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CUSTOMER BEHAVIOR ANALYSIS USING DATA MINING TECHNIQUES WITH AI DRIVEN RECOMMENDATIONS

[1]SITHALAM PRASANNA LAKSHMI, [2]P.BOBBY SOWJANYA

[1]Students, Department of MCA, B V Raju College, Bhimavaram Ap

[2]Assistant Professor, Department of MCA, B V Raju College, Bhimavaram Ap

ABSTRACT

This project focuses on analyzing customer behavior using data mining techniques and providing intelligent product recommendations through machine learning. The system utilizes a dataset to identify patterns in customer purchasing habits and applies a content-based filtering algorithm to recommend products based on user preferences and past behavior. Various visualization techniques are employed to represent customer insights such as age-wise purchasing trends, gender-based product preferences, regional distribution, and spending behavior. The system includes modules for admin management, user registration, dataset loading, visualization, and recommendation generation. A web-based interface is developed to enable users to interact with the system efficiently. The recommendation engine suggests relevant products when a user inputs a current purchase item, improving decision-making and enhancing user experience. Experimental results show that the system effectively identifies customer trends and provides meaningful recommendations. This project demonstrates the power of integrating data mining and AI techniques in understanding customer behavior and supporting business strategies.

Keywords: Data Mining, Customer Behaviour Analysis, Machine Learning, Content-Based Filtering, Recommendation System, Data Visualization, Artificial Intelligence.

I.INTRODUCTION

Customer behavior analysis has become a vital component in modern business environments, especially with the rapid expansion of e-commerce and digital platforms. Organizations collect massive amounts of customer data, including purchase history, preferences, demographics, and browsing behavior. Analyzing this data using data mining techniques enables businesses to understand customer needs, predict future purchasing

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patterns, and improve overall customer satisfaction. This project focuses on applying data mining and machine learning techniques to analyze customer behavior and provide intelligent product recommendations. By identifying hidden patterns and relationships in the dataset, the system helps businesses make data-driven decisions. The integration of artificial intelligence further enhances the system's ability to automate analysis and generate accurate predictions, making it a powerful tool for improving marketing strategies and customer engagement.

The core of this project lies in the implementation of a content-based filtering recommendation system. This approach suggests products to users based on their previous interactions and preferences rather than relying on data from other users. It uses similarity measures to compare products and recommend items that match the user's interests. In addition to recommendation, the system provides a visualization module that presents customer insights in graphical form. These visualizations include age-based purchasing trends, gender-specific product preferences, regional customer distribution, and spending behavior. Such graphical representations make it easier to interpret complex data and identify meaningful patterns. Even with a limited dataset, the system effectively demonstrates how machine learning can be used to generate personalized recommendations and valuable insights.

The system is designed as a web-based application with multiple modules, including admin management, user registration, dataset loading, visualization, and product recommendation. The admin module allows monitoring of user activity and analytics, while users can interact with the system to explore data and receive suggestions. The backend is supported by a database system for efficient data storage and retrieval. Despite certain limitations such as dataset size and lack of real-time updates, the system performs efficiently and provides accurate results. This project highlights the importance of combining data mining, visualization, and AI-driven recommendation techniques to enhance business intelligence and customer experience, paving the way for more advanced and scalable solutions in the future.

II SURVEY OF RESEARCH

The study by Jiawei Han et al. (2011) [1] introduced fundamental concepts of Data Mining for extracting patterns from large

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datasets. The methodology involves classification, clustering, and association rule mining techniques. Results showed improved decision-making capabilities in business applications. However, handling large-scale real-time data remains a challenge. This research forms the foundation for customer behavior analysis.

The study by Paul Resnick et al. (1997) [2] introduced recommender systems using collaborative filtering. The methodology analyzes user similarities to suggest items. Results demonstrated improved personalization in recommendations. However, it suffers from cold-start problems. This led to the development of content-based filtering used in this project.

The study by Michael J. Pazzani (2007) [3] explored content-based recommendation systems. The methodology uses item features and user preferences to generate recommendations. Results showed better performance for personalized systems. However, it may lack diversity in recommendations. This approach is directly used in the proposed system.

The study by Marti A. Hearst (2009) [4] discussed data visualization techniques for analyzing user behavior. The methodology involves graphical representation of data patterns. Results showed improved interpretability of large datasets. However, complex data may require advanced visualization tools. This research supports the visualization module.

The study by Yehuda Koren et al. (2009) [5] introduced advanced recommendation techniques using matrix factorization. The methodology improves prediction accuracy using latent features. Results showed significant improvement over traditional methods. However, it requires large datasets. This highlights the trade-offs in recommendation systems.

The study by Xiangnan He et al. (2017) [6] proposed deep learning-based recommendation systems. The methodology integrates neural networks for better feature learning. Results showed higher accuracy in recommendations. However, it increases computational complexity. This research highlights future improvements for the system.

