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(57) Abstract :

The present disclosure relates to a system and method for online shopping. The method includes generating an analysis model. The method also includes receiving a preference input from a user via an online platform. The method further includes analysing the preference input received using an analysis technique via the analysis model. The method also includes skimming through one or more options corresponding to the preference input. The method further includes generating a suggestion to purchase at least one product, at least one service, or a combination thereof, upon matching the one or more options with the corresponding preference input.

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