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R. V. K.
Principal
Excel College for Commerce and Science
Komarapalayam - 637 303

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(71)Name of Applicant :

- 1)Sriprasadh K
Address of Applicant :Assistant Professor, Department of Computer Science and Applications, Faculty of Science and Humanities, SRM Institute of Science and Technology, Vadapalani, Chennai, Tamilnadu, India. -----
- 2)Sadargari Viharika
- 3)Dr Rajat Kr.Sant
- 4)Dr. Rohit Yadav
- 5)Dr. Jagbir Ahlawat
- 6)Sandeep Kumar Singh
- 7)Kumar N
- 8)Sugandaran D
- 9)Dr. N. Magendiran
- 10)Prasad H
- 11)P Joel Josephson
- 12)Dr.Makarand Upadhyaya

Name of Applicant : NA

Address of Applicant : NA

(72)Name of Inventor :

- 1)Sriprasadh K
Address of Applicant :Assistant Professor, Department of Computer Science and Applications, Faculty of Science and Humanities, SRM Institute of Science and Technology, Vadapalani, Chennai, Tamilnadu, India. -----
- 2)Sadargari Viharika
Address of Applicant :Assistant Professor, Department of CSE' AI&ML), Institute of Aeronautical Engineering College, Dundigal,500043, Hyderabad, Medchal Malkajigiri, Telangana, India. -----
- 3)Dr Rajat Kr.Sant
Address of Applicant :Professor, University of Delhi, East, Delhi, India. -----
- 4)Dr. Rohit Yadav
Address of Applicant :Associate Professor, FCAM, SGT University, Gurugram, Budhera, Haryana, 122505, India. -----
- 5)Dr. Jagbir Ahlawat
Address of Applicant :Dean, Department of Management Sciences, Tecnia Institute of Advanced Studies, New Delhi, Rohini, Delhi, India. -----
- 6)Sandeep Kumar Singh
Address of Applicant :Assistant Professor, SCM IIMT University, Meerut, Uttar Pradesh, India. -----
- 7)Kumar N
Address of Applicant :Assistant Professor, Department of Computer Science, Dr.N.G.P Arts and Science College, Coimbatore - 641048, Tamilnadu, India. -----
- 8)Sugandaran D
Address of Applicant :Assistant Professor, Department of Business Administration, Excel College for Commerce and Science, Komarapalayam-637303, Namakkal, Tamilnadu, India. -----
- 9)Dr. N. Magendiran
Address of Applicant :Professor, Department of Computer Science and Technology, Vivekanandha College of Engineering for Women, Tiruchengode, Namakkal, Tamilnadu, India. -----
- 10)Prasad H
Address of Applicant :Assistant Professor, Electrical and Electronics Engineering, St. Joseph's College of Engineering, Chennai ,600119, Tamilnadu, India. -----
- 11)P Joel Josephson
Address of Applicant :Associate Professor/ECE, Malla Reddy Engineering College, Secunderabad 500100, Medchal Malkajigiri, Telangana, India. -----
- 12)Dr.Makarand Upadhyaya
Address of Applicant :Associate Professor, College of Bahrain Administration, University of Bahrain, Bahrain 32038, -----

(57) Abstract :

MACHINE LEARNING-BASED APPROACHES FOR DIRECT-TO-CONSUMER (D2C) ECOMMERCE DATA STRATEGY AND SALES PREDICTION The method for the development of the burgeoning direct-to-consumer (D2C) business model has completely changed and upended the ecommerce sector. A growing number of businesses are managing their own product design, production, marketing, sales, and delivery. The D2C ecommerce business model depends on having a solid grasp of customer behavior and being able to successfully target marketing efforts to the right audience. In order to comprehend the literature reviews based on comparable studies and systems that are relevant to the researcher project, research was being done. In order to choose some of the top machine learning models for this study, the researcher will do a literature analysis to determine which machine learning model was employed by previous studies. From data loading to processing, schema design, pattern calculation, data reporting, and sharing with stakeholders to swiftly assess performance, the entire process is extremely efficient, FIG.1

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Signature of R. Vinit
Principal
Excel College for Commerce and Science
Komarapalayam - 637 303