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(57) Abstract :

The proposed invention presents a computer-implemented method for e-commerce fraud detection by leveraging data mining, machine learning, and artificial intelligence techniques. Transactional data from an e-commerce platform is analyzed in real-time, identifying patterns indicative of fraudulent activities. Machine learning algorithms classify transactions as legitimate or suspicious, continuously updating a fraud detection model. Real-time alerts are generated for potentially fraudulent transactions, enabling timely intervention. The model adapts to evolving fraud patterns through artificial intelligence algorithms, incorporating historical data for improved accuracy. Advanced anomaly detection techniques and integration with existing fraud prevention systems enhance overall fraud prevention capabilities. The invention offers statistical analysis and reports on detected fraudulent activities, facilitating further investigation and prevention measures.

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