

**UNIVERSITI TEKNOLOGI MARA**

**SKINCARE PRODUCT RECOMMENDATION  
SYSTEM USING CONTENT-BASED FILTERING  
TECHNIQUE (CBF)**

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**JANUARY 2024**

## ACKNOWLEDGEMENT

In the name of Allah, the Most Gracious and the Most Merciful. All praises to Allah and His blessing for the completion of this research. I thank Him for all the opportunities, trials, and strength that have been showered on me to finish on writing this report.

First and foremost, I would like to sincerely thank my lecture, Madam Ummu Fatimah binti Mohd Bahrin for her guidance, understanding patience and most importantly, she has provided positive encouragement, through and comprehensive explanation of the research. It has been great pleasure and honours to be able to work under her direction to finish my research.

My deepest gratitude goes to Ts. Ahmad Kamarulzaman bin Othman who is my supervisor for this project, for giving full cooperation with my research. His willingness to take time out his busy schedule for reviewing my research and to share a wealth of knowledge and expertise, particularly in the computer science industry has been great help in completing my research.

I offer my special thanks to all my family members. It would not be possible to write this case study without the support from them. I would like to thank my dearest father Mohd Burhanudin, my mother Noruaini, and all my beloved siblings. It was indeed helpful to having family member who able to be understanding of my situation while writing this research.

Lastly, I would sincerely like to thank all my beloved friend who always supporting me through thick and thin. It was helpful to get some advice and support during the research session.

May God shower the above cited personalities with success and honour in their life.

## ABSTRACT

The Skincare Recommendation System aims to improve user experience and reduce the possibility of skin concerns resulting from incompatible selections by addressing frequent obstacles experienced by customers when choosing skincare products. The system evaluates product components and user-specific skin types by utilising the Content-Based Filtering Technique (CBF) which using TF-IDF and cosine similarity technique and provides customised suggestions based on common ingredient compositions. The project's goals are to research CBF, use this method to build a recommendation system, and assess the system's accuracy. The background study highlights the difficulties in choosing skincare products because of ignorance about the right components for various skin types. The approach takes individual skin disorders into consideration with its four major skin types: combo, oily, dry, and normal. Promising methods include content-based filtering and machine learning, which use large skincare datasets to provide customised suggestions. Phases including preliminary investigation, data collection, planning, execution, assessment, and documentation are described in the research methodology. The accuracy, recall, and F1-score metrics are highlighted in the key results, offering valuable information about the system's performance. The system's effectiveness is highlighted in the conclusion, which also shows how CBF implementation may achieve goals and show how the system can completely transform the skincare sector. Overall, the Skincare Recommendation System addresses issues with misinformation and product selection by using CBF to provide individualised skincare recommendations. By highlighting the necessity of continual technological developments and cooperation between customers, skincare specialists, and the industry, the study offers insightful information on skincare recommendation systems. The system's effective deployment shows how much the skincare industry may benefit from its ability to change user experience. The project's outcome depends on the user-inputted products. For instance, the achieved precision is 100%, recall is 70%, and the F1-Score is 82%

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