SYNOPSIS

Report on

"E-Shopper Website"

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ABSTRACT

"E-SHOPPER" is process of doing business through computer networks. Aperson sitting on his chair in front of a computer can access all the facilitiesof the Internet to buy or sell the products. Unlike traditional commerce thatis carried out physically with effort of a person to go & get products, ecommerce has made it easier for human to reduce physical work and to save time. E-Commerce which was started in early 1990's has taken a great leapin the world of computers, but the fact that has hindered the growth of e- commerce is security. Security is the challenge facing ecommerce today &there is still a lot of advancement made in the field of security. The main advantage of e-commerce over traditional commerce is the user can browseonline shops, compare prices and order merchandise sitting at home on their PC. For increasing the use of e-commerce in developing countries the B2B e-commerce is implemented for improving access to global markets for firms in developing countries. For a developing country advancement in the fieldof ecommerce is essential. The research strategy shows the importance of the e-commerce in developing countries for business applications. The main objective of the E-commers website is to manage the details of Products, Customer, Shipping, Payment, Category. It manages all the information about Products, Sales, Category. The project is totally built at administrative end and thus only the administrator is guaranteed the access. The purpose of the project is to build an application program to reduce the manual work for managing the Products Customer, Sales, Shipping. It tracks all the details about the Shipping, Payment, Category.

Introduction

Customer get many benefits via online shopping this helps e-commerce companies to build long lasting and profitable relationship with their customers. For making strong relationship with these users it is very important to focus on the customer as a whole and making sense of a flood of real time information that goes well beyond demographics or shopping behaviour. There are two entities who will have the access to the system. One is the admin and another one will be the registered user.

Admin can add product details, view all the order details and can also view the sales of the products. User need to register with basic registration details to generate a valid username and password. After the user logins, it can view all the products that are recommended on the homepage compiled by the system based on user's information. From the recommended products, the user can even further view its details and then if interested to buy, the system gives add to cart option for purchasing the product. The system even has an AI bot with the help of which the user can get answers to queries like features, warranty, price etc. details of the products. This AI Bot even converts text to speech. After selecting the product, user can do payment for the particular product online. Users can view their order history of their purchased product.

LITERATURE REVIEWE

Internet has major influence on the globe because it can serve billions of users all over the world. Thousands of local and global networks including private, public, academic, business, and government networks, all contribute to the creation of the Internet (Yongrui et al. 2014). Internet has opened the door for e-commerce. This section provides a brief overview of e-commerce, including what it is and how it differs from existing related ideas.

E-commerce, therefore, is the purchase and sale of goods and services over the Internet. Businesses have their websites which allow consumers to browse products and services. Consumers then purchase the goods and services using various methods (e.g., credit card, debit card, electronic check, PayPal) via the website. Finally, the businesses ship the orders to the consumers' doorsteps. Consumers are also able to track the status of the product or service ordered as needed. All of these activities are conducted online.

E-commerce websites are always changing. The global Internet usage is also growing considerably. Most information on the website is presented by elements such as colour, images, logos, shapes, frame, links, banner, buttons, animation, splash windows, and white spaces (Asimionoaei, 2009; Punhani and Batra, 2014). It is important that e-commerce website designers consider the local culture when designing the website to reflect the local users' emotions, thoughts, desires, and most importantly, the culture.

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PROJECT OBJECTIVES

3.1 Increase relevant traffic

Expanding traffic is presumably a recognizable objective for you. For practically every site, achieving whatever it's intended to do requires individuals visiting the site. But not all traffic is made equivalent. If your marketing is getting traffic, yet it's generally comprised of individuals who will never have a requirement for your products or administrations, then it's not doing you much good.

3.2 Grow your email list

Getting individuals to your site is a major piece of being effective, yet getting them in return so you can shape a continuous relationship is much progressively significant. A standout amongst the best tools you need to do that is your email list. When somebody picks into your email list, they're opening the entryway to progressing communication with your brand – which is a great deal!

