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(57) Abstract :

The present disclosure relates to a system (100) and method (300) that includes a processor (102) and memory (104) that execute a set of instructions for providing recommendations to users of online platforms. The system receives a set of data of one or more users 114 through one or more computing devices 112 from one or more data sources and extracts a set of attributes pertaining to behavior and preferences of the one or more users 114 from the received set of data from the one or more data sources. Additionally, the system preprocess the extracted set of attributes from the received set of data of the one or more users using machine learning algorithms and generates recommendations for the one or more users 114 upon preprocessing of the extracted set of attributes.

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