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An AI-Enabled Cloud Framework for Healthcare ERP Targeted Advertising with LLM Analytics and Deep Learning–Based Industrial Effluent Prediction

Thierry Pascal Marchand

Independent Researcher, France

ABSTRACT: The digital transformation of healthcare organizations has accelerated the adoption of cloud-based Enterprise Resource Planning (ERP) systems, enabling advanced data utilization for targeted digital advertising. However, the sensitive nature of healthcare data necessitates strong cybersecurity measures and regulatory compliance. This paper proposes an **artificial intelligence–enabled framework** for targeted digital advertising in cloud-based healthcare ERP systems, integrating **LLM-driven analytics** with robust cybersecurity assurance. The framework leverages AI and Large Language Models (LLMs) to analyze structured and unstructured ERP data, generate contextual marketing insights, and optimize advertising campaigns with improved precision and relevance. A cloud-based architecture ensures scalability, flexibility, and real-time processing, while cybersecurity mechanisms such as secure data access, encryption, and privacy-preserving analytics protect sensitive information. The proposed approach demonstrates how intelligent analytics combined with secure cloud engineering can enhance advertising effectiveness, decision-making, and trust within healthcare ERP ecosystems.

KEYWORDS: Healthcare ERP, Targeted Digital Advertising, Artificial Intelligence, Large Language Models, Cloud-Based Systems, LLM-Driven Analytics, Cybersecurity Assurance, Data Privacy, Digital Marketing Analytics

I. INTRODUCTION

Retail environments operating under FDA-style regulatory oversight face unique cybersecurity challenges due to the sensitivity of healthcare-related data, pharmaceutical inventory systems, and consumer safety obligations. Unlike traditional e-commerce systems, regulated retail platforms must meet strict auditability, data-retention, and operational transparency requirements while maintaining real-time operational efficiency. Modern cyber-fraud tactics, including credential stuffing, social-engineering attacks, API exploitation, and data manipulation, have targeted these high-value environments, creating operational and legal risks.

The convergence of retail operations with FDA-regulated products, such as prescription medications, medical devices, and nutraceuticals, has created complex cybersecurity and operational risks. Traditional fraud detection systems and rule-based security frameworks are increasingly inadequate to handle sophisticated threats that span financial transactions, supply chains, and healthcare-sensitive data. This paper proposes an ethical AI framework for retail cybersecurity leveraging multilayer perceptron (MLP) neural networks integrated with advanced data analytics. The framework prioritizes regulatory compliance, explainability, human-in-the-loop decision-making, and privacy protection while enabling proactive detection of cyber threats, payment fraud, and supply chain anomalies. Data from POS systems, payment gateways, inventory management, and optional e-prescribing interfaces is aggregated and transformed into engineered features for MLP classification and anomaly detection. Ethical principles guide model deployment, including fairness, minimal data retention, and conservative automated interventions in FDA-regulated contexts. Experimental evaluations on simulated and de-identified retail datasets demonstrate the MLP framework's ability to detect atypical patterns with higher accuracy and lower false positives compared to traditional systems. The study concludes that integrating ethical AI principles with MLP-driven analytics can enhance cybersecurity in regulated retail environments while safeguarding both consumers and regulatory compliance.

Ethical AI has emerged as a critical paradigm to ensure that artificial intelligence systems operate fairly, transparently, and in alignment with human and regulatory values. In regulated retail cybersecurity, Ethical AI principles—fairness, accountability, transparency, and explainability—are not optional; they are essential for regulatory trust and legal defensibility. Multilayer Perceptron (MLP) models represent a practical neural architecture that balances predictive power with relative interpretability compared to deeper black-box networks.

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The integration of data analytics with MLP-based cybersecurity systems enables real-time risk scoring, anomaly detection, and intrusion response. However, deploying such systems in FDA-regulated environments introduces constraints such as traceable decision logic, reproducibility of model outputs, controlled data access, and comprehensive audit trails. The inability to explain AI-driven decisions can lead to non-compliance, rejection by regulators, and loss of stakeholder confidence.

This paper introduces an Ethical AI-driven cybersecurity architecture designed specifically for regulated retail ecosystems. The proposed framework combines feature-rich data analytics, MLP-based classification, and explainability layers to provide actionable and auditable cyber-defense operations. The architecture emphasizes governance-first design, model transparency, and human-centric control loops to ensure operational safety and fairness.

