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Abstract
Because of the rapid development of internet network, the large amount of digital music has spread extensively on the Internet. That causes users cannot follow one's bent to find out the music or songs they want. Many e-commerce make further efforts to develop Music Recommendation System to improve customers' demands and desires. The general on-line Music Recommendation System records all user's former transaction and analysis them completely. So, it increases the cost, time, and items which adapt to what users like now or not. This paper combines RFM model to analysis customers' value and classify the same one as the same group. We combine users' Recent Behavior to Incremental Mining based on Weight, which can mine for relations by it, not analyzing all data, to decrease to calculate cost and time. It also prospect for Association Rule Mining by the Apriori algorithms. And then, similar vector matrix is used to calculate the degree of similarity relation between users' to assemble them conveniently. Finally, through the concept of Collaborative Filtering, we take advantage of recommendation model to be the method of individual recommendation that put music up to users.
According to the experiment results, it is better to use the combination of RFM model and similar assembling than RFM classification only. What is more, it also shows that using IMW and classification model can recommend fitfully music what users like. In the whole, the accuracy of this research is up to 0.77, which is higher 14% to 30% than the others, to make up the effect of individual recommendation.
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