III. WORKING METHODOLOGY

The proposed system follows a structured approach that begins with dataset collection,

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loading, and preprocessing. The dataset contains customer-related information such as age, gender, location, purchased products, and spending behavior. Initially, the data is cleaned to remove inconsistencies, missing values, and duplicates to ensure accuracy. After preprocessing, the system performs exploratory data analysis using visualization techniques. Various graphs such as bar charts, pie charts, and line graphs are generated to represent customer behavior patterns. For example, the system visualizes top purchased products, gender-based preferences, regional distribution, and spending trends. These visualizations dynamically update based on user input, such as age, enabling interactive analysis. This stage plays a crucial role in understanding customer trends and preparing the data for recommendation algorithms.

The recommendation module is implemented using a content-based filtering technique, which focuses on analyzing user preferences and past purchase history. When a user selects a product, the system compares it with other products in the dataset using similarity measures such as feature matching or frequency analysis. Based on this comparison, the system generates a list of recommended products that are closely related to the selected item. This approach ensures personalized recommendations without depending on other users' data, making it suitable for systems with limited datasets. The algorithm processes user input efficiently and provides real-time suggestions. Although the system is trained on a moderate dataset, it demonstrates the effectiveness of content-based filtering in generating relevant recommendations.

The system is developed as a web-based application with multiple integrated modules to ensure smooth functionality. The admin module allows administrators to manage users and view analytics, while the user module provides features such as dataset loading, visualization, and product recommendations. The application uses a backend database to store user and dataset information securely. The interface is designed to be user-friendly, enabling easy navigation between modules. The system architecture ensures scalability and efficient performance. By combining data mining techniques, machine learning algorithms, and visualization tools, the methodology provides a comprehensive solution for analyzing customer behavior and delivering AI-driven recommendations.

IV RESULTS EXPLANATIONS

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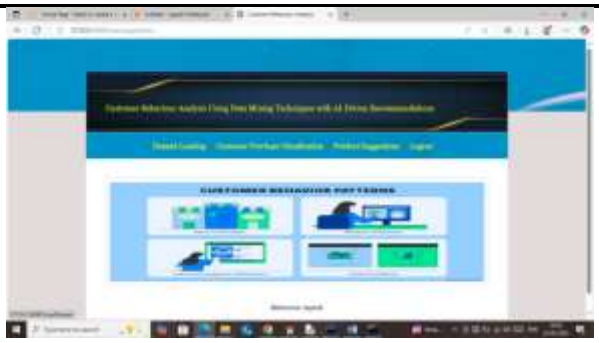
In propose work we have used your given dataset to analyse customer behaviour for future product purchase recommendation. We have use machine learning content based filtering algorithm to recommend products based on user past behaviour.

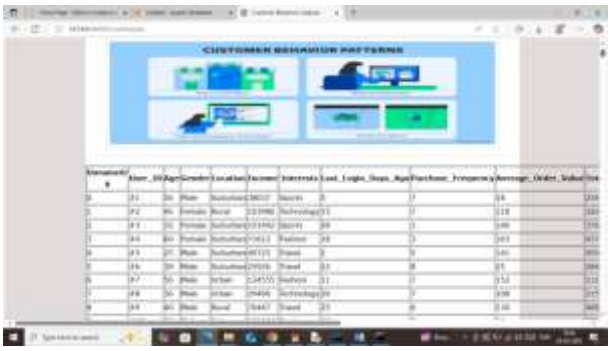
We have utilized dataset to visualize various graph based on user behaviour.

To implement this project we have designed following modules

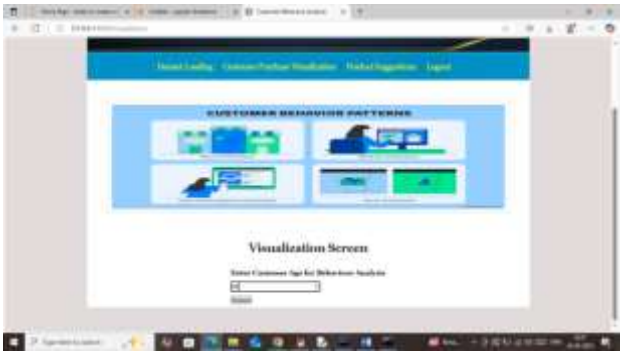
1) Admin Module: admin can login to system using username and password as 'admin and admin'. After login admin can perform analytics operations such as number of registered users
2) New User Sign up: user can sign up with the application
3) User Login: user can login to system
4) Dataset Loading: user can load dataset to perform visualization and content based recommendation
5) Customer Purchase Visualization: using this module user can enter age and then based on age system will visualize customer behaviour
6) Product Suggestions: using this module user can enter current purchasing product and then system will suggest another list of products which can be purchased.



