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Analysis of multi-criteria recommendation system based on fuzzy algorithm

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ABSTRACT

There is a gap in defining the multi-criteria decision-making issues and with recommendation techniques and theories that can help develop the modulation coefficient recommenders. The main objective of this research is to identify an in-depth examination of the category of multiple variables recommendation systems. The methodology that is used in the current study is fuzzy multi-critical decision-making to enhance the precision and appropriateness of the recommendations provided to users, and make recommendations by representing an individual's performance for the product as an ordered collection of rankings in addition to different parameters. The techniques used to make forecasts and produce recommendations using multi-criteria rankings are reviewed. In addition, we propose the multiple-criteria ranking algorithms. Experimental evaluations demonstrated that our proposed algorithms can solve the multi-criteria issues. Furthermore, the research considers unresolved problems and upcoming difficulties for the category of recommendations for multiple variables ratings.

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1. INTRODUCTION

The problem of selecting an option is frequently emphasized [1]-[3] to help individuals in an environment find information or goods that are most likely to be interesting to them or related to their needs. In general, it is assumed that all individuals who use the system have been set as Individuals, and any items that might be suggested to them have been set as Items. The purpose of utility which assesses if a recommendation needs to be followed is as follows: $i \in I$ tems to user $u \in U$ sers is often defined as R: Users $\times I$ tems $\to R0$, where R0 typically is represented by non-negative integers or real numbers within a certain range [4]. Based on the premise that not all Individuals are aware of this feature \times dimension but are restricted to focusing on a portion of it. Consequently, in the historical setting of advice, we look for all users $u \in V$ isitors should be skilled in (a) approximatively evaluate the utility parameter R (u, u) for an item u0 items for which u1 items u2 items u3 if u4 items u5 items u6 items u6 items u7 items u8 items u9 items u9 items u9 items u9 items u9 items for which u9 items u9 items u9 items u9 items u9 items for which u9 items u9 items for u9 items for

$$\forall \cup \in \text{user}, i = \text{arg max}/(i \in I \text{ items}) \text{ r } (u, i)$$

(1)

The usefulness function in the recommendation systems typically takes into account a single-criterion significance (as depicted in (1)), the individual's complete evaluation or ranking of a product. This

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presumption has been deemed to be inadequate in new research. In [5]-[7] considered that the acceptability of the suggested product for an individual may depend on multiple utility-related factors the individual factors into account when making the decision. The inclusion of many parameters that can influence individuals' suggestions. This is more significant in algorithms where suggestions depend on other individuals' perspectives, which may result in higher-quality suggestion outcomes. Therefore, because multiple-criteria ratings can express a single individual's further nuanced individual tastes, they may provide more accurate suggestions.

Considering the next instance as a case study. In a conventional singular-rating movie recommendation system, individual u submits an individual score for each viewing of the movie I, shown by R (u, i). Consider the scenario where the recommendation system predicts the user's evaluation of movies that they have not watched according to the movie's rankings provided by individuals who have their interests, or what's known as neighbors [4]. Consequently, for one to make reliable estimates or suggestions, having the capability to appropriately recognize the individuals who have the greatest compared to the user in question is essential. For instance, if two individuals, u & u', equally assessed their general pleasure with every single one of the several films they had in common, as 6 out of 10, scores of unwatched films for users u and u' can be predicted using the scores of users u'. The two viewers are regarded as neighbors. Users may rate an object on various aspects in a multi-criterion ranking system, in comparison. For instance, a twocriteria movie recommendation system enables viewers to define their choices for two key elements of a film (for instance, the plot and the visual effects). A viewer may enjoy the film's plot but not its visual enhancements R(u, i)=(9, 3). Scoring their general approval as 6 out of 10 in the single-rating applications can correspondingly represent a range of conditions in the multi-rating applications if we just use two rankings with the same weighting to determine recommendations from others: (9, 3), (6, 6), (4, 8). Consequently, despite considering that the general level of satisfaction ratings is given as 6, two individuals may exhibit various trends of ranking based on every product's requirement, for example, users u (9, 3), (9, 3), (9, 3), and user u' gives scores (3, 9), (3, 9), (3, 9) identical several films.

