

ABSTRACT

COMPREHENSIVE PREDICTIVE SYSTEM USING FUSION BASED APPROACH FOR PROFILING BEHAVIOUR OF USERS FOR TARGETED PUBLISHING OF ADVERTISEMENT/PROMOTIONAL CONTENT ON A DISPLAY UNIT IN REAL TIME

Exemplary embodiments of the present disclosure are directed towards a predictive and fusion system for profiling behaviour of users used for targeted publishing of advertisement/promotional content on a display unit in real time. The system includes a plurality of user presence detecting and communication units, a user detection and tracking unit, a analysis engine, a contextual data analysis engine, a user identification and tagging unit, a historical data repository unit, a user profile data repository unit, a predictive engine and a point of sale terminal used to transmit the multiple attributes of plurality of users in the locality surrounding the electronic display unit to a fusion based profiling unit for building a composite profile of the plurality of users. Thus, based on the composite profile of plurality of users built by the fusion based profiling unit advertisement/promotional content is published over the electronic display unit.

Fig 1