

114. A PERSONALISED RECOMMENEDATION SYSTEM OF A BIG DATA APPLICATION IMPLEMENTED USING MAPREDUCE TECHNIQUE

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The main aim of this project is to develop a personalized hotel Recommendation system according to user's personalized requirements using user based CF algorithm. user based recommendation algorithm is used to address scalability and inefficiency problem in BigData with traditional service recommender systems, which fails to meet user's diverse Preferences. The reviews of the users are stored and preprocessed to get the keywords. Natural language processing is used to extract the appropriate keywords. The keywords are stored in the database. If a current user searches for a hotel in a location he goes to that website and gives the requirements or selects the keyword from that list. The selected keywords matches the reviews of previous users and the best rated hotels are shown to users by extracting the hotels that match with the requirements of current user. Here even the negative reviews are processed and rating is used to give the importance.

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