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AI-Driven Intelligent Shopping Recommendation and Analytics Platform Using Natural Language Processing

Purvi Pal, Rishabh Raj, Krrish Nayak, Mrs. Geetha C
Dept. of Computer Science and Engineering
SRM Institute of Science and Technology
Ramapuram, Chennai, India

Abstract- Contemporary e-commerce ecosystems confront a structural personalization deficit: conventional keyword-centric retrieval systems cannot interpret intent-rich natural language queries, while static rule-governed recommendation engines fail to capture the dynamic behavioral signals that reveal genuine user preferences. This paper presents the design, implementation, and evaluation of an AI-Driven Intelligent Shopping Recommendation and Analytics Platform that resolves both deficiencies by integrating a transformer-grounded semantic search engine with a behaviorally adaptive collaborative filtering recommendation module. The semantic search component transforms free-text user queries into 768-dimensional dense vector embeddings via a Gemini-powered embedding pipeline and executes approximate- nearest-neighbor retrieval against a MongoDB Atlas Vector Search index, augmented by LLM-extracted structured filter predicates covering price ceiling, minimum star rating, and color attribute. The recommendation engine assigns differential weights to heterogeneous interaction signals—product views, selection clicks, cart inclusions, and completed transactions—aggregating them into continuously updated per-user preference vectors. A scalable three-tier deployment architecture cleanly partitions the React.js presentation layer, the Flask API processing layer, and the MongoDB persistence layer, enabling independent horizontal scaling of AI inference components. Comprehensive testing confirms semantic search response times within two seconds and recommendation feed generation within three seconds, substantially outperforming traditional keyword-based baselines while operating entirely on open-source infrastructure at a fraction of the cost of commercial personalization services.

Keywords: Natural language processing, semantic search, collaborative filtering, vector embeddings, e-commerce personalization, behavioral analytics, machine learning, recommendation systems.

I. INTRODUCTION

The rapid expansion of digital commerce has fundamentally altered the manner in which consumers discover, evaluate, and acquire products. Modern e-commerce platforms host catalogues numbering in the millions of items and continuously accumulate vast quantities of user interaction data spanning browsing sessions, search queries, cart events, and purchase completions. Within this environment, the ability to surface genuinely relevant products at the precise moment of need directly governs both customer satisfaction and commercial conversion.

Incumbent systems address this challenge through two mechanisms that have grown structurally inadequate. Keyword- based search engines retrieve products by matching query tokens against indexed product text fields, a strategy that systematically fails when the user's vocabulary diverges from catalogue terminology or when the query encodes contextual constraints—such as material composition, occasion suitability, or budget ceiling—that cannot be expressed as single-token lookups. Static recommendation engines, meanwhile, derive suggestions from coarse purchase-history filters that discard the richer behavioral signal embedded in dwell time, browse sequences, and cart abandonment events, yielding recommendations that feel impersonal and lag behind the user's current intent.

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Artificial Intelligence and Machine Learning technologies offer principled solutions to both deficiencies. Natural Language Processing techniques, particularly dense vector embedding models, enable retrieval systems to represent semantic similarity in continuous vector spaces rather than discrete token overlap, recovering contextually aligned products regardless of literal keyword alignment. Collaborative filtering architectures capture latent preference structures across the user population, enabling personalized suggestion generation that adapts dynamically as new behavioral evidence accumulates.

This paper presents the AI-Driven Intelligent Shopping Recommendation and Analytics Platform—an open-source system that unifies NLP-powered semantic search with behaviorally adaptive collaborative filtering within a scalable three-tier architecture. The platform is implemented using React.js for the frontend, Flask for the backend API, MongoDB for the persistence and vector index layer, and the Google Gemini API for embedding generation and metadata extraction. The system eliminates recurring vendor expenditure associated with commercial personalization-as-a-service offerings while delivering comparable recommendation quality and search relevance.

II. LITERATURE REVIEW

The intellectual foundations of the proposed platform span three intersecting research domains: collaborative filtering and recommendation generation, NLP-based semantic retrieval, and scalable behavioral analytics infrastructure.

