(12) PATENT APPLICATION PUBLICATION
(19) INDIA
(22) Date of filing of Application :18/10/2025
(21) Application No.202511100952 A
(43) Publication Date : 05/12/2025

(54) Title of the invention : AN AI-ENABLED MODEL FOR DETECTING ONLINE SHOPPING CART ABANDONMENT

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| (51) International classification | :G06Q0030060100, G16H0050200000, G06N0020000000, G16H0050500000, G06N0007010000 |
| (31) Priority Document No | :NA |
| (32) Priority Date | :NA |
| (33) Name of priority country | :NA |
| (86) International Application No<br>Filing Date | :<br>:01/01/1900 |
| (87) International Publication No | : NA |
| (61) Patent of Addition to Application Number<br>Filing Date | :NA<br>:NA |
| (62) Divisional to Application Number<br>Filing Date | :NA<br>:NA |

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(57) Abstract :
The invention discloses an AI-enabled model (100) for detecting online shopping cart abandonment, comprising a data collection unit (101), preprocessing unit (102), feature extraction module (103), predictive AI engine (104), intervention manager (105), and e-commerce platform interface (106). The model analyses user behaviour data, predicts abandonment probability, and triggers real-time personalized interventions to improve conversions. A feedback loop (107) continuously refines accuracy, ensuring adaptability with evolving customer behaviour. The system effectively reduces abandonment rates, increases revenue, and integrates seamlessly with existing e-commerce ecosystems.

No. of Pages : 15 No. of Claims : 6