

# Collaborative Filtering - based Personalized Information Recommendation System for E-Commerce

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## - Abstract -

Collaborative filtering (CF) is a technique used in web personalization for building recommender systems, which predict the preferences of an active user, based on the preferences of past like-minded users. CF techniques are either memory-based or model-based. Traditional collaborative filtering algorithm generally focuses on how the user rates the commodities. Considering that it's difficult to get the explicit rating data, this paper takes the data source from the server log files of the users' browsing recording and the customers' purchasing history data, designs the rating matrix according to the classification of goods, and obtains the recent neighbors from the matrix, and consequently gives the personalization recommendation. The experiment shows that the approach is successful.