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Completed the project named as

TECHNOLOGY-PROJECT NAME : AI-EBPL-Personalized Marketing and Customer Experience

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AI-EBPL: Personalised Marketing and Customer Experience

Abstract

The AI-EBPL (Artificial Intelligence-Enhanced Business Personalization Layer) project aims to redefine the customer experience and marketing strategy through personalized, data-driven engagement. Using advanced machine learning, behavioral analytics, and ERP-level integration, AI-EBPL offers a system that adapts marketing strategies in real time based on customer profiles, preferences, and purchase history. This document provides a detailed demonstration and documentation of the AI-EBPL system, showcasing its ability to increase engagement, drive sales, and build loyalty by delivering the right message to the right user at the right time.

1. Project Demonstration

Overview:

AI-EBPL will be demonstrated through real-time user interaction scenarios, adaptive campaign delivery, and personalization engine insights.

Demonstration Details:

- Customer Journey Simulation: Showcase tailored product recommendations and dynamic content delivery.
- Personalization Algorithm: Display how AI modifies content based on behavioral data.
- Performance Metrics: Highlight conversion improvements and engagement levels.
- Security: Show data privacy compliance and secure handling of user profiles.

Outcome:

Demonstrates increased customer satisfaction and conversion through personalized experiences.

2. Project Documentation

AI-EBPL: Personalised Marketing and Customer Experience

Overview:

Includes the architecture of AI-EBPL, algorithm details, data flow, and system usage.

Documentation Sections:

- System Architecture: Diagrams of personalization engine and marketing automation.
- Code and API Documentation: Key modules for recommendation logic, tracking, and ERP integration.
- User Guide: Instructions for marketers and CRM teams to configure and monitor campaigns.
- Admin Guide: Maintenance, performance tuning, and analytics insights.
- Testing Reports: Accuracy, response time, and ROI evaluations.

Outcome:

A complete system manual ready for business deployment and customization.

3. Feedback and Final Adjustments

Overview:

Collected feedback from marketers, stakeholders, and beta users to optimize system usability and accuracy.

Steps:

- Collect Feedback: Via test campaigns and user engagement reviews.
- Refine Algorithms: Based on click-through rates, bounce rates, and sales data.
- Final Testing: Ensures robustness under varying customer behaviors and data loads.

Outcome:

Refined AI models and UX designs for enhanced performance and satisfaction.

AI-EBPL: Personalised Marketing and Customer Experience

4. Final Project Report Submission

Overview:

Summarizes development, deployment, challenges, and key outcomes.

Report Sections:

- Executive Summary
- Phase Breakdown
- Challenges & Solutions
- Measurable Outcomes (e.g., 30% engagement boost)

Outcome:

Highlights project success and business potential.

5. Project Handover and Future Works

Overview:

Outline of next development phases and scalability roadmap.

Handover Details:

- Expand Language & Cultural Personalization
- Integrate AI Chatbots for Real-Time Campaign Support
- Enhance Predictive Targeting via Deep Learning

Outcome:

Prepares AI-EBPL for wide-scale implementation and continuous learning.