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(57) Abstract :

Embodiments of the present disclosure relates to a system (100) and method (300) updating a user interest profile in real-time. The system comprises a processor (202) coupled to a memory (204). The memory (204) stores processor-executable instructions. The processor (202) is configured to collect user data. Further, the processor (202) is configured to analyse the collected user data. Next, the processor (202) is configured to identify user interests based on the analysis of the user data. In the end, the processor (202) is configured to update the user interest profile with the identified user interests.

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