

(54) Title of the invention : SYSTEM AND METHOD FOR ADAPTIVE CONSUMER BEHAVIOR PREDICTION AND PERSONALIZED MARKETING USING ARTIFICIAL INTELLIGENCE

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(57) Abstract :

The present invention provides a system and method for adaptive consumer behavior prediction and personalized marketing using artificial intelligence. The system integrates data collection, preprocessing, and analysis modules to gather and prepare consumer data from diverse sources. Utilizing machine learning algorithms, the system predicts future consumer behavior and preferences with high accuracy. Based on these predictions, the personalization engine generates tailored marketing strategies, including customized content, product recommendations, and promotional offers. A feedback loop continuously monitors the effectiveness of these strategies, allowing for real-time adjustments and ongoing improvements. This approach enables businesses to engage consumers more effectively by delivering highly relevant and personalized marketing experiences, enhancing overall consumer satisfaction and increasing conversion rates. Accompanied Drawing [FIGS. 1-2]

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