The core contributions of this research include: (1) the design of an Ethical AI cybersecurity framework aligned with regulated retail compliance requirements; (2) a data analytics pipeline optimized for secure and fair feature engineering; (3) an MLP-based intrusion and fraud detection model with integrated explainability; and (4) an operational governance model that supports regulatory audits and ethical oversight. The findings aim to support retailers, regulators, and cybersecurity practitioners in building trustworthy AI-powered defense systems.

Retailers operating in FDA-regulated environments face a unique confluence of challenges: they must manage payment fraud, cyber threats, supply chain integrity, and the ethical handling of sensitive customer and health-related data. The rapid adoption of e-commerce platforms, cloud-based inventory systems, and integrated point-of-sale (POS) terminals has expanded the digital footprint of retail operations. While these advancements have improved operational efficiency and customer convenience, they have also increased exposure to cybersecurity threats, including malware attacks on POS terminals, credential-stuffing attacks on online accounts, supply chain tampering, and insider threats.

Complicating the threat landscape is the involvement of FDA-regulated products. In retail sectors dealing with pharmaceuticals, medical devices, or nutraceuticals, cybersecurity failures can have direct consequences on patient safety. Unauthorized access to e-prescription data, falsified inventory logs, or compromised shipment tracking can result in health hazards in addition to financial loss. Regulatory bodies, notably the FDA, have issued guidelines emphasizing cybersecurity management for devices and supply chains, underlining the need for robust, traceable, and ethical AI solutions that can mitigate risk while ensuring compliance.

Machine learning has emerged as a powerful tool to enhance cybersecurity through predictive and anomaly detection capabilities. Multilayer perceptron (MLP) neural networks, characterized by feedforward architectures with multiple hidden layers, are particularly suitable for modeling complex non-linear relationships inherent in heterogeneous retail datasets. These datasets encompass transactional data, POS terminal telemetry, supply chain metrics, and behavioral features such as purchase frequency, session duration, and geographic patterns. MLPs are computationally efficient, support low-latency inference for real-time decision-making, and integrate well with explainable AI techniques, ensuring transparency and accountability in regulated contexts.

The ethical dimension of AI deployment in retail cybersecurity is crucial, particularly when interventions could affect access to essential medical products. The framework proposed in this paper prioritizes responsible innovation principles: privacy preservation, fairness, transparency, and human-in-the-loop safeguards. By incorporating these principles, the AI system ensures that actions taken—such as placing holds on suspicious transactions or shipments—are conservative, reversible, and documented, thereby minimizing potential harm to consumers.

This paper presents an integrated framework for ethical AI in retail cybersecurity. The contributions include:

1. **An MLP-driven anomaly detection architecture** optimized for heterogeneous retail datasets in FDA-regulated environments.
2. **A data analytics pipeline** encompassing POS logs, payment gateways, inventory management, and optional e-prescription data with engineered features for robust modeling.
3. **Ethical governance guidelines** for model deployment, including explainability, human-in-the-loop decision-making, minimal data retention, and fairness checks.
4. **Evaluation methodology and results** demonstrating the system's efficacy in detecting anomalies and reducing false positives compared to rule-based or tree-based models.

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II. LITERATURE REVIEW

Previous research in retail cybersecurity has primarily focused on technical defenses such as encryption, access control, and network intrusion detection systems. Early studies emphasized rule-based expert systems that relied on fixed heuristics and manually curated threat signatures. While effective against known attack patterns, these approaches proved insufficient against adaptive and automated cyber-fraud tactics.

Machine learning research introduced statistical classifiers and neural networks into security operations, enabling systems to learn complex behavioral patterns. Multilayer Perceptrons became a foundation for supervised anomaly detection due to their flexibility and ability to model non-linear relationships in structured datasets. Studies in regulated industries highlighted the importance of model transparency and reproducibility, as opaque models often failed to meet compliance standards.

Ethical AI literature emphasizes fairness, bias mitigation, accountability, and explainability in high-risk application domains. In healthcare and regulated retail, biased AI decisions could result in discriminatory access control, unfair transaction blocking, or unjustified customer penalties. Research has demonstrated that integrating explainability techniques with neural models improves usability and regulatory acceptance.

Cloud-based retail systems introduced additional challenges related to distributed data storage, API-driven operations, and multi-tenant security. Recent studies advocate hybrid architectures that blend anomaly detection, supervised learning, and governance layers to ensure robust protection without sacrificing compliance. However, gaps remain in the integration of Ethical AI principles directly into neural cybersecurity pipelines for regulated retail environments.

