AI based Recommender Systems

Artificial Intelligence is a field where we make computers to think smart like human beings. It also refers to the imitation of the human intelligence in the computers, which had been programmed, and it can think as well as copycat like humans. The ultimate goal of this field is learning like the humans and applying those learning to solve the complex real-world problems. The core objective of AI is to enable computers to perform intellectual tasks such as decision making, perception, understanding human communication and their languages, etc.,

Recommender systems aims to predict or discover users' interests and recommend the items/things, which they are quite interested. Recommender systems use Artificial Intelligence for improving the online search and makes recommendations related to the user's visual preferences. These systems use algorithms that aims at suggesting relevant items to users. These recommendation systems turned as a robust and challenging field of research in terms of many application areas. Recommender systems are an important class of machine learning algorithms that offer "relevant" suggestions to users. The two major paradigms of recommender systems are Collaborative Filtering (CF) and Content Based (CB) methods.

Due to AI, recommendation engines make quick and to-the-point recommendations tailored to each customer's needs and preferences. The application areas of recommendation systems are health care, medicine, E-commerce, agriculture, pharmaceutical industry, movies, music, job search, social media, etc.

The research gaps are more in the areas of health care, medicine, pharmaceutical industry and movies recommendation. In addition, less number of evaluation methods are there, so ranking based measures will help to enhance the performance of the recommendations.