Impact Factor (SJIF): 5.301

International Journal of Advance Research in Engineering, Science & Technology

e-ISSN: 2393-9877, p-ISSN: 2394-2444

Volume 5, Issue 3, March-2018

HOTEL ENDORESMENT SYSTEM BASED ON COLLABRATIVE FILTERING AND KNN ALGORITHM

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Abstract

Collaborative Filtering (CF) is one of the most victorious exhortation approaches to cope with statistics profusion in the real world. CF methods are equivalent to every user and item. It's patter to discriminate the alternate of user's interests across non-identical province. The major welfare of this CF is to exhort the foremost commodity in a guild .The guild users may evince as well as they may suggests the delineation for that guild, by this exposition we might got pre-eminent motion, for that we are able acquisition the product optimistically. An Alternate exhort expertise specifically Swam Friends, it narrates reviewing technique, By way of illustration the person who is in a group groundwork a party in restaurant or inn, one of his buddy is located nearby a hotel or inn, we may converge the tip-off from those patrons. In this paper we analyze different system-based KNN algorithms. We look into different techniques for computing item-item similarities and different techniques for obtaining recommendation from them. Finally we experimentally evaluate our results and compare them to the K nearest neighbor approach and also a novel Domain-sensitive Recommendation (DsRec) algorithm to make the rating prediction by exploring the user-item subgroup analysis simultaneously this algorithm proposed two components such as a matrix factorization model ,bi-clustering model.

Keywords: Collaborative Filtering (CF), Novel Domain-sensitive Recommendation (DsRec), Matrix factorization,bi-clustering model

I. INTRODUCTION

The main objective of this Project is to be prediction of the user behavior and collects the best guild comments from the friends group. We are implementing two techniques (i.e) a novel Domain Sensitive Recommendation (DsRec) and Bi-Clustering model. We have to buy a product in online through website means, we know the product or item's recommend by anonymous friend's comment and ratings. In this process we didn't predict our item with full satisfaction and didn't have the recommendation for the item set. In this type of product doesn't have a user-friendly item to the consumer.The major disadvantage of this approach isnot efficient to buy a product. It doesn't have the recommendation about the product.In this approach has to take more time to search the best product because of third party comments and ratings.So we could overcome from previous approach.

In our project we are proposing collaborative filtering&previous proposing two techniques[6], there are a novel Domain Sensitive Recommendation and reviewing technique (swamp friends).Systematic experiments conducted on three real-world datasets demonstrate the effectiveness of our methods. We use real-world user-item rating data to empirically validate the effectiveness of our proposed model for rating prediction.

The reviewing technique is Swam Friends, for an example the person who is in a group planning a party in restaurant or hotel, one of his friends is located nearby a hotel, we may gather the suggestion from that friend.By this technique we also knowour friend of friend's rating and comments about that product and get the suggestion about the product also. By this we may get a best result [5].The advantage of this approach is to overcome the problem of scalability brought by many memory-based CF techniques where the heavy computational burden is brought by the similarity calculations. The proposed approach is for the new user in a particular group, may get a suggestion from their friends. Our friends review will be positive as well as right. Our real time work is reliable also; by this we may predict the required result. Prediction is the best solution to avoid some bad events occurring simultaneously.

II. RELATED WORK

In this section we briefly represent some of the research literature related to collaborative filtering, recommender systems, data mining and personalization. Tapestry is one of the earliest implementations of collaborative filtering-based recommender systems. This system relies on the explicit options of people from a close-knit community, such as an office workgroup [6]. For this recommender system is to depend on the person. In Cheng and Church's theorem, a bi-cluster is defined as a subset of rows and columns with almost the same score.

Matrix factorization methods have been shown to be a useful decomposition for multivariate data as low dimensional data representations are crucial to numerous applications in statistics, signal processing and machine learning, an incomplete list of applications of matrix factorization methods includes:

2.1 Bio informatics

- Environ metrics and chemo metrics
- Text analysis
- Miscellaneous, such as extracting speech features, transcription of polyphonic music passages, object.

Example using synthetic data set is intended as demonstration of the MF library since all currently.

