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Artificial Intelligence-Based Customer Behavioral Analysis

Aryan Prashat Bhabad, Sagar Lalchand Takalkar, Mohd Shaimaan Shakil Shaikh, Prof. V. H. Date

Department of Artificial Intelligence and Machine Learning

Loknete Gopinath Munde Institute of Engineering Education & Research (LoGMIEER), Nashik, India

Abstract: This paper presents an Artificial Intelligence (AI)-based approach for analyzing customer behavior to help businesses understand purchasing patterns and improve decision-making. Machine learning algorithms such as classification and clustering are applied to predict customer segments and trends using historical data. The system uses Python, TensorFlow, and Scikit-learn for data processing and model training. Experimental results show that AI improves customer behavior prediction accuracy, helping businesses enhance marketing strategies and customer satisfaction..

Keywords: Artificial Intelligence





