

Enhanced Experiences: Benefits of AI-powered Recommendations Systems

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Abstract— Today, information technology has brought various innovations and developments in almost every field of advancement. Recommendation Systems (RS) have achieved a significant milestone in the service business during the information systems era. Regarding online services, RS has been crucial in enhancing product availability and offering prospective customers a wider range of luxurious options. Conversely, online retailers face increasing their sales volume and achieving greater product prices than their rivals. One solution is to use recommendation systems that leverage artificial intelligence (AI) to provide personalized recommendations to users. These systems employ machine learning algorithms to examine user data, including search history, purchasing patterns, and preferences, to anticipate the products that consumers are most likely to be interested in. AI-powered recommendation systems have demonstrated their immense value as tools for decision-making, enhancing user experience, and fostering corporate success. This comprehensive review explores the multifaceted world of recommendation systems, delving into their mechanisms, applications, and transformative impact across diverse domains. From e-commerce to content streaming and beyond, these systems have redefined how we discover, choose, and engage with products, content, and services.

Keyword— Artificial Intelligence (AI) collaborative filtering (CB), content-based recommendation, hybrid recommendation system, Recommendation System (RS), user-based recommendation



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