Leveraging Machine Learning for Enhanced Customer Experiences in E- Commerce

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Abstract*: Machine learning (ML) has become an influential force in transforming business operations in today's dynamic environment. Particularly in e-commerce, personalized recommendations significantly enhance the user experience and drive sales. The rapid growth of online commerce has increased the need for advanced techniques to overcome industry challenges. E-commerce thrives on comprehending customer behavior and predicting their needs. This paper explores how ML algorithms harness vast datasets to personalize customer journeys, improve operational efficiency, and tackle fraud in e-commerce. The study further investigates the transformative impact of ML in the e-commerce sector.*

Keywords: E-commerce, Machine Learning, Recommendation Systems, Fraud Detection, Customer Behavior, etc

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