

SRINIVAS UNIVERSITY

Mangalore, Karnataka, India – 575001



Atomic Research Centre

Centre for Machine learning and Business Intelligence applications to improve business



Mrs. Priyadarshini P

Asst. Professor

College of Computer Science and Information Science, Srinivas University,
Mangaluru-575001

Email: priyanair_87@yahoo.co.in

Priyadarshini.icis@srinivasuniversity.edu.in

Purpose:

To predict the customer interest based on their behavior to improve the business. To develop new marketing strategies are important. This can be implemented by integrating machine learning algorithms and business intelligence.

Objective:

- Strong customer relationships are critical for businesses. Companies want to meet their customers' wants, but they also want to get relevant information from them that can be utilised to innovate. As a result, increased sales productivity and dependability are possible. Technically, the goal of this research is to identify client purchasing patterns based on information provided to the business.
- Improves business.

Working papers:

- (1) Literature review on business intelligence appraisal.
- (2) Analysis on Business intelligence in E commerce companies.