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**Project Keywords**

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| Keyword | Meaning |
| E-commerce Optimization | Improving online business aspects to enhance customer experience, increase sales, and boost operational efficiency using advanced technologies. |
| Market Basket Analysis | Analyzing customer purchase patterns to identify products frequently bought together, providing insights into product relationships. |
| Dynamic Pricing | Adjusting product prices in real-time based on market demand, competitor pricing, and customer behavior using algorithms and machine learning. |
| Machine Learning | Training algorithms to recognize data patterns and make predictions or decisions without explicit programming. |
| Data Analytics | Examining raw data to uncover trends and insights for informed business decisions. |
| Apriori Algorithm | An algorithm in market basket analysis that identifies frequent item sets in transaction data to uncover product relationships. |
| Association Rules | Rules showing how the presence of certain items in a transaction predicts the presence of other items, derived from data mining. |
| Predictive Analytics | Using statistical algorithms and machine learning to analyze historical data and predict future events or behaviors. |
| Customer Satisfaction | A measure of how well a company's products or services meet customer expectations, influencing repeat business and loyalty. |
| Pricing Strategy | Setting product or service prices based on costs, market demand, competitor prices, and perceived value to maximize profitability and market share. |