- Bioinformatics
- Text analysis

2.2 Collaborative filtering (CF) Techniques

In the newer, narrower sense, collaborative filtering is a method of making automatic predictions (filtering) about the interests of a user by collecting preferences or taste information from many users (collaborating).

2.2 a) Representative Algorithm

a) Memory- Based Collaborative

- User-Based CF
- Item-Based CF

b) Model- Based Collaborative Filtering

- Slope-One CF Dimensionality Reduction (Matrix Factorization) Eg.SVD,PCA

c) Hybrid CollaborativeFiltering

- Combination of Memory-Based and Model- Based CF

III. ALGORITHM DESCRIPTION

In our project wedescribe the use two algorithms, they are:-

1. Collaborative Filtering

2. KNN algorithm

1. COLLABORATIVE FILTERING:

Recommender systems apply data analysis techniques to the problem of helping users find the items. New recommender system technologies are needed that can quickly produce high quality recommendations,the options of users can be obtained explicitly from the users or by using some implicit measures. While at the same time providing better quality then the best available user based algorithm.

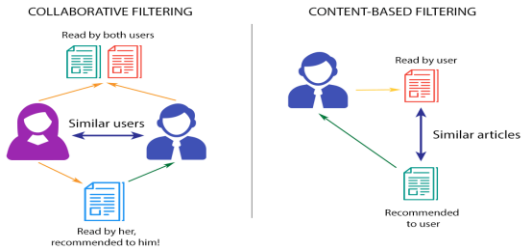

Figure:1 Difference Between Collabartive and Content Based Filter

2.KNN ALGORITHM

K nearest neighbors is a simple algorithm that stores all obtainable cases and classifies new cases based on a analogymeasure. The model representation for KNN is the entire training dataset. It is as modest as that.KNN has no model other than storing the entire dataset, so there is no learning entail. Efficient implementations can store the data using tangled data structures like k-d trees to make look-up and matching of new patterns during prediction well-organized. Because the entire grounding dataset is stored, you may want to think carefully about the consistency of your training data. It might be a good idea to curate it, update it often as new data becomes available and remove erroneous and outlier data. By using KNN algorithm we have to find the best product and get the product in a group of items with the help of our friend's recommendation.

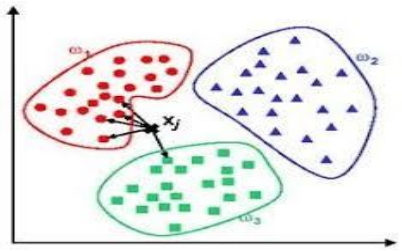

Figure:2KNN ALGORITHM

IV. SYSTEM ARCHITECTURE

In this section, we will introduce the architecture diagram.

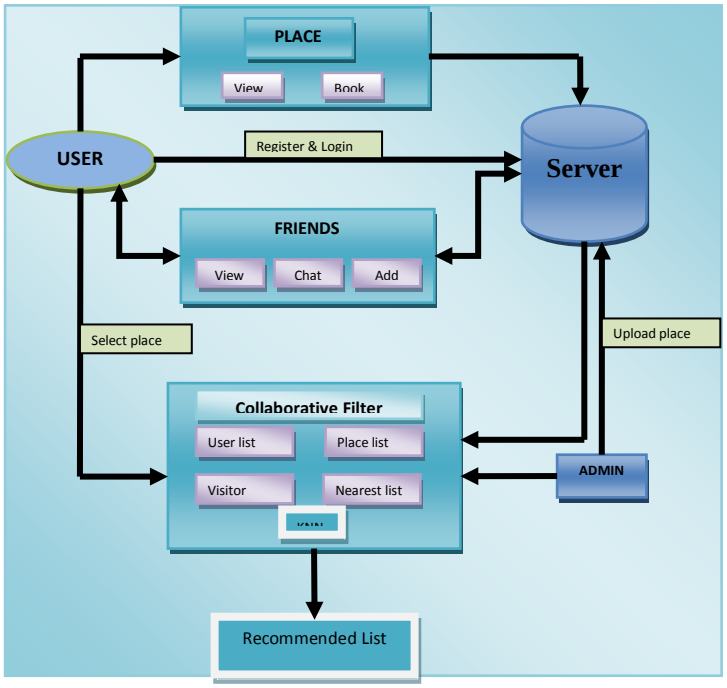

Figure3:Architecture Diagram

IV. PROPOSED WORK:

4.1. IDENTITY MANAGEMENT:

Thesecurity discipline that legalize the right individuals to ingress the right resources at the right times for the right reasons. It also includes the management of descriptive information about the user and how and by whom that information can be accessed and modified [1]. Managed entities typically include users, hardware and network resources and even applications.

