

BUSINESS SALES ANALYZER

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BSCS 3B | PROJECT PRESENTATION



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COLLEGE OF COMPUTER STUDIES



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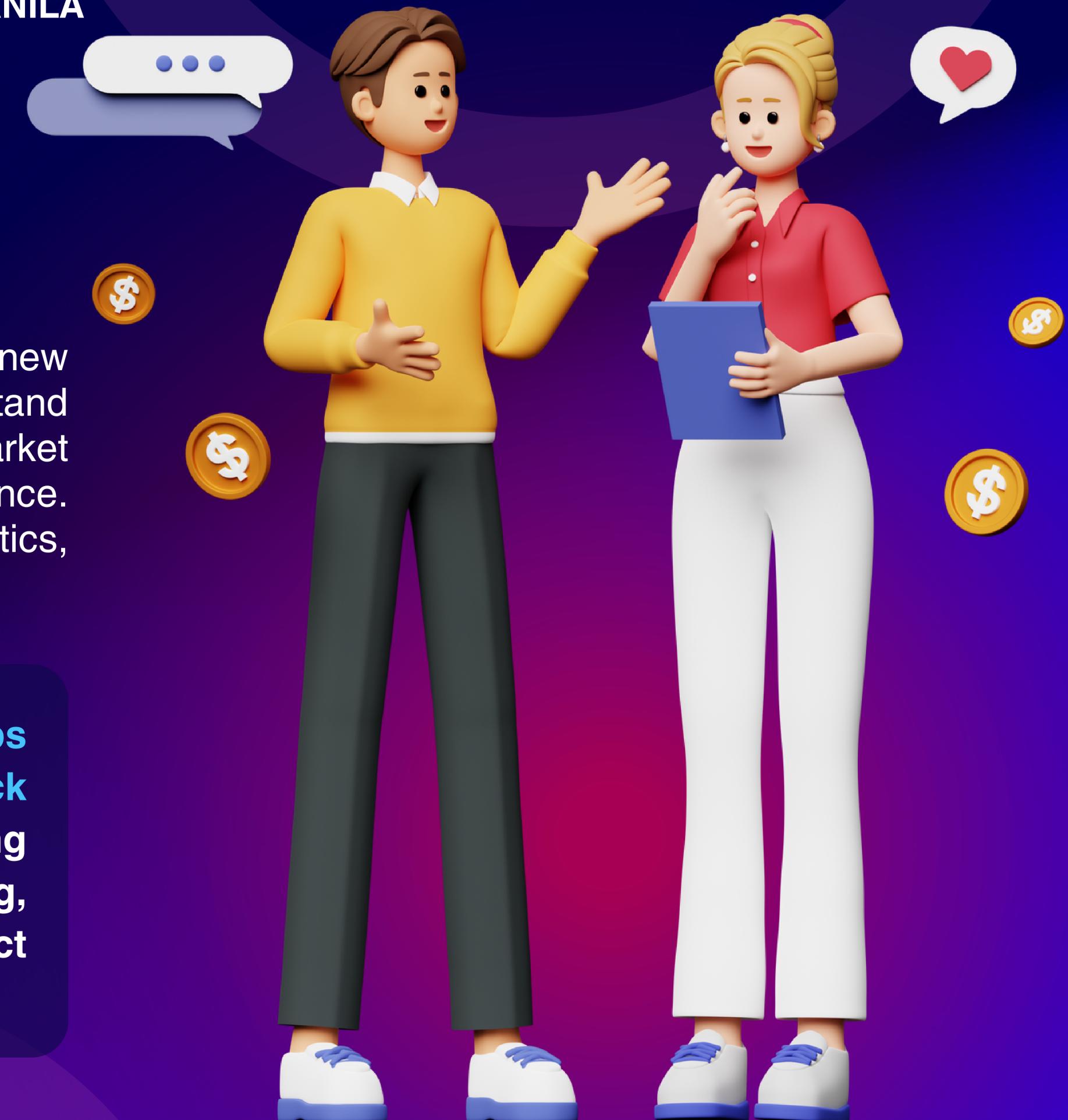
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INTRODUCTION

The rise of eCommerce platforms has presented new opportunities for businesses and marketers to understand consumer behavior. These platforms democratize market access, enabling businesses to reach a broader audience. With advancements in technology and data analytics, businesses can now offer personalized experiences.

Kumari (2021) highlights that **AI in marketing helps businesses make smarter, faster decisions, track real-time data, and generate content**. By leveraging big data analytics and machine learning, researchers can process and analyze data to predict consumer behavior.



