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(71)Name of Applicant :
1)CMR Institute of Technology
 Address of Applicant :KANDLAKOYA, MEDCHAL ROAD, HYDERABAD, TELANGANA, INDIA, 501401. Hyderabad -----
2)CMR COLLEGE OF ENGINEERING & TECHNOLOGY
3)CMR TECHNICAL CAMPUS
 Name of Applicant : NA
 Address of Applicant : NA
 (72)Name of Inventor :
1)Dr Srinivas Karri
 Address of Applicant :Associate Professor, Master of Business Administration, CMR Institute of Technology, Kandlakoya, Medchal, Hyderabad, Telangana, India. 501401., Hyderabad -----
2)Mr M.Prasad Rao
 Address of Applicant :Assistant Professor, Master of Business Administration, CMR Institute of Technology, Kandlakoya, Medchal, Hyderabad, Telangana, India. 501401., Hyderabad -----
3)Mr A.Sarveswara Reddy
 Address of Applicant :Assistant Professor, Master of Business Administration, CMR Institute of Technology, Kandlakoya, Medchal, Hyderabad, Telangana, India. 501401., Hyderabad -----
4)Ms. A. Mounika
 Address of Applicant :Associate Professor, Master of Business Administration, CMR College of Engineering & Technology Hyderabad -----
5)Mr. Mohammad Sirajuddin
 Address of Applicant :Assistant Professor Master of Business Administration, CMR College of Engineering & Technology Hyderabad -----
6)Ms. K. Swapna
 Address of Applicant :Assistant Professor, Master of Business Administration, CMR College of Engineering & Technology Hyderabad -----
7)K. Harish Reddy
 Address of Applicant :Professor, Master of Business Administration, CMR Technical Campus Hyderabad -----
8)Dr D Kishore Kumar
 Address of Applicant :Assoc. Prof., Master of Business Administration, CMR Technical Campus Hyderabad -----

(57) Abstract :
 ADAPTIVE PRICING OPTIMIZATION SYSTEM FOR E-COMMERCE PLATFORMS USING REAL-TIME MARKET DYNAMICS ABSTRACT The invention leverages advanced machine learning algorithms to optimize pricing strategies dynamically based on current market conditions. The system includes a data collection module that gathers real-time competitor prices, customer demand, and product availability. A dynamic pricing engine analyzes this data to determine optimal prices, while a rules-based adjustment module applies customizable pricing rules based on user-defined criteria, such as time of day, product categories, and seasonal trends. A real-time monitoring module continuously tracks market changes, allowing the system to update pricing strategies automatically. The execution module ensures seamless implementation of optimized prices across the e-commerce platform, offering administrators the option to review price recommendations prior to application. This system enhances competitive advantage by driving sales through intelligent, adaptive pricing, ensuring maximum profitability and market relevance in fluctuating conditions.

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