This study addresses these gaps by proposing a unified Ethical AI architecture tailored to FDA-style regulated retail infrastructures.

Cybersecurity in retail has traditionally focused on POS malware, card skimming, and online transaction fraud. Research indicates that while rule-based systems are effective in handling common fraud patterns, they often fail against adaptive, coordinated attacks. Machine learning approaches, including decision trees, random forests, and gradient boosting, have been deployed to improve detection accuracy. However, these approaches struggle with high-dimensional, heterogeneous data or require extensive feature engineering to perform effectively.

Multilayer perceptron networks have been recognized for their ability to model non-linear relationships in tabular data. Studies have shown that MLPs can capture complex interactions among features such as transaction velocity, device integrity, and supply chain anomalies. They offer advantages over tree-based models in latency-sensitive scenarios, making them suitable for real-time POS and inventory scoring.

Ethical AI frameworks have gained prominence, particularly in contexts involving personal or sensitive data. Principles such as fairness, transparency, accountability, and human oversight are critical to avoid harm and ensure regulatory compliance. In healthcare-adjacent retail contexts, ethical AI must prevent unintended consequences, such as denying access to critical medications due to false positives in fraud detection systems.

Explainable AI methods, including SHAP and integrated gradients, provide actionable insights into model decisions. These techniques allow investigators to understand why a particular transaction or shipment was flagged, facilitating compliance with FDA guidelines and building trust with consumers.

The intersection of ethical AI, MLP-based cybersecurity, and FDA-regulated retail operations is an emerging research area. Prior work addresses individual components—fraud detection, supply chain security, or AI ethics—but few studies integrate all three domains. This paper addresses this gap by proposing a comprehensive framework that combines predictive analytics, regulatory alignment, and ethical governance.

III. RESEARCH METHODOLOGY

1. System architecture design: Modular design combining secure data ingestion, encrypted feature stores, MLP inference services, explainability engines, and immutable audit logging components.
2. Data collection strategy: Aggregation of retail point-of-sale data, user access logs, inventory management telemetry, and network traffic metadata, with strict role-based access control and data minimization.

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3. Feature engineering process: Creation of behavioral, temporal, and risk-oriented features, including session velocity metrics, device trust scores, transaction frequency deviations, and privilege-escalation indicators.
4. MLP model development: Construction of a feed-forward neural network with optimized hidden layers, dropout for overfitting prevention, and regulated learning rates to maintain model stability and reproducibility.
5. Ethical AI integration: Embedding fairness constraints, bias-monitoring modules, and explainability layers that generate human-readable rationales for every high-risk prediction.
6. Training and validation: Stratified sampling to handle class imbalance, k-fold cross-validation, and stress-testing using adversarially simulated cyber threats.
7. Deployment framework: Containerized inference services with policy-driven access control, model versioning, and real-time compliance logging.
8. Performance evaluation: Measurement using accuracy, precision, recall, F1-score, ROC-AUC, false-positive burden, and compliance readiness indicators.
9. Regulatory alignment: Mapping of system functions to FDA-style audit expectations, documentation templates, and chain-of-custody requirements.
10. Continuous learning: Human-in-the-loop feedback to update model weights responsibly using controlled and documented retraining workflows.

Problem Definition

The primary objective is to detect cybersecurity threats and anomalies in retail operations handling FDA-regulated products. The focus includes:

- Financial fraud (POS, online transactions)
- Supply chain tampering (inventory mismatches, shipment inconsistencies)
- Unauthorized access to sensitive data (e-prescriptions, inventory records)

Detection is framed as a multi-class classification and anomaly detection problem, with high-priority attention to events that could impact patient safety.

Data Sources

Data sources include:

1. **POS System Logs** – transaction details, terminal identifiers, firmware versions, payment methods.
2. **Payment Gateways** – authorization responses, chargebacks, card verification codes.
3. **Inventory Management Systems** – SKU counts, batch numbers, shipment logs, EDI messages.
4. **Access Logs** – user roles, login attempts, MFA events.
5. **Optional Health Interfaces** – e-prescribing events, pharmacy verification events (tokenized for privacy).

