

Title of Invention: Method and System for Recommending an Item to a User

Abstract

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The present disclosure provides methods and systems for recommending an item to a user. In some examples, there is provided a method comprising: identifying, by a server, a first plurality of items, the first plurality of items being a plurality of items that are selected or ordered by a user, the identification based on data relating to a plurality of orders or selections made by the user; computing, by the server, a score for each item of a second plurality of items, the second plurality of items being a plurality of items that are selected or ordered by a plurality of users, the score indicating a measure of similarity between the first plurality of items and each item of the second plurality of items; and recommending, by the server, one or more items of the second plurality of items to the user based on the computed score, the recommendation being made in real-time and in response to the plurality of orders or selections made by the user.

20 (Fig. 3)