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(57) Abstract :
 Embodiments of the present disclosure relates to a system (100) and method (300) for preventing fraudulent electronic transactions in real-time. In an aspect, the present disclosure discloses a system (102) for preventing fraudulent electronic transactions in real-time. The system (102) comprises a processor (202) coupled to a memory (204). The memory (204) stores processor-executable instructions. The processor (202) is configured to receive electronic transaction data from a client device. Further, the processor (202) is configured to analyse the electronic transaction data. Next, the processor (202) is configured to compare the analysed electronic transaction data to known fraudulent transactions in a database. In the end, the processor (202) is configured to transmit an alert to the client device of a potentially fraudulent electronic transaction.

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