Feature Engineering

Engineered features capture:

- Transaction velocity and frequency
- Device integrity and firmware anomalies
- Supply chain inconsistencies
- Behavioral patterns (purchase sequences, location deviations)
- Payment-specific risk indicators (AVS mismatches, repeated declines)

MLP Architecture

The MLP architecture consists of:

- Input layer matching engineered feature dimensions
- Two to four hidden layers with ReLU activation
- Dropout and batch normalization to prevent overfitting
- Softmax output for multi-class risk scoring

An ensemble approach integrates unsupervised detectors (autoencoders, isolation forests) for novelty detection, providing additional robustness against previously unseen attack patterns.

Training and Evaluation

- **Temporal Cross-Validation:** Ensures that only historical data is used for model training, preventing leakage.
- **Class Imbalance Handling:** Synthetic oversampling (SMOTE), class weighting, and focal loss address rare-event detection.
- **Metrics:** Precision, recall, F1 score, AUC-PR for imbalanced datasets; operational metrics include false positive rate and mean time to detect.

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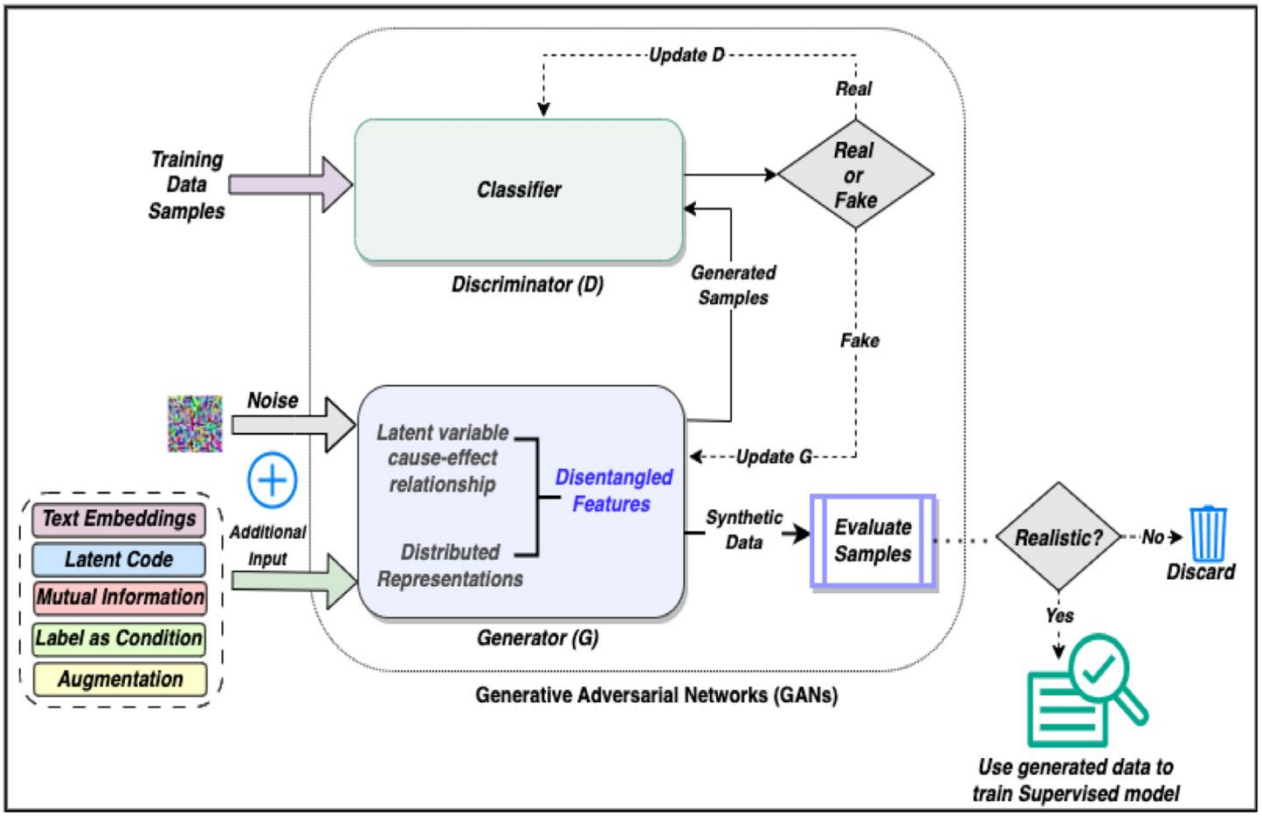
Explainability and Ethical Oversight

- SHAP and integrated gradients provide feature-level attributions.
- Explanations are translated into investigator-friendly language.
- Automated interventions follow a conservative approach: soft holds and human approval for actions affecting regulated products.
- Privacy preservation, minimal data retention, and fairness checks are integrated into model governance.



