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Abstract

The internet is a large storehouse of information. To deliver information efficiently, the audience can be segregated by demographic attributes which can be individually targeted. Companies may be able to obtain or collect information about users' browsing history. Proposed in this paper is a system using TF-IDF and a Neural network, to estimate a user's age, gender and interests by analyzing their browser history.

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Index Terms

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Keywords

Demographic, browser, history, user, gender, age, estimation, location, prediction.