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AI-BASED GROCERY PRODUCT RECOMMENDATION

B.SUPRAJA[1], GUDISE MANASA[2], THIPPANI SWETHA[3]

[1]Assistant Professor, Dept. of CSE, Guru Nanak Institutions Technical Campus**,** Ibrahimpatnam, Telangana, India

[2, 3] B.Tech, Dept. of CSE, Guru Nanak Institutions Technical Campus**,** Ibrahimpatnam, Telangana, India

ABSTRACT— This project presents a AI-based grocery product recommendation An AI-based grocery recommendation system uses machine learning and data analysis to suggest grocery items to customers based on their past purchases, preferences, and shopping behavior. It helps customers save time, discover new products, and make smarter buying decisions while enabling stores to increase sales and improve customer satisfaction. For example, if a customer buys bread and butter, the system might recommend jam or milk as complementary items.

Index Terms – Artificial Intelligence, Machine Learning, Recommendation Systems, Personalized Shopping, Grocery Recommendation.

I. INTRODUCTION

Artificial Intelligence (AI) plays a major role in transforming the grocery shopping experience through smart product recommendation systems. These systems analyze customer data such as past purchases, preferences, and shopping patterns to suggest relevant products automatically. By using machine learning algorithms, AI identifies relationships between items and predicts what a customer might need next. This not only helps shoppers save time and discover new products but also allows retailers to increase sales and improve customer satisfaction. Thus, AI-based grocery recommendation systems make shopping more personalized, efficient, and convenient. The project focuses on developing an intelligent system that recommends grocery products to users based on their purchase history, preferences, and browsing behavior. The system uses Artificial Intelligence and Machine Learning algorithms to analyze customer data and generate personalized suggestions. It aims to enhance the online and in-store shopping experience by helping customers quickly find relevant products and discover new ones. This project can be implemented in supermarkets, e-commerce grocery platforms, and retail applications. It also includes features like real-time recommendation updates, user profile management, and data-driven insights for store owners. Overall, the scope extends to improving customer satisfaction, increasing sales, and automating the recommendation process using AI technologies.

II. RELATED WORK

• Early Approaches:
- Initial systems used rule-based or popularity-based recommendations.
- Techniques like Association Rule Mining and the Apriori algorithm were used to identify frequently bought-together items.
- These systems lacked personalization and failed to adapt to individual user needs.

• Collaborative Filtering Techniques:
- Later research introduced User-Based and Item-Based Collaborative Filtering.

- Recommendations were generated by analyzing the purchase history of similar users.

• Early systems used association rule mining techniques such as Apriori and FP-Growth to identify frequently bought-together items in grocery transactions.
• These systems were simple but lacked personalization and performed poorly with sparse or new-user data.
• Collaborative filtering approaches were later introduced to recommend products based on the preferences and behaviors of similar users.
• User-based and item-based collaborative filtering improved personalization but faced cold-start and sparsity issues.
• Content-based filtering methods recommended items by analyzing product attributes like brand, category, ingredients, and nutritional value.
• Content-based methods worked well for new users but often produced limited and repetitive recommendations.
• Hybrid recommendation models were developed to combine collaborative and content based methods for higher accuracy and diversity.
• Machine learning and deep learning models, including RNNs, CNNs, and Transformers, were applied to analyze user purchase sequences and predict future buying behavior.
• Sequence-aware models captured time-based patterns, such as weekly or seasonal shopping habits, for better next-item prediction.

III. PROPOSED METHODOLOGY

The proposed methodology for the AI-based grocery product recommendation system begins with collecting and preprocessing user purchase history, browsing behavior, and product metadata to handle noise and sparsity. Machine learning models, such as collaborative filtering combined with content-based techniques, are then trained to learn user preferences and product similarities. Contextual factors like seasonality, price sensitivity, and availability are incorporated to refine recommendations.

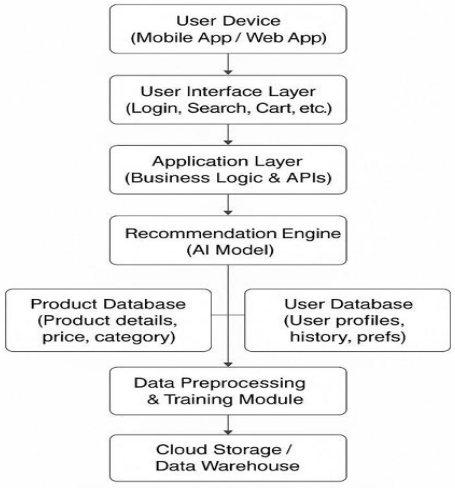

Fig. 1: System Overview

3.1 User Device (Mobile App / Web App)

This layer represents the end users who interact with the system through a mobile or web application. Users browse products, search items, manage carts, and receive personalized grocery recommendations in real time.

