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(57) Abstract :

A computer-implemented system (100) called the AI-based product recommendation system for e-commerce uses artificial intelligence (AI) techniques to analyse customer data and preferences and present tailored product recommendations. The system 100 includes a database where user information, product information, and one or more pertinent data are kept. Additionally, the system has an AI engine (112) that analyses user data and product data to produce tailored suggestions. In order to create a product profile, the system (100) can also assess product information including product descriptions, reviews, and ratings. The product profile is employed to suggest goods that are comparable to those in which the user (110) has expressed interest. The system (100) can deliver product recommendations in numerous ways, such as by showing recommended products on the user's home page, sending personalised emails or push notifications, or providing recommendations during the checkout process

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