



Computer Engineering Department

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UNIVERSITY OF MUMBAI

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A Project Report on
E-Commerce Website
Submitted in partial fulfillment of the degree of
Bachelor of Engineering(Sem-VI)

in
Computer Engineering
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1. Project Conception and Initiation

1.1 Abstract

An abstract for an E-Commerce website would typically describe the main purpose of the site, its target audience, and the key features that make it unique. An e-commerce website is a platform that enables customers to purchase goods and services online, typically using a secure payment gateway. The target audience for an e-commerce site could be broad, ranging from consumers to businesses, and the features of the site would depend on the specific products or services being sold. Some common features of an e-commerce site might include a product catalog, shopping cart, secure checkout, customer reviews, and personalized recommendations.

1.2 Objectives

- Increasing online sales: One of the primary objectives of an e-commerce website is to increase online sales by providing a convenient and seamless shopping experience to customers.
- Expanding customer reach: An e-commerce site can help a business expand its customer reach beyond traditional brick-and-mortar stores by making its products or services available to customers worldwide.
- Improving customer experience: A well-designed e-commerce site can provide a better customer experience by offering personalized recommendations, easy navigation, and convenient payment options.

1.3 Problem Definition

In the context of an e-commerce website, the problem definition might involve identifying specific challenges or obstacles that are hindering the site's performance or preventing it from achieving its objectives. Some common problems that e-commerce websites may face include:

- Low website traffic: An e-commerce website may struggle to attract sufficient website traffic, which can limit its potential for sales and revenue growth.
- Poor website design or user experience: A poorly designed website with a confusing or difficult user experience can discourage customers from making purchases and lead to high bounce rates.
- Ineffective marketing strategies: Ineffective marketing strategies can result in low conversion rates, limited customer engagement, and poor brand awareness.

1.4 Scope

The scope of an e-commerce website typically refers to the range of products or services offered, the target audience, and the geographic reach of the business. The scope of an e-commerce website can be broad or narrow, depending on the business goals and resources. Some common aspects of scope for an e-commerce website might include:

- **Product or service offerings:** The scope of an e-commerce website might include a wide range of products or services or focus on a specific niche. The product or service offerings will depend on the business goals, market demand, and resources.
- **Target audience:** The target audience for an e-commerce website may vary depending on the products or services offered. It may target a broad consumer audience or a specific niche audience such as B2B buyers.

1.5 Technology stack

- Front-end: HTML, CSS, JS
- Back-end: PHP
- Software used: XAMPP
- IDE used: VSCODE

1.6 Benefits for environment & Society

E-commerce websites can provide various benefits for the environment and society. Some of the key benefits include:

- **Reduced environmental impact:** E-commerce websites can reduce the environmental impact of traditional brick-and-mortar stores by eliminating the need for physical retail space, reducing energy consumption for lighting and HVAC, and reducing the amount of waste generated by packaging materials and paper receipts.
- **Convenience and accessibility:** E-commerce websites can improve accessibility for customers who may have mobility issues or live in remote areas, reducing the need for transportation and associated emissions.

2. Cloud Technology

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2.1 Cloud Platform

- We have opted to use AWS service to deploy our project on the cloud. This allows us to leverage the scalability, reliability, and security features of AWS to ensure seamless deployment and management of our project. With AWS, we can easily monitor and manage our resources, ensuring optimal performance and efficiency.

2.2 Services Used

- An EC2 instance on AWS is a virtual server in the cloud that provides scalable computing capacity for running applications and services. EC2 instances are customizable and can be used to host a variety of applications, from simple web servers to complex big data platforms.
- An IAM user in AWS is an identity created for a specific person or application that allows access to AWS resources based on permissions and policies.

3.Implementation

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3.1 Execution



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...

First Name

bnm

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☒ Agree terms and Condition

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Welcome to Planet Shopify!

We have wide range of products for you.No need to hunt around,we have all in one place

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Guess 1875



Guest Watch



Panerai Watch



Nonos Watch

5. References

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- Sulova, Snezhana. "A system for E-commerce website evaluation." International Multidisciplinary Scientific GeoConference Surveying Geology and Mining Ecology Management, SGEM 19, no. 2.1 (2019): 25-32.
LINK: https://www.researchgate.net/profile/Snezhana-Sulova/publication/334734832_A_System_for_E-Commerce_Website_Evaluation/links/5d4549a0299bf1995b60d51f/A-System-for-E-Commerce-Website-Evaluation.pdf

Demonstration link

- https://drive.google.com/file/d/1rom8j9Mstb7BFDHdlQLhR-DVHktSDULW/view?usp=share_link

Thank You

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