New methods for recommendation may be created to make use of that further information on every individual's choice, which would aid in higher-quality modeling of individual tastes. The significance of examining multi-criteria recommendation systems is frequently emphasized as an independent segment in previous research on recommendation systems [8]-[12] and lately, numerous recommendation platforms have started using several criteria rankings rather than the more conventional single-criteria scores. This paper's objective is to summarise multiple variables recommendation systems, which are algorithms that employ numerous variables to validate recommendations, focusing on multiple rating platforms in particular. The rest of the content is divided into the following sections. To highlight the possibility of using the techniques of multi-criteria decision making (MCDM) for improving recommendations in multiple variables contexts, we next provide a summary of the larger recommendation issue through the lens of MCDM [13], [14]. Furthermore, although there hasn't been a lot of research on this topic, we concentrate on multi-criteria recommendation algorithms that use multiple variables evaluations, also known as multiple-criteria rating recommenders, for the reason they have a great deal of opportunity to improve suggestion effectiveness. We examine cutting-edge algorithms for these kinds of recommender systems. The discussion concludes with a discussion about investigation obstacles and foreseeable future paths in multiple-criteria systems of recommendations.

A few of the traditional MCDM approaches can be used to add multiple parameters to the general recommendations issue. We adopted the phases and notations suggested by Roy and Dutta [5], one of the MCDM approach's developers of the 1960s, in the general computational models approach for determining issues to assist with addressing how CDM approaches and approaches might be employed while designing a recommendation system. Since the goal of this part paper is to offer some initial perspectives into concerns that recommendations study authors need to take into account when constructing a multiple-criteria recommender, the topic of the article might additionally adhere to certain other universal MCDM modeling techniques [15]-[19]. Four steps are involved in Roy and Dutta [5] technique in studying an issue of decisionmaking dilemma: i) identifying the objective of the chosen purpose. Determining the collection of options (things) from which a selection must be selected as well as the reasoning behind recommending a selection; ii) creating a hypothetical scenario of global preferences. Specifically, it describes the function that combines the individual judgments based on every criterion to an equation that represents the decision-maker's overall choice for an alternative that could be considered; iii) choosing the decision network for support. According to the outcomes of the previous phases, this includes; and iv) creation and implementation of the process and techniques that will assist an individual in choosing from a set of choices (items). In the following sections, we briefly introduce each of these procedures and explain how each relates to the others.

In recommender systems, the object of decision is an item i that belongs to the set of all the candidate items. The elements of this set are referred to as alternatives or actions in related literature [18]. To

express the rationale behind the decision, [5] refers to the notion of the decision as "problematics." Four types of decision problems are identified:

- a. Choice concerns the selection of one or more alternatives that can be considered more appropriate than all candidates.
- b. Sorting refers to the classification of the alternatives into several pre-defined categories.
- c. Ranking, which involves ranking all the alternatives, from the best one to the worst, or
- d. Description concerns the description of each alternative in terms of how it performs upon each criterion. The main contributions of this paper are as follows:
- a. This study recommends pertinent items to users by employing the fuzzy MCDM approach.
- b. This study contributed the prioritize challenges related to multi-criteria decision-making based on their significance, utilizing fuzzy algorithms.

2. METHOD

2.1. Theoretical background

This section outlines some of the theoretical foundations of some related approaches. These include understanding on the global preference model, the decision support process, and the multi-criteria rating recommendation.

2.1.1. The global preference model

According to the chosen choice problems, the creation of a global preference model offers a means of collecting the scores for every criterion (where $c=1,\ldots,k$)) to describe the preferences among the many options of the collection products. Numerous techniques have been established in the MCDM research; these approaches can be categorized into various groups based on the shape of the general preferences simulation they utilize in addition to the approach they used to construct this theory. Following it is possible to distinguish future studies of global preferences simulation techniques:

- a. Valued-focused simulations, in which a value system is built to aggregate user requirements across various criteria. These methods typically combine insignificant preferences for each criterion to a single overall valuation efficiency [11].
- b. Approaches for various requirements in multiple-purpose optimization, where requirements are communicated as numerous limitations in a multiple-goals optimization issue. Such methods typically aim to find a Pareto optimal resolution to the initial optimization issue [17].
- c. Competing with relationship simulations allows for the description of dissimilar by expressing preference as an arrangement of ranking higher relationships among the objects. In such methods, every question is correlated with all other products in pairs, and preference connections are given as statements like "a is more valuable than b," "a & b are similarly preferable," or "a is dissimilar to b" [18].
- d. Preferences: the segmentation simulations, develop a preference concept from an examination of previous choices. Since techniques attempt to infer a preference model of a particular type (for example, an equation of value or ranking higher than relationships) from a few provided preferable arrangements that have historically influenced selections, these approaches are occasionally regarded as a subtype of the other modeling types described above. The goal of determined preference algorithms is to generate judgments that are at the very least comparable to the previously investigated [20].