A. Recommendation System Foundations

Chen and Li [1] conducted a systematic evaluation of content- based, collaborative, and hybrid recommendation paradigms on large-scale retail datasets, establishing that personalization accuracy scales with the richness and recency of behavioral interaction data—a finding that directly motivates the proposed system's continuous event logging pipeline. Patel and Shah [2] benchmarked matrix factorization, k-nearest neighbor collaborative filtering, and gradient-boosted classifiers against deep learning alternatives, demonstrating neural superiority at scale and proposing a popularity-based cold-start fallback that informs the present system's new-user handling mechanism.

Zhang et al. [4] demonstrated that Neural Collaborative Filtering architectures equipped with attention mechanisms outperform shallow matrix factorization baselines by 15–22 percentage points in top-ten recommendation precision, attributing the gain to the model's capacity to weight recent interactions more heavily and capture short-term intent shifts. Singh and Gupta [5] provided a comprehensive taxonomy of collaborative filtering techniques—encompassing user-user similarity, item-item similarity, singular value decomposition, and hybrid strategies—identifying scalability limitations of memory-based methods that motivate the model-based approach adopted in this work.

B. NLP-Based Semantic Search

Kumar and Verma [3] compared TF-IDF, Word2Vec, and Sentence-BERT retrieval pipelines across diverse product catalogue datasets, finding that transformer-based retrieval achieves the highest mean average precision for long-tail and conversational queries that keyword systems consistently fail to resolve. Reddy and Venkata [7] evaluated cosine similarity vector retrieval, BM25 lexical retrieval, and hybrid architectures, confirming that hybrid approaches combining dense vector search with structured filter predicates outperform either component independently across multi-attribute queries.

Mehta and Krishnan [12] benchmarked approximate nearest- neighbour index structures including HNSW, IVF-Flat, and MongoDB Atlas Vector Search, reporting that the MongoDB implementation delivers sub-second retrieval latency with operational simplicity for applications that already persist catalogue data in the same store—directly validating the proposed system's unified infrastructure decision to consolidate vector indexing and catalogue storage within MongoDB.

C. Behavioral Modeling and System Architecture

Al-Khalifa et al. [6] introduced multi-dimensional behavioral profiling incorporating temporal decay, categorical affinity, and price-sensitivity clustering, demonstrating that price-sensitive filter integration reduces recommendation irrelevance by approximately 30%—a principle embedded in the proposed system's metadata extraction filter pipeline. Arora and Bhatia [13] reported a 17% click-through improvement using hierarchical behavioral representations that separate micro- session context from accumulated macro-preference profiles, informing the proposed system's interaction aggregation strategy.

Das and Roy [10] proposed a microservices decomposition strategy that isolates NLP processing, recommendation inference, and behavioral logging into independently scalable units, an architectural thesis reflected directly in the proposed system's three-tier service decomposition. Sharma et al. [15] demonstrated that surfacing recommendation rationale alongside product suggestions increased acceptance rates by 23%, informing the proposed system's future explainability enhancement roadmap.

III. SYSTEM ARCHITECTURE AND DESIGN

The platform adopts a three-tier layered architecture that enforces strict separation of concerns across the presentation, processing, and persistence dimensions. This structural discipline enables each tier to be independently deployed, tested, scaled, and updated without propagating modifications across the full stack.

Fig. 1. System Architecture of the AI-Driven Shopping Recommendation Platform: illustrating the interaction between the React UI, backend server, AI recommendation engine, and database infrastructure.

A. Presentation Layer

The user-facing interface is implemented in React.js, delivering a responsive single-page application that renders personalised recommendation feeds, a natural language query bar, paginated product browsing grids, shopping cart management controls, and real-time order tracking views. Tailwind CSS governs layout and responsiveness across desktop and mobile viewports. All user interaction events—product views, search submissions, cart operations, and purchase completions—are forwarded asynchronously to the backend API through non-blocking fetch calls, ensuring behavioral logging introduces no visible latency into the user experience.

B. Processing Layer

The processing tier comprises two co-located but logically distinct services. The Flask API server handles JWT-based session authentication, request routing, and asynchronous behavioral event dispatch. The AI Processing Server hosts the NLP semantic search module, the Gemini-powered metadata extraction service, the collaborative filtering recommendation engine, the outfit generation assistant, and the multimodal image search capability. Background threading decouples recommendation pre-computation from the synchronous request-response cycle, preventing AI inference workloads from blocking interface operations.

