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(57) Abstract :

A predictive customer behavior modeling platform for digital enterprises comprises an input acquisition module (101), a profile unification module (102), a feature orchestration module (103), a predictive inference module (104), a cohort intelligence module (105), a decision output module (106), and a feedback refinement module (107). Customer events from multiple channels are normalized, linked to persistent entities, and transformed into temporally differentiated behavioral variables. Outcome specific scores and machine derived cohorts are generated to support enterprise action signaling, while realized response data is reused to improve later predictive performance and operational relevance.

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