2.1.2. The decision support process

A last option for a specific MCDM challenge is determined in this phase by selecting a suitable approach from those described in every single one of the phases before. Multi-criteria recommendations issues might also necessitate employing many methodologies for multiple domains or purposes, just as conventional MCDM. Though several functioning recommendations can be considered as fitting immediately in the MCDM categories because they typically take into data regarding accounts of a variety of sources (e.g., profiles for individuals and product attributes), thereby becoming essentially multiple-criteria decision-makers, it is important to remember that this MCDM an understanding is broad nevertheless extremely limiting when computational modeling multiple-criteria the recommendation issues. Consequently, we will concentrate on a specific kind of MCDM recommendation system that might be used subsequently in the article, independent of the majority of the current recommendation systems. Table 1 shows a summary of a few examples of recommendation data based on research of [3], [6], [16], [18]. This review focuses on algorithms that apply an individual of the MCDM techniques covered in the previous article, offering suggestions for how current MCDM techniques can be used in defending decision-making in recommendation algorithms, the categories of parameters they employ (Table 1) and the technique they take to general preference simulations.

Table 1. Multiple parameters ranking									
Wanted	Wall-E	Star 5	Star 7						
5,2,3,88	7,5,5,9,9	7,5,5,9,9	7,5,5,9,9						
5,8,8,2,2	7,9,9,5,5	5,9,9,5,5	7,8,8,10,10						
6,3,3,9,9	6,3,3,9,9	5,3,3,9,9	5,2,2,8,8						

The rankings of the objects, or rating prospective employees, is troublesome. Instead, a significant number of people employ several value-focused approaches which, in most cases, determine predictions as a multiplicative utility parameter. A few algorithms also provide an arrangement of scores from every requirement rather than synthesizing predicted outcomes of various parameters and using them to determine their output. It is significant to consider that a few of the accuracy guidelines proposed by Roy and Dutta [5] approach are occasionally broken by current systems (for example, by not utilizing a complete set of parameters). Even though no formally established simulation technique has been used, actual findings frequently show that the effectiveness of multiple variables procedures is acceptable (for example, see the following examination of techniques). Additionally, several technologies allow products to be categorized into various classifications based on how well-suited they are for the user's needs (e.g., suggested vs. non-recommended products). The decision-making and explanation problems are supported by extremely few procedures, even though there are undoubtedly particular programs where they might prove useful.

2.1.3. The multi-criteria rating recommendation

By professionally expanding it from its single-rating equivalent, we could formulate the multiple-criteria rating recommendations issue and additionally analyze the benefits that additional parameters might bring to recommendation systems. Enhancing recommendations approaches to include multiple variables rankings is currently viewed as one of the key concerns for the future development of recommending systems due to the rising number of practical purposes [4]. Several multiple parameters evaluation approaches have the option to represent a user's utility to a specific item using both the individual's scores and a total score R0, R1, . . . , Rk for each criterion $c(c=1, \ldots, k)$, However, a few algorithms can decide to ignore the total ranking and only consider the scores for each specific criterion. Regardless of the general scores, the utility-based description of the multiple parameter recommendations issue might be shown in (2) and (3):

R: users r: users×items
$$\rightarrow$$
r0×r1 ×....×rk (2)

$$r: users \times items \rightarrow r1 \dots rk$$
 (3)

Table 1 highlights the possible advantages of this data for recommendation systems provided the accessibility of multiple parameters rankings (in addition to the conventional single total rating for each item). Whereas Alice and John have comparable tastes for films when given an individual ranking (Table 1 and Figure 1) when given multiple parameters ranking, we can see that they have quite distinct preferences for some movie elements despite sharing the same overall scores. The final score for the movie Fargo would consequently be estimated as 5, according to Mason's general ranking, utilizing the equivalent collective filtering technique as before but considering multiple parameter scores. This instance suggests that an individual general assessment may conceal the fundamental independence of the user's preferences for many elements of a product and that multiple parameter rankings might assist in better comprehending each individual's tastes as well as enable individuals to receive further trustworthy suggestions. It additionally demonstrates the procedure by which multiple parameter rankings may result in more effective and targeted suggestions for improvement, for example, by suggesting films that will be performing highest using a single plot requirement if this is the one that matters the majority to an individual.

