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(57) Abstract :

The invention discloses an AI-powered platform (100) for smart social network behavior analysis. The system comprises a data ingestion layer (101), cloud infrastructure (102), NLP module (103), graph analytics engine (104), sentiment analysis engine (105), anomaly detection module (106), visualization dashboard (107), and predictive modeling system (108). It provides real-time analysis, anomaly detection, and predictive insights with explainable AI outputs. Experimental validation confirms scalability, accuracy, and applicability across business, governance, and research domains.

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