(12) PATENT APPLICATION PUBLICATION

(21) Application No.20244129183 A

(19) INDIA

(22) Date of filing of Application :10/04/2024

(43) Publication Date : 19/04/2024

(54) Title of the invention : MACHINE LEARNING-BASED APPROACHES FOR DIRECT-TO-CONSUMER (D2C) ECOMMERCE DATA STRATEGY AND SALES PREDICTION

(51) International classification :G06Q0030020000, G06N0020000000, G06Q0030060000, G06Q0010060000, G06N0003040000	(71)**Name of Applicant :**
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(86) International Application No Filing Date	:NA :NA
(87) International Publication No	: NA
(61) Patent of Addition to Application Number Filing Date	:NA :NA
(62) Divisional to Application Number Filing Date	:NA :NA

(57) Abstract :
MACHINE LEARNING-BASED APPROACHES FOR DIRECT-TO-CONSUMER (D2C) ECOMMERCE DATA STRATEGY AND SALES PREDICTION The method for the development of the burgeoning direct-to-consumer (D2C) business model has completely changed and upended the ecommerce sector. A growing number of businesses are managing their own product design, production, marketing, sales, and delivery. The D2C ecommerce business model depends on having a solid grasp of customer behavior and being able to successfully target marketing efforts to the right audience. In order to comprehend the literature reviews based on comparable studies and systems that are relevant to the researcher project, research was being done. In order to choose some of the top machine learning models for this study, the researcher will do a literature analysis to determine which machine learning model was employed by previous studies. From data loading to processing, schema design, pattern calculation, data reporting, and sharing with stakeholders to swiftly assess performance, the entire process is extremely efficient. FIG.1

No. of Pages : 17 No. of Claims : 1