Consequently, developing new recommendation algorithms and methods that may incorporate multiple parameter rankings into systems that recommend products becomes necessary. Many systems currently utilize such machine learning techniques, which will be examined in this paper.

2.2. Algorithm for multi-criteria rating recommenders

The procedure used by recommendation systems to determine and offer recommendations that are is as follows. Prediction is a stage that allows a user's choice to be predicted and evaluated. It is customarily the stage where a recommendation determines the estimations of rankings to the undetermined goods depending on described rankings and probably other data (including variables such as individual descriptions and or product material). to get accepted or some portion of the Visitor's Products space. Recommendation: the stage when the generated prediction is utilized to assist the user's preference through some recommendation

process, such as when the end-user is given recommendations for the top-N products that will maximize their usefulness (the N items with the highest predicted ratings). Multiple strategies have been devised for the prediction or recommendations, and multiple parameter rating data can be utilized in both phases in many ways. To categorize the available strategies for multiple parameters rating recommenders, we have divided them into two categories: methods for predicting and recommendation approaches. Each of these groups is further described subsequently. The utility function can divide recommendation strategies into two main categories: heuristic-based (also known as memory-based) and model-based techniques [4]. Algorithmic-based methods are usually built on an identified algorithmic hypothesis and estimate the impact of every product for an individual on the fly using the participant's data that has been collected.

In [21], [22] incorporates multiple parameters scoring recommendations into [18] flexibility a combination method. The presupposes the existence of two latent parameters Zu and Zi (for purchasers and products, respectively), and it uses them to calculate a single ranking r of users u on item I (see Figure 1).

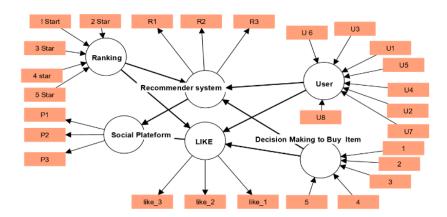


Figure 1. FMM with multi-criteria rating dependency structure

Algorithm 1 identifies the parameters that utilized recommendations to determine the estimations of rankings to the undetermined goods depending on the described users' rankings. The fuzzy approach following the presumption that the combined distribution of three parameters (user u, product I, and rating r) is achievable stated by implementing the sum of the probability across every prospective combination of both of the simmering variable classes Zu and Zi, the Fuzzy technique is described as in Algorithm 2.

```
Algorithm 1. Using user recommendation
1.
       class CollaborativeFiltering:
2.
       import numpy as np
3.
4.
       def __init__(self, ratings):
5.
       self.ratings = ratings
       def predict_rating(self, user_id, item_id, similarity_func):
6.
7.
       Predict the rating for a user-item pair using collaborative filtering.
       similarity scores = []
8.
       # Compute similarity scores between the target user and all other users
9.
10.
11.
       For User ++:
       for a user in self. ratings
12.
13. if user != user id:
14. }
15. similarity = similarity_func(self.ratings[user], self.ratings[user_id])
16. similarity_scores.append((user, similarity))
17. # Sort the similarity scores in descending order
18. similarity_scores.sort(key=lambda x: x[1], reverse=True)
19. # Predict the rating based on similar users' ratings
```

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```
20. simulator = 0.0
21. denominator = 0.0
22. k = 5 # Number of similar users to consider
23. for i in range(k):
24. other user id, similarity = similarity scores[i]
25. if item id in self.ratings[other user id]:
26. numerator += similarity * self.ratings[other_user_id][item_id]
27. denominator += similarity
28. if denominator == 0:
29. return 0
30. predicted_rating = numerator/denominator
31. return predicted_rating
32. # Example usage
33. # Create a dictionary of ratings where keys are user IDs and values are dictionaries of item ratings
34. ratings = {
35. 'User1': {'Item1': 5, 'Item2': 3, 'Item3': 4},
36. 'User2': {'Item1': 4, 'Item2': 2},
37. 'User3': {'Item2': 5, 'Item3': 1},
38. 'User4': {'Item1': 2, 'Item2': 4, 'Item3': 3
39. }
40. cf = CollaborativeFiltering(ratings)
41. user_id = 'User1'
42. item id = 'Item2'
43. similarity func = np. corrected # Example similarity function, such as Pearson correlation
44. predicted_rating = cf.predict_rating(user_id, item_id, similarity_func)
45. print ("Predicted rating:", predicted_rating)
46.
```