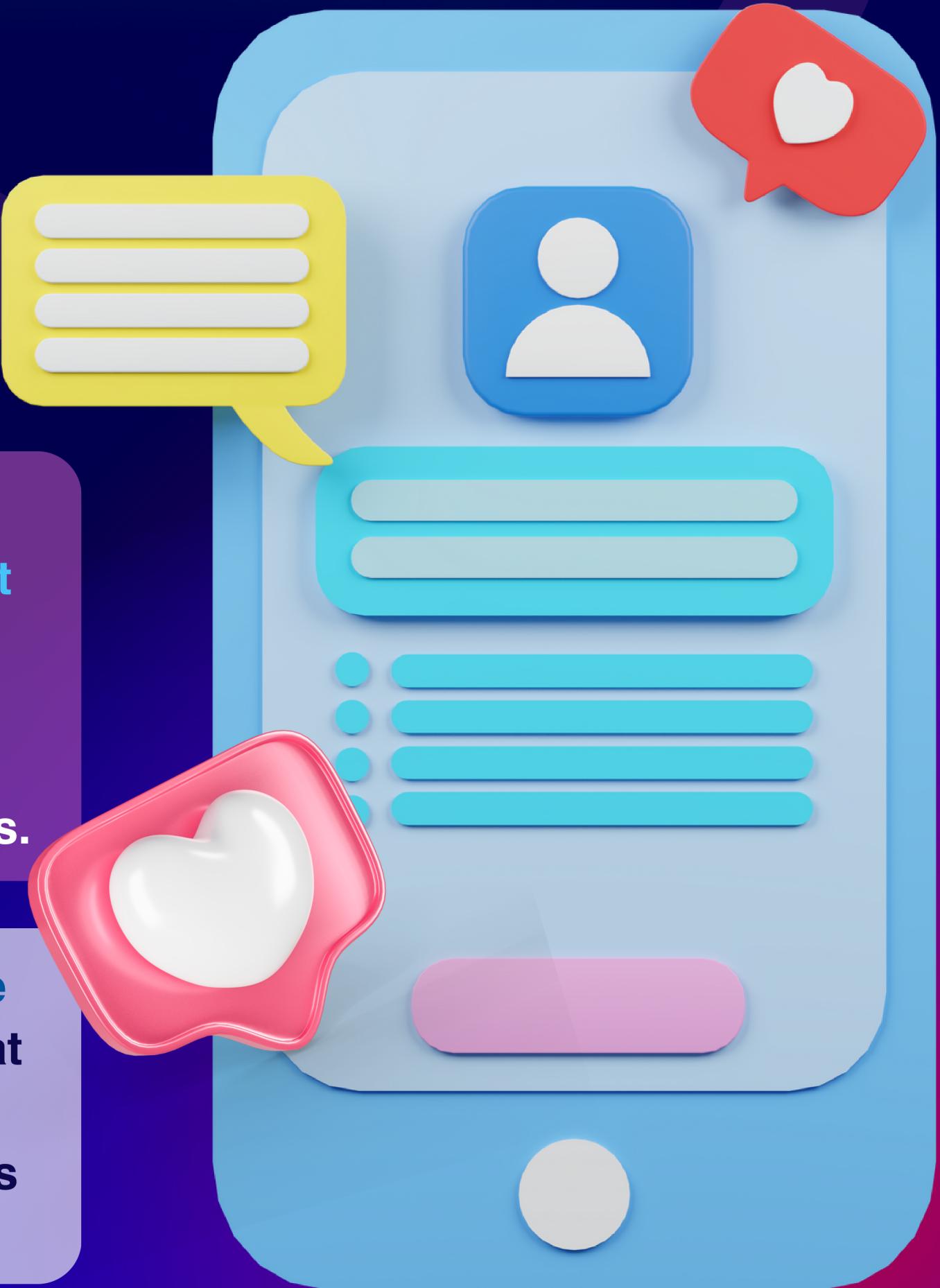
OBJECTIVES

To analyze consumer behavior across various platforms, including eCommerce and traditional SMEs, based on parameters such as consumer perception, attitude, and behavior.

To create a user-friendly web application that provides comprehensive sales data analysis and visualization tools for SMEs.

To develop a machine learning model to predict consumer behavior by analyzing transactions, visiting hours, and interactions with products.

To enable SMEs to make data-driven decisions that improve customer satisfaction and business performance.



