

Artificial Intelligence-Based Customer Behavioral Analysis

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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*

