

(12) PATENT APPLICATION PUBLICATION

(21) Application No.202311062658 A

(19) INDIA

(22) Date of filing of Application :18/09/2023

(43) Publication Date : 13/10/2023

(54) Title of the invention : A SYSTEM AND METHOD FOR AUTOMATICALLY INCORPORATING HYPOTHETICAL CONTEXT INFORMATION INTO RECOMMENDATION QUERIES

(51) International classification :G06F0016953500, A61B0005000000, G06F0016245700, G06Q0030060000, G06F0016930000  
(86) International Application No :NA  
Filing Date :NA  
(87) International Publication No : NA  
(61) Patent of Addition to Application Number :NA  
Filing Date :NA  
(62) Divisional to Application Number :NA  
Filing Date :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 :

Embodiments of the present disclosure relates to a system (100) and method (300) for automatically incorporating hypothetical context information into recommendation queries to improve the accuracy and personalization of the recommendations. In an aspect, the system comprises a processor (202) coupled to a memory (204). The memory (204) stores processor-executable instructions. The processor (202) is configured to analyse a search history of a user. Further, the processor (202) is configured to extract keywords based on the analysed search history of the user. Next, the processor (202) is configured to generate hypothetical scenarios based on the extracted keywords. In the end, the processor (202) is configured to incorporate the hypothetical scenarios into recommendation queries to generate personalized recommendations for the user.

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