

Build a product review website, integrating personalized and non-personalized recommendation methods.

Nguyen Van Thanh

Abstract: This topic focuses on building a product review website, using personalized and non-personalized recommendation methods to enhance user experience. The practical context shows a strong demand for product recommendation systems tailored to different customer segments. The objective of this research is to design and implement this system to provide product review information accurately and efficiently, thereby improving users' purchasing decisions. The method combines theoretical and experimental approaches to ensure the comprehensiveness of the topic. The expected result is a contribution to the field of recommendation system research, providing a practical application solution.

Keywords: Product review website, recommendation method, personalization, non-personalization, recommendation system