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(57) Abstract :
[032] The present invention discloses a system for leveraging AI and data analytics for predictive modeling of consumer green purchasing behavior and method thereof. In the present invention, a system and method for predictive modeling of consumer green purchasing behavior using AI and data analytics. The system comprises several integrated modules: a Data Collection Module, a Data Preprocessing Module, a Feature Extraction Module, an AI-based Predictive Model, and an Output Analysis Module. This architecture enables effective collection, preprocessing, and analysis of relevant data to predict consumer green purchasing behavior accurately. Accompanied Drawing [FIGS. 1-2]

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