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(71)Name of Applicant :

**1)NOIDA INSTITUTE OF ENGINEERING & TECHNOLOGY**

Address of Applicant :19, Knowledge Park-II, Institutional Area, Greater Noida – 201306, Uttar Pradesh, India. -----

**Name of Applicant : NA**

**Address of Applicant : NA**

(72)Name of Inventor :

**1)Dr. SIMRAN KAUR**

Address of Applicant :Department of Management, Noida Institute of Engineering & Technology, Greater Noida. Greater Noida -----

(57) Abstract :

An AI-driven device (100) for consumer behavior analysis at point-of-sale comprises a camera (102) and a processing unit that interprets visual inputs (104) to classify consumer engagement at shelves (110). Behavioral analysis module (106) evaluates gestures and expressions to identify intent, with outputs (108) enabling real-time marketing and layout adjustments. Engagement data (112) is integrated with inventory systems for dynamic operations. The device enhances retail efficiency through autonomous insights while maintaining data privacy.

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