

(54) Title of the invention : DIGITAL MARKETPLACE PLATFORM WITH AI-DRIVEN CONSUMER BEHAVIOUR ANALYTICS

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(57) Abstract :
 The present system provides a digital marketplace platform integrated with AI-driven consumer behaviour analytics to enhance personalization, user engagement, and transaction optimization. The system includes a user interface module, a data acquisition module, an AI analytics core, a personalization engine, a transaction optimization module, and an administrative dashboard. The data acquisition module collects real-time user interaction data, which is analyzed by the AI analytics core using machine learning algorithms to predict user behaviour and update dynamic consumer profiles. Based on these insights, the personalization engine customizes content such as recommendations, offers, and advertisements, while the transaction optimization module adjusts pricing and inventory strategies in real-time. An administrative dashboard offers operators actionable insights for platform management. Additionally, the system incorporates AI-based fraud detection and supports continuous learning for improved performance over time. This enables digital marketplaces to deliver more engaging, personalized, and secure user experiences while achieving business growth objectives.

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