

to search each recommended product further on any e-commerce site.

One site that provides extremely well written API for this purpose is eBay's finding API.[6] The Finding API provides programmatic access to the next generation search capabilities on the eBay platform. It lets user search and browse for items listed on eBay, and provides useful metadata to refine searches and enhance the search experience. The Finding API has several calls to help buyers and sellers find items on eBay.

VII. RELATED WORK

There are several solutions available on the Social Web that attempt to alleviate the stress of gifting. Each solution takes a slightly different approach. Giftly.com provides an easy way to gift any type of "personalized" gift card to a business. Etsy.com uses its unique product catalog to offer highly delightful gift recommendations based on the likes of a user's and user's friends on Facebook. Gifts.com focuses on curated lists of products that target particular occasions such as birthdays. In addition, it offers a gift recipient personality profiler that comprises of a set of playful questions. Wantful.com takes a similar approach by asking a set of simple questions about the gift recipient to recommend the most delightful gifts. Finally, Karma.me provides a mobile application that offers quirky and

delightful products based on moments, events, occasions and moods (i.e. cheer up/tough days).

VIII. CONCLUSION

Social commerce is emerging as a powerful commerce. Recommending gift products using social activities is a compelling example of social commerce. In this paper we have described a gift recommendation engine that is directly link with the Facebook. Our gift recommendation engine is unique in that it is the only engine that will directly takes the interest and likes of user from the Facebook. There is no need for the user to manually enter the details of the person to whom he want to send a gift. Building such an engine also raises challenges, in inferring the user's interest and likes, in determining the giftable products and in processing the big and fast data associated with Facebook. In this paper we have briefly describe all of these challenges.

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