In above screen click on 'Dataset Loading' link to get below page



In above screen can see values from dataset and now click on 'Customer Purchase Visualization' link to get below page



In above screen enter age to view customer shopping behaviour

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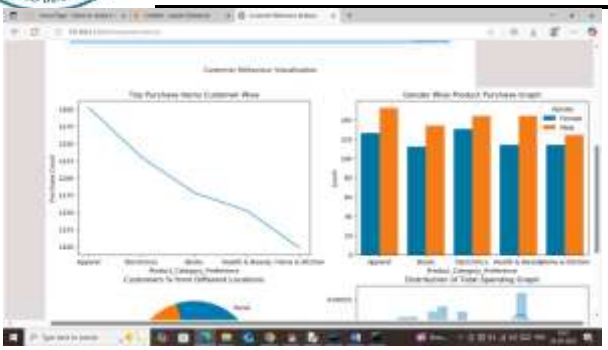
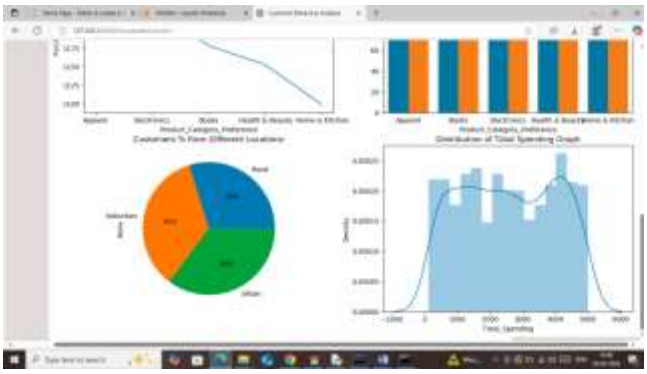
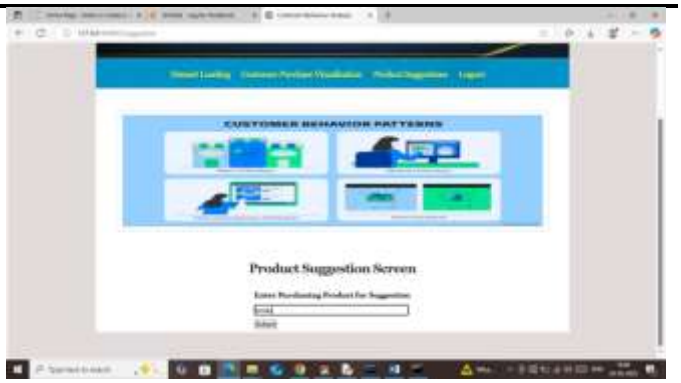


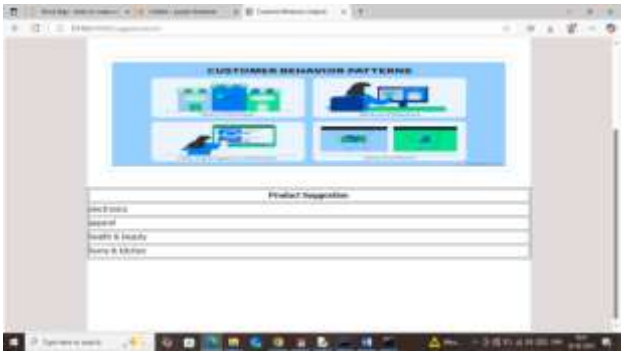
In above screen in first graph can see top products purchase where x-axis represents product names and y-axis represents number of purchase. In second graph can see gender based different products purchase.



In 3rd graph can see percentage of customers from different locations and in 4th graph can see customer total spending behaviour. Above graph will get change based on entered Age value. Now click on 'Product Suggestions' link to get below page



In above screen user is planning to purchase 'books' and then press button to get below page



In above screen can see recommendations or suggestion of another products to purchase.

So in above screens we have implemented all possible modules

V.CONCLUSION

The proposed system successfully demonstrates the use of data mining techniques and machine learning for analyzing customer behavior and generating personalized product recommendations. By utilizing a content-based filtering approach, the system effectively identifies user preferences and suggests

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relevant products based on past interactions. The integration of visualization modules further enhances the system by providing clear and interactive insights into customer purchasing patterns, including age-wise trends, gender-based preferences, regional distribution, and spending behavior. These features make the system a valuable tool for businesses to understand customer needs and improve decision-making processes.

Despite achieving satisfactory performance, the system has certain limitations. The recommendations are based on a limited dataset, which may restrict the diversity and accuracy of suggestions. Additionally, the system relies only on content-based filtering and does not incorporate collaborative or hybrid recommendation techniques, which could further improve performance. The absence of real-time data processing also limits the system's ability to adapt to dynamic customer behavior. These challenges highlight areas for improvement in future development.

In future work, the system can be enhanced by integrating advanced recommendation techniques such as collaborative filtering and deep learning models to improve accuracy and diversity. Expanding the dataset and incorporating real-time data analysis will further strengthen the system's performance. Additionally, deploying the application on cloud platforms and integrating big data technologies can improve scalability and accessibility. These improvements will enable the system to provide more accurate, efficient, and intelligent recommendations for real-world applications.

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