The above technique's used to identify the friend in domain sensitive recommendation. In user side user have to register their details, also user give the request place to the admin who upload the place details and also give the suggestion to the user about his friend in friend's group. So the user has to identify the friend and give him/her to friend request in this side.

4.2. DATAMINING:

Currently, data in digital form are availableeverywhere, like on the Internet. It can be used to predict the future. Usually the statistical approach is used [8]. Data mining covers the entire process of data analysis, including data cleaning and preparation and visualization of the results, and how to produce predictions in real-time so that specific goals are met.

To accompany, imagine a restaurant wants to use data mining to regulate when they should offer certain individuals. It looks at the information it has collected and creates classes based on when customers visit and what they order.

4.3. RELATIONSHIP:

In our project we have two relationship i.e. User to User and User to Place relationship. In user to user relations which defines the new user has a planned to go to a restaurant but he does not know about the restaurant so the new user has to search the existing user from the user list of the particular hotel or restaurant[7]. After searching the new user find one person or his/her friends and easily know about the hotel or restaurant. The above details are stored in server, by data mining process we have to mine the particular or required data from the recommendation of the other people or another user these data's are maintained by the admin. In user to Place relationship which defines the user need to know the place location of restaurant or hotel. Suppose one of the party halls which will be nearby anyone of his/her friend's house. The user has to identify and choose place which will be more applicable the user to know about the place as well as the restaurant information also.

4.4. COLLABORATIVE FILTERING:

Collaborative filtering also referred to as social filtering, filters information by using the recommendations of other people. A person who wants to see a movie for example, might ask for recommendations from friends. The recommendations of some friends who have similar interests are trusted more than recommendations from others [4].The user list and place list are stored in collaborative filtering server.Now the user has lot of suggestion, user has to choose Collaborative filtering technique to filter the information by using the recommendation of our friends and also our friend of friend.

4.5. TEXT MINING WITH MAP NAVIGATION:

After getting the recommendation from the another user,the user have to test the item and choose the item with the help of mining .also the user have to choose the place by Google map navigation by the most recommended place[10]. If the place will be nearbyof their neighbors or friend means the user has to send the queries about the place which will be suitable or not and get the suggestion rating. Text mining usually involves the process of structuring the input text (usually parsing, along with the addition of some derived linguistic features and the removal of others, and subsequent insertion into a database), deriving patterns within the structured, and finally evaluation and interpretation of the output.

4.6. RECOMMENDATION:

In the algorithm, the similarities between different items in the dataset are calculated by using one of a number of similarity measures, and then these similarity values are used to predict ratings for user-item pairs not present in the dataset [9]by using this algorithm we have to predict the ratings of the item with the help another user's recommendation and suggestion about the item and place which is suitable or not for the particular person [7]. The above algorithm that used to calculate the highest rating about the item set and able to choose which location to take a decision by the user[6]. The user details and item details are maintained by admin also he has the responsibilities in collaborative filtering storage.

V. CONCLUSION

Recommender systems are additional value for a business from its user databases. The advantage of this approach is to overcome the problem of scalability brought by many memory-based CF techniques where the heavy computational burden is brought by the similarity calculations.The proposed approach is for the new user in a particular group, may get a suggestion from their friends. Our friends review will be positive as well as right. Our

real time work is reliable also; by this we may predict the required result. Prediction is the best solution to avoid some bad events occurringsimultaneously.

In this paper we presented and experimentally evaluated a new algorithm for CF-based recommender systems and at the same time produce top quality.

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