INTERNATIONAL RESEARCH JOURNAL OF COMMERCE, ARTS AND SCIENCE

An Internationally Indexed Peer Reviewed & Refereed Journal

UGC ID - 44854

Impact Factor* : 6.893

Ref:CASIRJ/2024/A1022878

DOI : HTTPS://DOI.ORG/10.32804/CASIRJ

ISSN 2319 – 9202 (O)

THIS CERTIFIES THAT

MANDEEP SINGH

HAS/HAVE WRITTEN AN ARTICLE / RESEARCH PAPER ON

PREDICTIVE ANALYTICS IN MARKETING: HOW AI SHAPES CONSUMER PURCHASE DECISIONS

APPROVED BY THE REVIEW COMMITTEE, AND IS THEREFORE PUBLISHED IN

Vol – 15 , Issue – 5 May , 2024

Editor in Chief