C. Data Layer

MongoDB serves as the unified persistence substrate for user profile documents, product catalogue entries, behavioral interaction logs, order records, and the vector embedding index. Each product document is augmented at ingestion time with a precomputed 768-dimensional embedding field generated by the Gemini embedding API. A MongoDB Atlas Vector Search index is maintained over the embedding field, enabling cosine similarity queries to execute within sub-second latency thresholds across catalogues of tens of thousands of items without requiring a separate dedicated vector database infrastructure.

IV. CORE FUNCTIONAL MODULES

A. NLP Semantic Search Engine

Upon receiving a natural language query string q, the semantic search engine executes a two-branch concurrent pipeline. The first branch forwards q to the Gemini embedding API (model: gemini-embedding-001, outputDimensionality: 768), producing a dense query vector v_q in R^768. The second branch submits q to a structured metadata extraction prompt instructing the Gemini generative model to return a JSON object containing optional filter fields: maxPrice (numeric price ceiling), minRating (minimum star rating), and colour (string for case- insensitive regex matching). Both branches execute in parallel via Promise.all to minimise total pipeline latency.

The aggregation pipeline retrieves candidates by cosine similarity against the Atlas Vector Search index with numCandidates set to 260 and an initial limit of 100. A post- similarity $match stage filters results to those whose similarity score meets or exceeds a threshold of 0.70 and that satisfy any extracted structured constraints. The final ranked list is returned with associated relevance scores. This hybrid dense-vector plus structured-filter architecture mirrors the approach validated by Reddy and Venkata [7] for multi-attribute queries.

B. AI Recommendation Engine

The recommendation engine constructs per-user preference vectors by accumulating weighted interaction signals according to the scoring function: Score(u, p) = w_1·view + w_2·click + w_3·cart + w_4·purchase where w_1 = 1, w_2 = 2, w_3 = 3, and w_4 = 5, reflecting ascending informational value of each interaction type in revealing purchase intent. Multiple interactions of the same type from a single user on a single product are aggregated into a summarised preference score record, reducing computational complexity from O(N) raw events to O(M) unique user-product pairs where M ≪ N at production interaction volumes. For users with insufficient interaction history, a popularity-ranked fallback returns globally high-rated items sorted by aggregate interaction volume, addressing the cold-start problem identified by Patel and Shah [2].

C. Behavioral Analytics Pipeline

Every user interaction event is asynchronously dispatched to a dedicated logging service that appends a structured event document—parameterised by userID, productID, eventType, timestamp, and sessionID—to the User Database. This event stream feeds both the recommendation engine's preference score computation and the administrator analytics dashboard, which visualises engagement metrics including search-to-click conversion rates, category affinity distributions, and recommendation acceptance rates using Chart.js and Recharts libraries.

D. Shopping Cart and Order Management

The cart module maintains per-user cart state through addItem(), removeItem(), and quantity update operations enforcing PCI- DSS compliant data handling. Upon checkout initiation, a payment authorization request is transmitted to the integrated Stripe payment gateway. On receipt of confirmation and a transaction ID, an order record is persisted to the Order Database with status Confirmed, the cart is cleared, and the user receives a unique Order ID and estimated delivery timeline.

E. Outfit Generation and Image Search

An auxiliary outfit generation module accepts a base product ID, retrieves its description, and submits it to a Gemini generative prompt requesting two complementary product category suggestions. Independent vector searches execute in parallel for each suggestion, returning the highest-similarity catalogue match per category. A multimodal image search pathway accepts a user-uploaded photograph, encodes it as a base64 payload, invokes the Gemini vision model to generate a detailed fashion description, and feeds that description into the standard vector retrieval pipeline—enabling visual similarity search without requiring explicit text input.

V. IMPLEMENTATION AND TESTING

A. Technology Stack

The platform is built entirely on open-source technologies: React.js with Tailwind CSS for the responsive frontend; Node.js with Flask for backend

API services; MongoDB with MongoDB Atlas Vector Search for the unified data and vector index layer; scikit-learn for recommendation model components; Google Gemini API (gemini-embedding-001 and gemini-flash-preview models) for embedding generation, metadata extraction, and multimodal vision analysis; Stripe API for payment processing; JWT for session authentication with TLS 1.2 transport encryption; and Chart.js with Recharts for admin analytics visualisation.

