Abstract

SYSTEMS AND METHODS FOR PROVIDING USER SPECIFIC DATA

An apparatus for providing user specific data to a user is provided. The apparatus comprises: a computer processor and a data storage device, the data storage device having a user frequented merchant determination module; a user preference item determination module; a merchant inventory data look up module; a user specific merchant information determination module; a user specific merchant information analysis module; and a user device communication module comprising instructions operative by the processor to: analyze user data associated with a user to determine a set of user frequented merchants for the user, each user frequented merchant having an associated merchant identifier; analyze the user data associated with the user to determine a set of user preference items for the user; look up inventory data for each merchant in the set of user frequented merchants, using the merchant identifier, and determine user specific merchant information from the inventory data, the user specific merchant information comprising information for each of the user preference items at that merchant; analyze the user specific merchant information for each of the merchants to determine a user recommendation indication; and transmit the user recommendation indication to a device associated with the user.

[Figure to print with abstract: Fig. 1]