Correction to: Artificial neural network based high dimensional data visualization technique for interactive data exploration in E-commerce

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Author affiliations were incorrectly communicated during article typesetting and needs to be read as:

1. Second author's **family name** is “**Li**” and the **given name** is “**Hongxin**”, and affiliations to be read as:

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Original article has been updated.

The original article can be found online at <https://doi.org/10.1007/s10479-021-04436-y>.

Extended author information available on the last page of the article

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