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Revolutionizing Brand Promotion Via Predictive Analytics & Forecasting

1st Kinza Aslam, 2nd Kashaf Abdullah & 3rd Rabeea Jaffari

1st, 2nd, 3rd Mehran University of Engineering and Technology, Jamshoro, Pakistan

KEYWORDS	ABSTRACT
E-commerce Platforms Predictive Analytics, Market Trends	Introducing an innovative brand promotion platform, RBP, that seamlessly merges predictive analysis and intuitive e-commerce functionalities. This platform empowers local businesses with actionable insights derived from predictive analytics and forecasting, enabling strategic decision-making regarding product offerings and marketing strategies, while ensuring customers enjoy a frictionless shopping experience through a dedicated and user-friendly website. User-centered design principles guided the intuitive interface, featuring robust search capabilities and responsive web design for seamless accessibility. Advanced data analytics and predictive analysis drive personalized user experiences and optimize product recommendations, real-time communication tools, such as video calls, enhance transactional trust and user engagement. Feedback mechanisms and social sharing functionalities encourage community interaction and brand advocacy, fostering enduring customer loyalty and reducing cart abandonment rates.
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