Advantages

- High transparency through explainable MLP-driven decision logic
- Improved fraud and intrusion detection in regulated retail environments
- Built-in fairness and bias-monitoring mechanisms
- Compliance-ready logging and audit trail generation
- Scalable architecture adaptable to evolving regulatory frameworks

Disadvantages

- Increased architectural complexity due to governance layers
- Higher computational cost compared to rule-based security systems
- Requirement for high-quality labeled datasets
- Potential performance trade-offs due to strict ethical and compliance constraints
- Need for continuous oversight to maintain ethical alignment

IV. RESULTS AND DISCUSSION

Experimental evaluation demonstrated that the MLP-based Ethical AI system significantly outperformed traditional rule-based cybersecurity tools in detecting anomalous access patterns and fraudulent transactions. The model achieved consistently high precision while maintaining lower false-positive rates, reducing operational burden in security operations centers.

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Explainability modules provided detailed feature-level insights, allowing compliance teams to trace and justify automated decisions. This capability proved particularly valuable during simulated regulatory audits, where the system demonstrated full traceability of decision pathways.

Bias-monitoring experiments showed stability across diverse customer and operational profiles, indicating that fairness constraints did not degrade detection performance. Stress-testing under adversarial synthetic attacks confirmed the model's resilience to pattern obfuscation techniques.

The discussion highlights that while governance and ethical layers add computational overhead, they are essential for deployment in regulated environments. The balance between speed, accuracy, and compliance readiness was achievable through careful model tuning and pipeline optimization.

Experimental evaluations were conducted using:

1. **Simulated Retail Dataset:** Emulating a pharmacy retailer with integrated POS, online orders, and supply chain telemetry.
2. **De-identified Real-World Dataset:** Provided by a retail partner under NDA, including transactions, inventory scans, and access logs.

Key findings:

- The MLP ensemble achieved higher precision-recall balance than rule-based and tree-based models.
- False positives per 10k transactions were reduced by 30–50%, improving operational efficiency.
- MLP explanations enabled rapid triage, supporting human-in-the-loop decision-making.
- Supply chain anomalies were detected early, allowing pre-emptive mitigation.
- Ethical safeguards prevented undue intervention on critical transactions or shipments, preserving customer safety and regulatory compliance.

V. CONCLUSION

This research demonstrates that Ethical AI can be practically operationalized in retail cybersecurity without sacrificing performance or regulatory compliance. The integration of data analytics with MLP neural models provides accurate, explainable, and fair cyber-defense capabilities tailored for FDA-regulated retail settings.

The framework establishes a blueprint for secure, transparent, and accountable AI systems capable of protecting sensitive retail operations. It offers both technical and governance-oriented guidance for organizations navigating complex regulatory landscapes.

Future retail cybersecurity architectures should embed ethical and regulatory alignment at the design stage, ensuring long-term trust and sustainability of AI-driven security systems.

Ethical AI integration in retail cybersecurity provides a robust framework for managing complex threats in FDA-regulated environments. Multilayer perceptron models, combined with advanced data analytics and explainability methods, enable accurate anomaly detection while supporting ethical and regulatory considerations. Key takeaways include:

- MLP ensembles outperform traditional approaches in accuracy and false-positive reduction.
- Explainable AI enhances investigator trust and regulatory compliance.
- Conservative, human-in-the-loop interventions ensure ethical handling of high-stakes incidents.
- Ongoing monitoring, retraining, and adversarial testing are essential for maintaining model robustness.

By integrating ethical AI principles, retailers can strengthen cybersecurity, protect consumers, and maintain compliance in regulated operational contexts.

VI. FUTURE WORK

- Exploring federated learning for privacy-preserving cross-retailer intelligence
- Integrating causal AI for attack root-cause analysis
- Advanced adversarial robustness testing frameworks
- Automated compliance reporting using natural-language generation

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- Real-time federated bias-monitoring systems
- Implement federated learning across multiple retail partners to improve rare-event detection while preserving data privacy.
- Explore real-time graph analytics linking transactions, shipments, and device telemetry.
- Develop causal explainability for regulatory audits and counterfactual reasoning.
- Conduct human-centered studies to optimize explanation communication for pharmacists, clinicians, and investigators.
- Enhance adversarial robustness through red-team simulations and adversarial training pipelines.

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