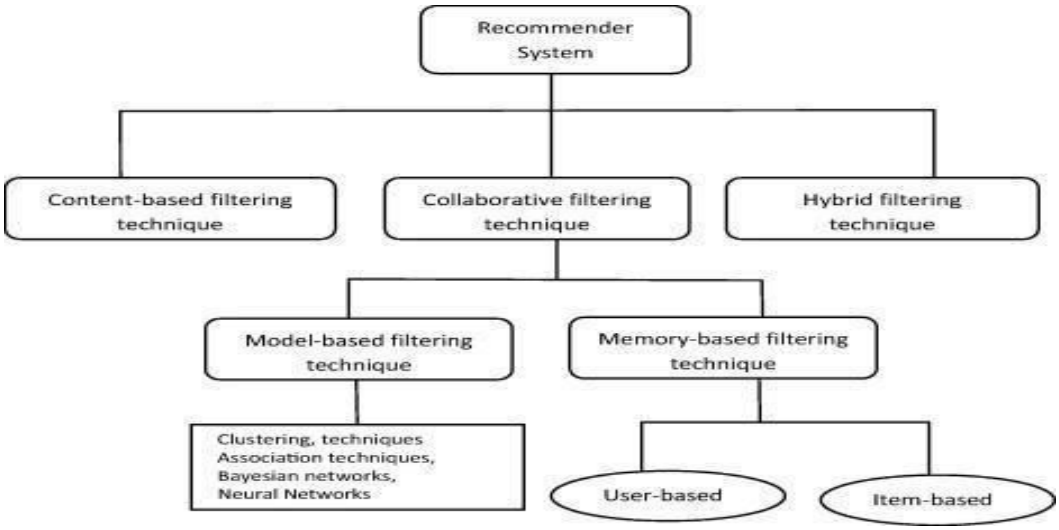

Figure:: Recommendations Techniques.

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Analysis: Working of the website in short.

1. Once a person opens the website a login page will appear , an old user can enter his/her credentials and proceed .
2. But a new customer has to create a new Account or ID for shopping online .
3. Registration has to be done with help of valid mobile no. and OTP procedure.
4. After entering valid OTP ,user will have to fill personal info such as age and address etc.
5. Once done with the registration an account will be created for further use of user.
6. Now user can Start Shopping with his needed Gifts.
7. Once the customer is in the website , he/she can start searching for the gifts needed .
1. They can place their order on the address provided by the user .
2. Once the order is placed one can track their order using a GPS tracker link provided by admin .
3. The customer will be able to do easy payments such as Cash On Delivery or Early Payments using Credit
    a. /Debit cards or even UPI transactions.

IV. RESULTS

The e-commerce begsn 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 the GiftTown 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.

V. CONCLUSION AND FUTUREWORK

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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INNO SPACE
SJIF Scientific Journal Impact Factor
Impact Factor: 8.165

doi cross ref

ISSN INTERNATIONAL STANDARD SERIAL NUMBER INDIA

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