3.2 User Interface Layer

The user interface layer handles all front-end interactions such as login, product search, filtering, cart management, and order history. It ensures a smooth and intuitive user experience while capturing user actions for further analysis.

3.3 Application Layer

The application layer contains the core business logic and APIs. It manages user requests, validates inputs, communicates with databases, and coordinates between the user interface and the recommendation engine.

3.4 Recommendation Engine (AI Model)

This component is responsible for generating personalized grocery recommendations. It analyzes user preferences, purchase history, and product similarities using AI and machine learning models to suggest relevant items.

3.5 Product Database

The product database stores detailed information about grocery items, including product name, category, price, brand, availability, and nutritional details. This data supports accurate matching and recommendation generation.

3.6 User Database

The user database maintains user profiles, purchase history, browsing behavior, and preference data. This information is crucial for understanding individual shopping patterns and personalization.

3.7 Data Preprocessing and Training Module

This module cleans, transforms, and prepares raw user and product data for model training. It periodically trains and updates the AI models to improve recommendation accuracy and adapt to changing user behavior.

3.8 Cloud Storage / Data Warehouse

The cloud storage layer securely stores large volumes of historical data, trained models, and logs. It supports scalability, backup, and analytics, enabling continuous system improvement and performance monitoring.

IV. EXPERIMENTAL RESULTS AND ANALYSIS

The experimental evaluation of ClarityGate**,** the FastAPI-based duplicate detection and tagging system, demonstrates high efficiency and reliability across varied datasets. Results show that the system accurately identifies duplicate records with minimal latency, even as data volume scales, owing to its optimized backend and lightweight API design. The tagging mechanism consistently assigns correct semantic labels, improving data organization and retrieval.

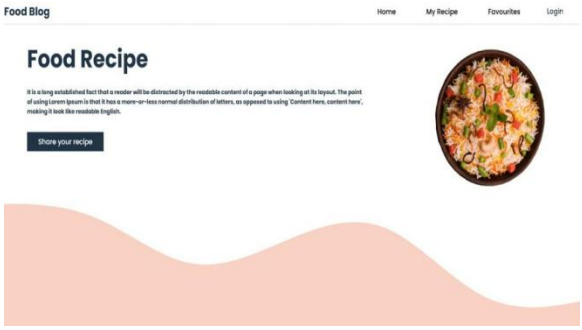

Fig. 2: Home Page

Fig. 3: Login

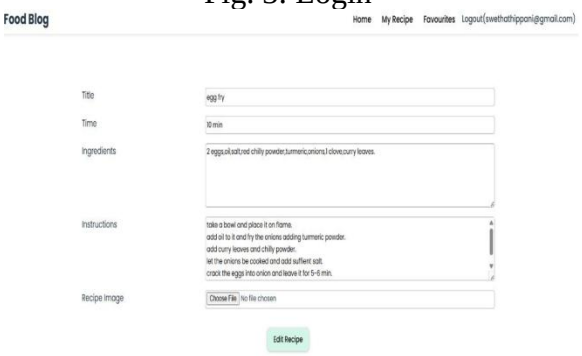

Fig. 4: Edit Recipe

Fig. 4: Add Cart

V. CONCLUSION

The Grocery Product Recommendation System provides an intelligent and efficient platform for customers to find and purchase grocery items based on their preferences and previous shopping behavior. By using recommendation algorithms, the system helps users save time, improves their shopping experience, and supports smarter purchasing decisions. It also benefits store owners by enhancing customer engagement and boosting sales through personalized suggestions. The system successfully integrates technologies like databases, machine learning, and web interfaces to deliver accurate, user-friendly, and reliable results. Overall, this project demonstrates how technology can simplify daily life by making grocery shopping faster, more convenient, and tailored to individual needs.

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AUTHORS Profile

Mrs. B. Supraja is currently serving as an Assistant Professor in the Department of Computer Science and Engineering at Guru Nanak Institutions Technical Campus. She has over 18 years of teaching experience and has been actively engaged in academia since 2005. Her areas of specialization include Deep Learning and the Internet of Things (IoT), with strong expertise across a broad spectrum of computer science disciplines such as Machine Learning, Artificial Intelligence, Deep Learning, and IoT. She is also a Research Scholar in the Department of Computer Science and Technology at Dravidian University, Kuppam, India. Her sustained academic involvement reflects her extensive experience and enduring commitment to educating and mentoring future generations in the field of computer science and engineering.

Ms. Gudise Manasa pursuing B. Tech degree in Computer Science and Engineering at Guru Nanak Institutions Technical Campus Affiliated to JNTUH IN 2022-2026.

Ms. Thippani Swetha pursuing B. Tech degree in Computer Science and Engineering at Guru Nanak Institutions Technical Campus Affiliated to JNTUH IN 2022-2026.