

ABSTRACT

Marketplace is a platform that has a duty as an intermediary between sellers and buyers to process product transactions online. With so many products in a marketplace, of course, many products look the same but users don't know that these products are the same. In this study, the author uses a product similarity dataset and uses the AdaBoost algorithm to get high classification results. In the dataset used, titles and images product are used to distinguish one product from another. For the classification results using the AdaBoost algorithm, an accuracy of 91.81% is obtained, with the accuracy of the score it means that the developed model has a very good performance in detecting product similarities which will later be applied in a product similarity prediction website based on product titles and images.

Keywords : Marketplace, AdaBoost, Machine Learning, Product Similarity.