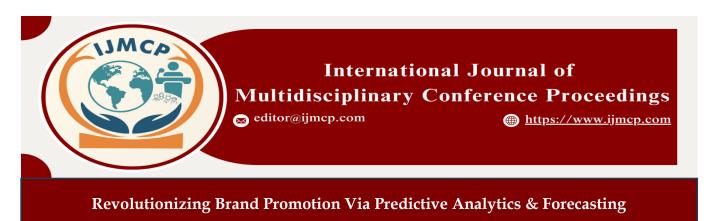
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KEYWORDS	ABSTRACT
E-commerce Platforms	Introducing an innovative brand promotion platform, RBP, that seamlessly
Predictive Analytics, Market	merges predictive analysis and intuitive e-commerce functionalities. This
Trends	platform empowers local businesses with actionable insights derived from
ARTICLE HISTORY	
Date of Publication:16-04-	predictive analytics and forecasting, enabling strategic decision-making
2025	regarding product offerings and marketing strategies, while ensuring
Conference Organizer(s)	customers enjoy a frictionless shopping experience through a dedicated and
	user-friendly website. User-centered design principles guided the intuitive
Research Consultancy on	interface, featuring robust search capabilities and responsive web design for
Social & Management	seamless accessibility. Advanced data analytics and predictive analysis drive
Development	personalized user experiences and optimize product recommendations, real-
&	
University of Karachi	time communication tools, such as video calls, enhance transactional trust and
DHA Suffa University	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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