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(57) Abstract :
 Embodiments of the present disclosure relates to a system (100) and method (300) for generating personalized music recommendations for a user based on user listening behaviour and contextual information by applying data mining and machine learning techniques. 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 collect user data from a plurality of sources. Further, the processor (202) is configured to analyse the collected user data. Next, the processor (202) is configured to extract patterns based on the analysed user data. In the end, the processor (202) is configured to generate personalized music recommendations based on the extracted patterns.

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