3.3 Give clients a personalized experience

Every one of your clients is an interesting individual who interfaces with your site in their own particular manner. Technology presently makes it workable for you to follow how individuals interface with your site and modify their experience on the site as they go. You can recommend things that are comparable or reciprocal to what they're taking a looking at, or convey up content on topics that are identified with the piece they tapped on.

3.4 Make responsiveness in your web

In the coming year, Google's wanting to take off mobile-first indexing, implying that their algorithm will give more prominent need to your mobile website in determining rankings.

That implies you need your mobile site to have a similar content and information on it as your desktop website, just outwardly upgraded for a mobile screen. Furthermore, when all is said in done, make it an objective to try to focus on your mobile experience and ensure your site is simple and instinctive for individuals on mobile to utilize. Mobile's not leaving and is probably going to keep on winding up progressively significant with every passing year, so you need to treat it like the need it is.

3.5 Go beyond blogging

A blog is an incredible promoting instrument. But since there are such a significant number of sites out there as of now, making your content emerge is progressively hard. One way you

can shake things up a little this year is to consider different sorts of content to investigate. Stretching into digital recordings, recordings, or intuitive substance can enable you to enhance the blog content you have now and may empower you to contact another group of spectators.

Adopting a more extensive strategy to your content procedure by acquiring new organization types likewise enables you to show signs of improvement thought of what your clients react to. A portion of the substance may crash and burn, however some of it might perform far and away superior to your composed substance did.

3.6 Make team with the influencers

With such huge numbers of blogs and social media channels for individuals to move between on the web, getting your substance before individuals is one of the greatest marketing challenges organizations reliably face. One great strategy for contacting more individuals is creating associations with individuals and stages that as of now have a huge group of visitors.

3.7 Increase sales

For e-commerce organizations, this objective will stay steady in all years. For your site and business to flourish, you must make deals. Everything else on this rundown is intended to help get that going, however you should likewise look to your own examination from past years. Make sense of what strategies have worked the best for getting you sales – not simply traffic or email information exchanges (which matter as well), however advertising exercises explicitly prompted deals.

PROJECT MODULE

The modules present in the application are:

- Admin Panel
- Items listing
- Add item
- Update Item
- User Login/Sign Up
- Cart
- Payment
- Order tracking

Review & Feedback

PROJECT OUTCOME

The three specific desired business outcomes from a E-commerce website are:

5.1 Increased Revenue:

What is revenue growth? In simplest terms, revenue growth is the amount of money your company makes over a predetermined time compared to the previous, identical amount of time. So, for instance, it's how much money you made this month compared to last month. "Revenue" is often confused with sales and earnings.

5.2 Reduced costs:

Cost reduction is the process of reducing unnecessary expenses to increase their bottom line. Methodologies and results vary from business to business. However, effective cost-cutting is a dynamic, continuous, and

reflective process. Businesses are fluid, and cost reduction needs to follow suit.

5.3 Improved Customer Satisfaction and Loyalty:

Understanding your customers begins with customer profiling, where you identify their purchasing behaviors, pain points, demographic information, and critical characteristics to get a better sense of who they are. With this information, you can provide superior customer service that is delightful and speaks to their exact need.

HARDWARE AND SOFTWARERE QUIREMENTS

HARDWARE REQUIREMENTS

Number	Description
1	PC with 250 GB or more Hard disk.
2	PC with 4 GB RAM.
3	PC with core i3 and above processor.

SOFTWARE REQUIREMENTS

Number	Description	Type
1	Operating System	Windows
2	Language	JavaScript , HTML,CSS
3	Database	MongoDB

| 4 | IDE | VS Code |
| 5 | Browser | Chrome, Firefox, Edge |

CONCLUSION

A Website providing easy and on time services to the Buyer and makingit really efficient to the seller to manage and keep proper records of the orders and transactions made on a daily basis.