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AI-Powered Personalization in E-Commerce

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Abstract

AI-powered personalization has revolutionized e-commerce by delivering tailored experiences to customers. Leveraging machine learning, natural language processing, and collaborative filtering, businesses can analyze user behavior and preferences to provide customized recommendations, marketing campaigns, and user interfaces. This paper explores the techniques, applications, benefits, and challenges of AI-driven personalization in e-commerce, supported by real-world case studies. Emerging technologies, such as generative AI and real-time personalization, promise even greater advancements, ensuring a dynamic future for personalized e-commerce experiences.

