(12) PATENT APPLICATION PUBLICATION   (21) Application No.202311058090 A

(19) INDIA

(22) Date of filing of Application :30/08/2023   (43) Publication Date : 29/09/2023

(54) Title of the invention : SYSTEM FOR DETERMINING USER INTERESTS

(51) International classification	:G06N0020000000, G06K0009620000, G06Q0030020000, G06N0005040000, G06Q0050000000
(86) International Application No Filing Date	:NA :NA
(87) International Publication No	: NA
(61) Patent of Addition to Application Number Filing Date	:NA :NA
(62) Divisional to Application Number Filing Date	:NA :NA

(71)**Name of Applicant :**
  1)**Chitkara University**
   Address of Applicant :Chitkara University, Chandigarh-Patiala National Highway, Village Jhansla, Rajpura, Punjab - 140401, India. Patiala ----------- -----------
  2)**Bluest Mettle Solutions Private Limited**
Name of Applicant : NA
Address of Applicant : NA
(72)**Name of Inventor :**
  1)**MISHRA, Rahul**
Address of Applicant :ODC-4, Panchshil Tech Park, inside Courtyard by Marriott premises, Hinjewadi Phase - 1, Pune - 411057, Maharashtra, India. Pune ----------- -----------
  2)**PANDEY, Sakshi**
Address of Applicant :ODC-4, Panchshil Tech Park, inside Courtyard by Marriott premises, Hinjewadi Phase - 1, Pune - 411057, Maharashtra, India. Pune ----------- -----------
  3)**MANTRI, Archana**
Address of Applicant :Chitkara University, Chandigarh-Patiala National Highway, Village Jhansla, Rajpura, Punjab - 140401, India Patiala ----------- -----------

(57) Abstract :
The user interest determination system (100) operates through a coordinated sequence of modules. The data collection module (102) serves as the initial gateway, collating user data from various digital sources like websites, applications, social media, and online services. Once collected, the data undergoes comprehensive analysis within the data processing module (106), utilizing sophisticated techniques such as natural language processing and clustering. This analysis unveils valuable insights from the data, enabling a nuanced understanding of user behavior and preferences. The machine learning algorithm mechanism (108) comes into play, leveraging the insights gained from the analysis to categorize and define user interests. This mechanism employs machine learning algorithms to make accurate classifications, effectively translating data patterns into understandable user preferences. Concurrently, the user feedback mechanism (110) actively engages users, allowing them to provide direct input on their interests and preferences. This feedback serves as a dynamic loop, constantly refining and updating the user interest profiles based on real-time user input

No. of Pages : 25 No. of Claims : 10