

# **RECOMMENDER SYTEM USING CLOUD COMPUTING WITH APPLICATIONS TO COMPUTATIONAL ADVERTISING**

## **ABSTRACT**

Recommender Systems is a technology that E-commerce vendors have adopted so that

problem like Rating Prediction and finding the Top-N items in the context of Recommender Systems. Applications to the concept of artificial life and evolutionary algorithm inspired Recommender Systems have been used in a practical scenario like recommending relevant advertisement to online users.

The following challenges in Recommender Systems were addressed:

- Categorizing user Interests and Preferences
- Rating Prediction with limited information
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