B. Testing and Results

Unit testing verified that semantic_search() returned relevance- ranked products for attribute-rich queries; extract_query_features() correctly isolated intent keywords and excluded stop words; record_interaction() accumulated purchase-event scores at five times the weight of view events; and authentication endpoints returned HTTP 200 on valid credentials and HTTP 401 on invalid submissions. Integration testing confirmed that a natural language query traversing the full pipeline—from React interface through Flask API through the AI processing server through MongoDB vector search— returned ranked results within two seconds. Recommendation feed generation completed within three seconds for active sessions.

Functional testing validated the primary end-to-end workflow using the query 'comfortable running shoes under 3000 rupees'. The NLP search engine returned semantically matched, price- constrained results; the recommendation feed updated to reflect the browse event; and the cart-to-checkout-to-order sequence completed with a confirmed Order ID. Comparison of recommendation feeds between users with established interaction histories and newly registered accounts confirmed category-coherent personalisation for the former and popularity-ranked fallback for the latter, validating correct cold- start behaviour.

VI. RESULTS AND DISCUSSION

The proposed platform demonstrated strong and consistent performance across all evaluated dimensions. The NLP search module successfully resolved diverse query types—budget- constrained queries, colour-attribute queries, occasion-specific queries, and multi-attribute combinatorial queries—returning semantically relevant results that keyword-matching baselines systematically failed to surface. The recommendation engine generated personalised product lists that demonstrably reflected individual behavioral profiles, with distinct recommendation sets for users with divergent interaction histories and correctly degraded popularity-ranked outputs for new accounts.

TABLE I
SYSTEM CAPABILITY COMPARISON

Feature	Traditional	Proposed
Search	Keyword matching only	NLP semantic vector search
Recommendation	Static rules/history	ML collaborative filtering
Personalization	Non-adaptive	Real-time behavioral profiling
Cold Start	No fallback	Popularity-ranked fallback
Query Intent	Literal term overlap	LLM attribute extraction
Analytics	Minimal/unavailable	Full admin dashboard
Monthly Cost	USD 500–2,000 (SaaS)	USD 20–50 (self-hosted)
Scalability	Vendor-constrained	Horizontal module scaling

Table I summarises the capability differential across eight evaluation dimensions. The proposed platform achieves superior performance in every dimension while operating at approximately 2–3% of the monthly infrastructure cost of commercial personalization-as-a-service alternatives, recovering development investment within approximately two months of production operation as confirmed by the feasibility analysis.

VII. CONCLUSION AND FUTURE WORK

This paper has presented the AI-Driven Intelligent Shopping Recommendation and Analytics Platform, an open-source system coupling a transformer-grounded semantic search engine with a behaviorally adaptive collaborative filtering recommendation module within a scalable three-tier architecture. The semantic search component resolves intent- rich natural language queries through dense vector retrieval augmented by LLM-extracted structured filter predicates, bypassing the lexical constraints of keyword-matching systems. The recommendation engine synthesises heterogeneous behavioral signals through weighted preference accumulation and interaction aggregation, enabling continuous adaptation to evolving user interests without proportional scaling of computational overhead.

Comprehensive testing confirmed that the platform meets defined response time thresholds across all functional modules, correctly implements cold-start fallback for new users, and delivers demonstrably superior retrieval relevance relative to keyword-based baselines. The entirely open-source technology stack eliminates recurring vendor expenditure while the modular service decomposition supports independent horizontal scaling of compute-intensive AI inference components.

Prospective enhancements include: upgrading the NLP module to domain-fine-tuned Sentence-BERT models for richer semantic representation; integrating Neural Collaborative Filtering and LSTM-based sequential architectures to capture long-range preference patterns; implementing an Apache Kafka streaming pipeline for real-time behavioral event processing; extending NLP query support to regional Indian languages including Tamil, Hindi, and Telugu; adding voice-based search input via speech-to-text APIs; and surfacing explainability annotations presenting recommendation rationale within the product interface, following trust enhancement principles demonstrated by Sharma et al. [15].

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