METHODOLOGY

Business Sales Analyzer was developed using Agile as a research methodology to allow for flexibility and iterative improvement. A project team working on an agile project can respond quickly to changing requirements and insights thanks to agile's key principles, including regular feedback loops, collaborative teamwork, and adaptive planning. The team can continuously refine the Business Sales Analyzer based on user feedback and real-world testing by dividing the project into manageable sprints. In addition to aligning closely with user needs, this iterative approach allows for constant evaluation and improvement of the overall quality and functionality of the product. A business sales analysis tool with an emphasis on transparency and communication promotes a collaborative environment where stakeholders are actively involved.



RESULTS

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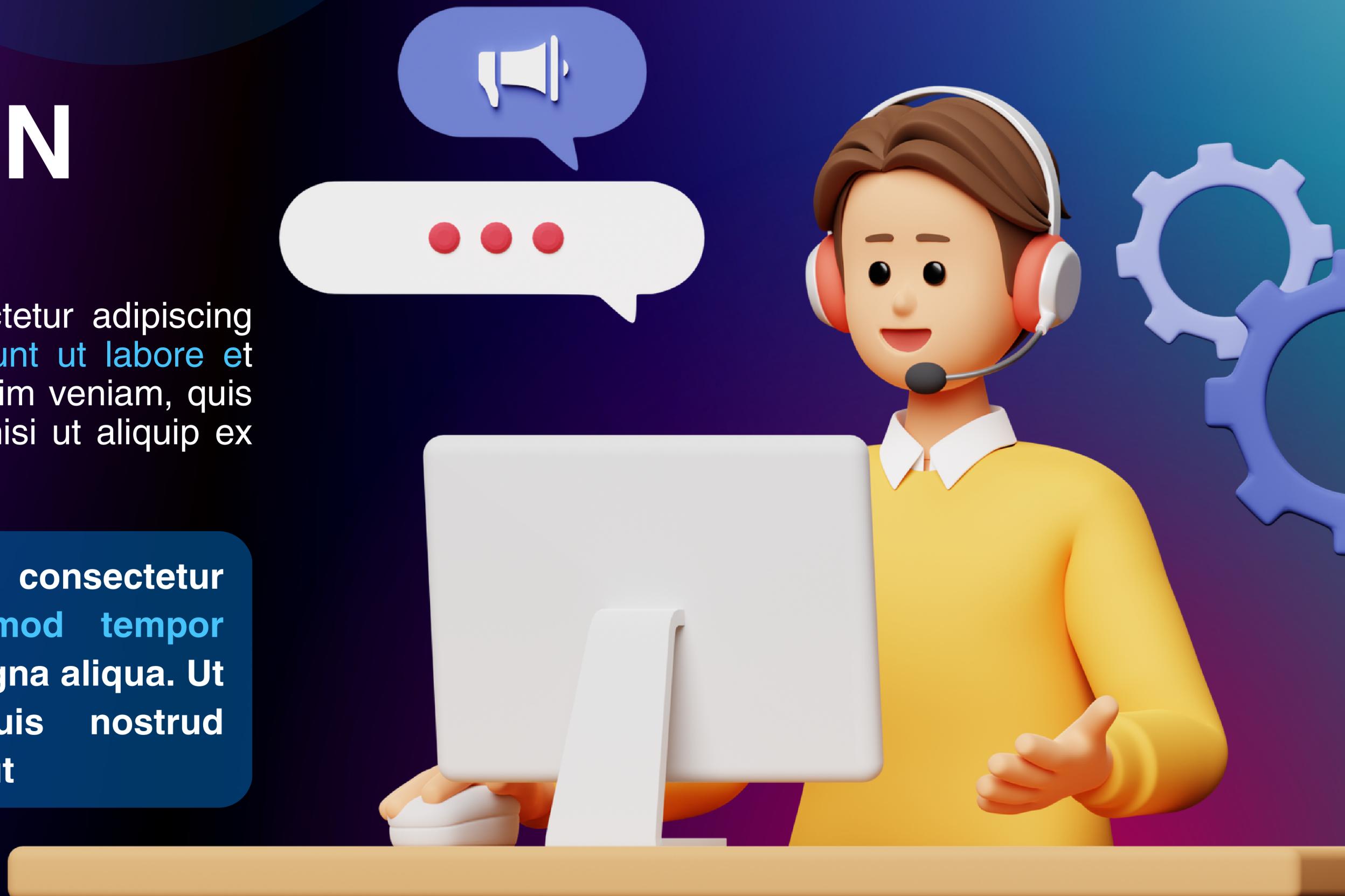
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CONCLUSION

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THANK YOU BI!



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