```
Algorithm 2. Fuzzy algorithms for rating of items
      class user rating
2.
     {
3.
      def init (self, name, value):
4.
      self. name = name
5.
      Self. value = value
6.
      def get_name(self):
7.
      def set_value(self, new_value):
8.
      def get_value(self):
9.
10. return self. name
11. return self. value
12. self.value = new_value
13. P(u,i,r) = \sum_{x} (zu,zi) P(zu) P(zi) P(u/zu) P(i/zi) P(r/zu,zi)
14. # Create a Variable instance
15. var = Variable ("x", 10)
16. # Get the name and value of the variable
17. Print ("Variable Name:", var.get_name())
18. Print ("Variable Value:", var.get_value())
19. # Update the value of the variable
20. var.set value (20)
21. print ("Updated Variable Value:", var.get_value ()) }
```

In summary, two additional stages are used to figure out the general evaluation of an undetermined product for an objective user: The expectation maximization technique is used in first step to determine all of the fuzzy variables [22]. In the second (prediction) step, use the collected parameters. The "halo effect" causes the user-provided user parameter rates in multiple parameters recommendation systems to be associated, and they are particularly strongly associated with a general score compared to other ratings

submitted by users [21]. In conclusion, the user's general assessment of the product in question appears to have an impact on how they evaluate the other (individual) criteria of that product.

3. RESULTS AND DISCUSSION

3.1. Multi-criteria ratings as recommendation filters

Multi-criteria rankings might be utilized for comparable objectives because material parameters can be employed as recommendations filtering in recommendation algorithms [18], [20], [23]-[26]. For instance, an individual might want to define that, considering additional parameters like effects or plot, films with an especially strong narrative are required to be proposed for her consideration at a specific period. The individual will merely thereafter be given recommendations for films that scored, say, 9 out of 10, or higher, in the plot parameter as shown in Table 2. This strategy filters recommendations similarly to material-based context-aware recommendations systems [16], [18], [19] but it also differs significantly from them in that the filtration is not performed depending on the goal article parameters (for example, or other situational factors, such as the times of day, and rather on qualitative weighing parameters, such as "Story 9," the determined value of that is greatly influenced by an individual's tastes.

T	ahla	2	1/1	11+i	critori	o ron	lina	recommen	dation	O.	retam
1	avic	∠.	IVIL	m.	-0111011	a ran	RIIIZI	1 CCOIIIIIICII	uauon	Эy	Stem

R0	R1	R2	R3	R4	R5	R6	R7	R8	R9	R10	R11	R12
-1.876	0.304	-0.765	-0.035	-0.520	-0.937	-0.002	-0.567	16.00	14.00	-1.876	0.304	-0.765035
0.191	-0.106	-1.525	-1.791	-0.824	-1.362	-2.193	-1.820	15.00	18.00	0.191	-0.106	-1.525.791
0.256	0.263	-0.544	0.552	-0.240	-0.361	-0.811	0.686	17.00	17.00	0.256	0.263	-0.544552
0.731	1.096	0.845	1.155	1.528	1.543	0.662	1.539	23.00	29.00	0.731	1.096	0.845155
-2.312	-1.261	-0.588	-0.106	-0.809	-0.706	-0.512	-1.801	15.00	18.00	-2.312	-1.261	-0.588106
-1.373	-1.605	-2.087	-2.114	-1.964	-1.952	-1.879	-1.365	11.00	17.00	-1.373	-1.605	-2.087114
0.710	0.263	0.329	0.810	0.375	0.584	0.451	0.306	19.00	24.00	0.710	0.263	0.329810
-0.543	-0.369	-0.582	-1.045	0.365	-0.939	-0.462	-0.112	19.00	15.00	-0.543	-0.369	-0.582045

3.2. Evaluating predictive accuracy

Predicting relative preferences. An alternative way to define the multi-criteria recommendation problem could be formulated as predicting the relative preferences of users, as opposed to the absolute rating values. It is important that researchers inspect their data file for missing data (Pallant, 2013), and they can decide to remove them if they exceed 15% or use a treatment procedure called "mean replacement" (Pallant, 2013). There has been some work on constructing the correct relative order of items using ordering-based techniques. This study results show that a positive relationship between two elements (β =0.216, t-value=3.927). Skewness (\leq 2.0) and Kurtosis (\leq 2.0) values equal to or below 2 indicate the symmetry of the normal distribution. n. Table 3 presents the values of Skewness and Kurtosis for a set of variable recommendation system rankings. Table 3 exhibits the descriptive statistics, Skewness \leq 2 and Kurtosis \leq 2, Corrected Item-Total Correlation \geq 0.30, Cronbach's Alpha if Item Deleted \geq 0.70 for each set.

