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Patent Search

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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

Complete Specification

Description:MACHINE LEARNING-BASED APPROACHES FOR DIRECT-TO-CONSUMER (D2C) ECOMMERCE DATA STRATEGY AND SALES PREDICTION

Technical Field

[0001] The embodiments herein generally relate to a method for the machine learning-based approaches for direct-to-consumer (d2c) eCommerce data strategy and sales prediction.

Description of the Related Art

[0002] A growing number of businesses are managing their own product design, production, marketing, sales, and delivery. Manufacturers can sell directly to consumers through their online storefronts by utilizing the direct-to-consumer (D2C) channel instead of traditional merchants. Implementing a new data collection and analysis strategy might have a significant influence on an organization, with both positive and negative outcomes possible. Large volumes of data are gathered and kept in data centers by e-commerce platforms. They neglect to see this as a benefit for their company prospect, such as when they analyze the data and see trends over time.

[0001] Viewing historical performance, identifying judgment errors, and projecting future demands, advantages and the optimal strategy based on company data and statistics are the main goals of business intelligence services. The finest tools for creating adaptable and potent computer applications are warehouse business intelligence (BI) and predictive artificial intelligence (AI) solutions, which take into account a company's past, present, and future directions. In general, there are four categories of enterprises based on scale: direct-to-consumer (D2C) sales and marketing, wholesale, business-to-business (B2B) manufacturing and production, business-to-consumer (B2C) retail, and drop shipping facilitators.

[0003] The rising expense of digital advertising is driving up the cost of consumer acquisition. With more businesses spending money on platforms like Facebook and

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