

Digital Portfolio

STUDENT NAME: Raynitta D

REGISTER NO: 2426J0441

NMID: CD449497A88F3EAA9A84F735E3C16985

DEPARTMENT: Information technology

COLLEGE: Sri Krishna Adithya College of Arts and Science /
Bharathiyar University

PROJECT TITLE

E-commerce website with AI
Portfolio Using
Frontend Developer

AGENDA

1. Problem Statement
2. Project Overview
3. End Users
4. Tools and Technologies
5. Portfolio design and Layout
6. Features and Functionality
7. Results and Screenshots
8. Conclusion
9. Github Link

PROBLEM STATEMENT

- Difficulty in finding products that match their preferences.
- Overwhelming number of product choices leading to confusion.
- Lack of intelligent product recommendations.
- Limited customer support that cannot handle queries instantly.



PROJECT OVERVIEW

1. Provides personalized product recommendations using AI.
2. Includes an AI chatbot for instant customer support.
3. Helps customers easily find products and reduce confusion.

WHO ARE THE END USERS?

Customers – to shop and get personalized product suggestions.

Sellers/Business Owners – to sell products and increase sales with AI insights.

Administrators – to manage the website, products, and customer data.



TOOLS AND TECHNIQUES

1. Frontend: HTML, CSS, JavaScript (React/Angular)

2. Backend: Node.js, Django, Spring Boot

3. AI/ML: TensorFlow, PyTorch, Scikit-learn,
AWS/GCP/Azure AI



4. Chatbots: Dialogflow, Rasa

5. Database: MySQL, MongoDB






6. Payments/Security: Stripe, Razorpay, AI fraud detection

PORTFOLIO DESIGN AND LAYOUT

- PORTFOLIO DESIGN**
1. Home Page: Banner + AI product recommendations + categories.
 2. Product Page: Images, price, details + AI suggestions + reviews.
 3. Search: Smart AI search + filters + recommendation hints.
 4. Cart/Checkout: Editable cart + AI coupons + secure payment.
 5. AI Chatbot: Floating assistant for queries & product help.
 6. Portfolio Section: Screenshots + tech stack + key AI features.
 7. Contact/About: Form + social links + brief intro.






LAYOUT:

1. Home Page: Hero banner + product categories + AI personalized recommendations.
 2. Product & Search Pages: Product details + reviews + AI suggestions + smart search/filters.
 3. Cart & Checkout: Cart summary + AI coupons & fraud detection + AI chatbot for support.
- 
- 
- 

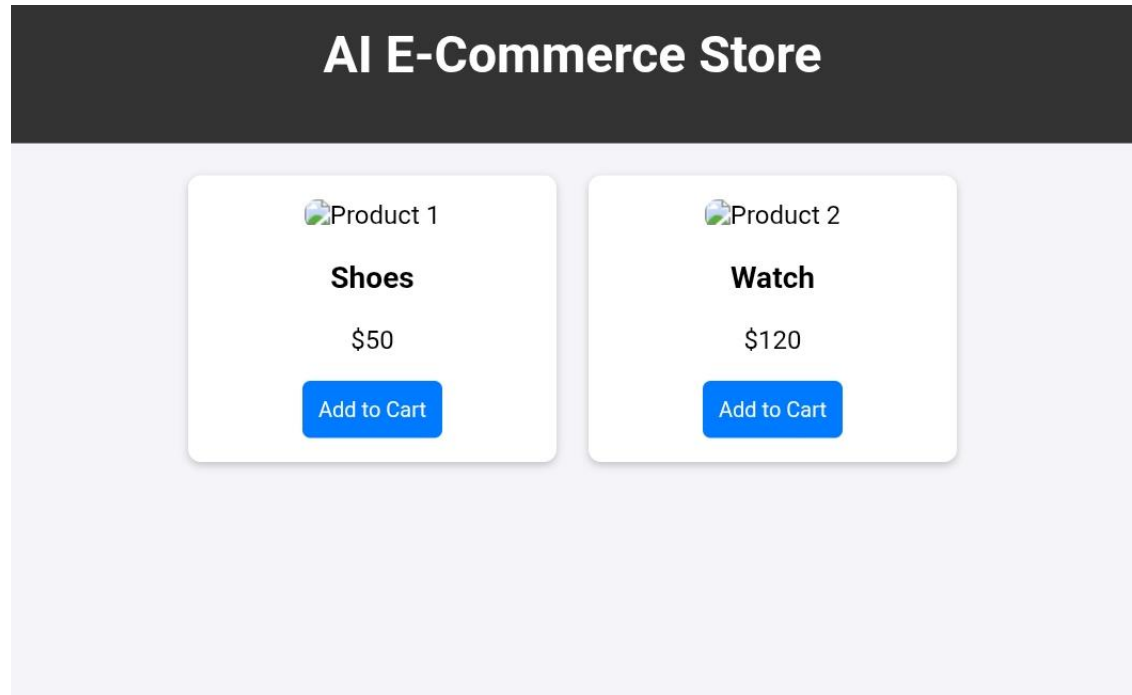


FEATURES AND FUNCTIONALITY

1. AI Product Recommendations – Suggests products based on user behavior and preferences.
 2. Smart Search & Filters – Helps users quickly find products using AI-powered search.
 3. AI Chatbot Support – Provides instant guidance and answers customer queries.
 4. Dynamic Pricing & Discounts – Automatically applies best offers using AI.
 5. Reviews & Ratings – Displays customer feedback to help in decision-making.
 6. Secure Checkout – Ensures safe payment and protects user data
- 
- 
- 

RESULTS AND SCREENSHOTS

➤ Homepage With E-commerce website with AI



CONCLUSION

An AI-powered e-commerce website makes shopping smarter, faster, and more personalized, benefiting both customers and sellers while boosting satisfaction and sales.

Github Link

https://github.com/24bsit148rasmithar-byte/TNSDC--FWD-DIGITAL_PORTFOLIO.git