

SYSTEM AND METHOD FOR PREDICTING PURCHASING BEHAVIOUR OF A TARGET USER

ABSTRACT

A system and a method for predicting purchasing behaviour of a target user are disclosed. The system may comprise: a server having at least one processor and at least one memory including computer program code, the at least one memory and the computer program code configured to, with the at least one processor, cause the server at least to: receive user identity data, the user identity data comprising a user identifier identifying a profile characteristic of the target user and/or location data identifying a location of the target user; receive, from at least one sensor device, sensor data based on the location data, the sensor data comprising ambience data associated with the location identified by the location data, the ambience data representing a state of the location of the target user; retrieve historical transaction data by querying a transaction database, the historical transaction data including transactions settled for a plurality of users having the profile characteristic of the target user; and predict the purchasing behaviour of the target user based on the retrieved historical transaction data and the received sensor data.

Figure 1