

# Data Analysis on Online Shopping

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## ABSTRACT

As the Demand of the Online Shopping App is being increasing day by day and the Online Shopping Apps like Myntra, Amazon, etc are earning a lot through their market products. Our project is to provide the insights of the Customers Shopping preferences through which the Online Shopping Platform and the apps can analyse their customer's Interest and liking and through this they grow the Market and also make it profitable. Hence, our goal is to provide insights of customer choices from their shopping history.

## INTRODUCTION

This is the project that focuses on searching customer's shopping data. The major goal of this research project will be to analyze various types of legacy data on Online Shopping Platforms. The

Throughout the research the major goal would be to find the patterns-based customer shopping history. Also, in the initial stage We will be working on finding the relation between 2 products.

e.g. How the price of mobile devices have changed overtime and if I am buying a mobile device of certain company than how likely am I to buy the cover for their mobile phone.

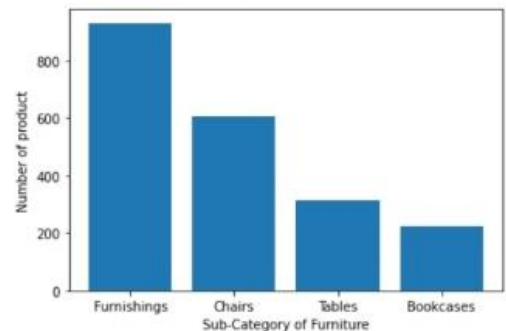
## DESCRIPTION

Firstly, our project is on Data analysis on Shopping data that we have collected from the website called Kaggle then we analyze the data for the period of time and then by doing data filtration and cleaning of the raw data that we have collected. Then we

did some implementation on the data that we filtered and make some pictorial representation on the 2 different data using regressive functions like we made a pictorial representation on the data Furniture product vs the most sale furniture during that specific duration.

Graph of Furniture product are sold

```
In [13]: plt.bar(x,y)
          plt.ylabel("Number of product")
          plt.xlabel("Sub-Category of Furniture")
Out[13]: Text(0.5, 0, 'Sub-Category of Furniture')
```



Then we have also made some more pictorial representation that helps the Online shopping platform to know the customer preference then we have made a website on which are showcasing our analysis on the online shopping data that we have and also giving some insights of the customer preferences and graphs based on the same.

## REASON WHICH LED US TO TAKE THIS PROJECT

Lately we all have experienced the accuracy of the targeted ads presented to us over all the social media apps and other websites. The fact that our google searches or even the mere amount of minutes spent over looking for an item gets recorded and then used to frame the perfect advertisement for the users and to tempt the them

to buy the product is phenomenal. This is one the chief reasons for our interest in this topic. We aim to explore deeper into this daily life application of data analysis.

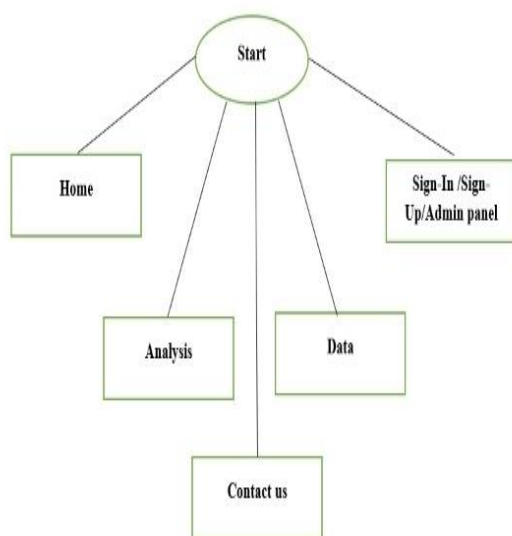
### VISIBILITY (SCOPE)

Our website is a research website that will serve the purpose of providing a detail analysis of a customer's buying patterns ranging from parameters such as frequency of shopping, categories of shopping, shopping at discount rates, price drops, etc and this will help the Online shopping market to grow their business in profitable way.

### TOOLS AND TECHNOLOGIES

- IDE: Sublime Text
- Front-End: HTML, CSS
- Back-End: JavaScript, PHP
- Pictorial representation : Python (Pandas, Numpy, SkLearn, Matplotlib)

### FLOWCHART



### FEATURES

- Provides insights on customer shopping through online platforms.
- Pictorial representations using regressive functions.
- Data that we provide helps the online shopping platform to know customer basic reviews.

### CONCLUSION

As established earlier, Our website named 'Data Analysis on Online Shopping' serves the purpose of reaching out the customer choices and the providing information to online platform for their growth and betterment.

### FUTURE APSECTS

Although we have said, that the goal of this website will be accomplished, there are plenty of features that could be achieved:

- Recommendations Engine for the Customer choices.
- A chat Box where customer can write there preferences and on based on that online Shopping platform can read and grow.

## REFERENCES

- <https://in.pinterest.com/>
- <https://www.kaggle.com/datasets/carrie1/ecommerce-data>
- [https://www.w3schools.com/w3css/w3css\\_templates.asp](https://www.w3schools.com/w3css/w3css_templates.asp)
- <https://arxiv.org/ftp/arxiv/papers/1607/1607.07706.pdf>
- <https://www.hindawi.com/journals/scn/2021/5545827/>

## BLOG

Link:-

<https://project334707720.wordpress.com/2022/04/12/data-analysis/>

## PLAGIARISM REPORT

Link:-

[https://drive.google.com/file/d/1y8\\_4W8sXOeBQ1Wnhg-eYWEDi6O62F4ey/view?usp=sharing](https://drive.google.com/file/d/1y8_4W8sXOeBQ1Wnhg-eYWEDi6O62F4ey/view?usp=sharing)