Table 3. Normal distribution of Skewness and Kurtosis

Name	No	Type	Missing	Mean	Median	Scale Min	Observe min	Max	Standard deviation	Kurtosis	Skewness
R0	1	ORD	0	17.755.102	-3.128	17.7800	3.45515	20790	3999.785	0.17373	2.16748
R1	2	ORD	0	0.17373	-3.128	22.4067	4.95882	0.24072	2316.495	2.03508	1.53128
R2	3	ORD	0	2.03508	-3.128	25.1600	4.83518	24072	6316.280	0.17373	2.03508
R3	4	ORD	0	2.03508	-1.120	22.2000	4.23001	24072	3999.785	2.03508	1.94257
R4	5	ORD	0	2.03508	-2.258	11.2967	2.38908	24072	3851.768	65.3467	1.61370
R5	6	ORD	0	2.03508	-2.258	22.8033	4.12164	24072	2464.512	33.4833	1.78461
R6	7	ORD	0	2.03508	-2.258	14.7467	3.10181	24072	6316.280	65.3467	1.69363
R7	8	ORD	0	2.03508	-1.120	18.3900	3.49934	88550	3851.768	11.43572	1.88893
R8	9	ORD	0	2.03508	-1.694	15.1200	3.42022	-0.88550	2464.512	6.03915	1.73764
R9	10	ORD	0	2.03508	-0.549	26.5800	4.66721	88550	1978.295	11.43572	1.97941
R10	11	ORD	0	2.03508	-0.549	22.1800	4.59616	0.40407	1247.985	853.555	1.74797
R11	12	ORD	0	1.62145	-0.549	19.1800	3.28485	0.40407	3226.280	1,251.009	1.83274

3.3. Discussion

With the most current enhancements, recommendation systems are currently incorporating user-provided multiple-parameter evaluations. In this article over the past 10 to 15 years, a vast array of recommendation strategies has been created for single-rating recommendation engine methods; a few of

these methods may apply to multiple parameters rating platforms. We looked into multiple parameter recommendation system techniques and methods. Since not much research has been has been done on these novel systems, we outline several difficulties in this section. Multi-criteria-rated recommendation systems may want to look into implementing any of these techniques for combining preferences from multiple parameters. Comparably, combining individual tastes determined by various rating requirements makes it possible to forecast an individual's choice for a product in multiple parameters scoring configurations. However, a few research investigations show that developing recommendations is not a straightforward option because multiple issues need to be resolved at once, and individuals affect the recommendations made to other people [27]. Figuring out the relative choices among individuals rather than the numerical ratings figures might represent a different approach to addressing the multiple parameters favorable feedback issue. The right in comparison order among objects was successfully constructed utilizing ordering-based procedures. Special effects could once more be separated into seem and graphics enhancements in a movie's system that recommends movies. Fuzzy is one strategy that may be employed to take into account the hierarchy of parameters, whereas further data with numerous layers of parameters can assist with comprehending the needs of users [1], [28], [29]. As a result, the selection of parameters could considerably impact the quality of the recommendations. We might require that we carefully examine correlations across parameters when we take into account additional considerations for every requirement. Additionally, as was already noted, it is crucial to have a neighbour of similar parameters for every candidate of the recommendation process so that the parameters are predictable, comprehensive, and non-redundant.

4. CONCLUSION

We set out to present a summary of multiple parameter recommendation systems in this part of the paper. Before reviewing the MCDM approaches and procedures that could assist with the construction of multiple parameter recommenders, we first described the recommendation question as an MCDM issue. Then, we concentrated on the group of methods known as multiple parameters score recommenders, which make suggestions by simulating an individual's usefulness for a product as a matrix of rankings across several parameters. We looked at the latest techniques for predicting scores using multiple parameter evaluations. The current work has focused on user's perspectives of recommender items. In future work, we will investigate user satisfaction based on the impact on how they evaluate that product's other (seller) criteria. Furthermore, the algorithm can be extended to explore the satisfaction influence on sellers of items score in the recommender system.

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