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(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, Saket
 Address of Applicant :ODC-4, Panchshil Tech Park, inside Courtyard by Marriott premises, Hinjewadi Phase - 1, Pune - 411057, Maharashtra, India. Pune -----

2)SINGH, Dhiraj
 Address of Applicant :ODC-4, Panchshil Tech Park, inside Courtyard by Marriott premises, Hinjewadi Phase - 1, Pune - 411057, Maharashtra, India. Pune -----

3)GARG, Aryan
 Address of Applicant :Chitkara University, Chandigarh-Patiala National Highway, Village Jhansla, Rajpura, Punjab - 140401, India. Patiala -----

(57) Abstract :
 The present disclosure pertains to system (102) and method (300) for dynamic cross-correlation analysis between connected vehicles and online devices. The method (300) includes collecting, by a data collection unit (212), a first set of data from the connected vehicles associated with one or more users and a second set of data from online devices associated with the connected vehicles. The method (300) includes processing, by a data processing unit (214), the first set of data and the second set of data. The method (300) also includes analysing, by a data analysis unit (216), by dynamically correlating the processed first set of data with the processed second set of data. Further, the method (300) includes extracting, by a data extraction unit (218), correlated data based on the analysis. Furthermore, the method (300) includes optimising, by a decision making unit (220), traffic management, the one or more users' experience and resource allocation, based on the extracted correlated data.

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