

Marketing with Artificial Intelligence and Predicting Consumer Choice

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Abstract

Any company's ability to predict consumer behavior is critical to its success. To attain this goal in artificial intelligence marketing, a variety of predictive analytic tools are available, each with its own set of pros and limitations. This study project aims to bring these very varied methodologies together and demonstrate their strengths, shortcomings, and ideal uses. It serves as a link between the person who must use or acquire these problem-solving techniques and the community of professionals who perform the analysis. It's also a useful and easy-to-understand reference to the numerous astounding improvements that have recently been made in this intriguing sector.



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