

PROJECT REPORT
ON
AUTOMATING RETAIL MARKETING BY ANALYSING CONSUMER
BEHAVIOUR FOR MARKET SEGMENTATION

Submitted in partial fulfillment of the requirement for the award of degree in

MASTER OF COMPUTER APPLICATIONS

of

APJ ABDUL KALAM TECHNOLOGICAL UNIVERSITY

Submitted by

ANIL M N

LNCE17MCA008

Under the guidance of

Mr. PRAMOD K., MCA,

Senior Assistant Professor



DEPARTMENT OF MCA

NEHRU COLLEGE OF ENGINEERING AND RESEARCH CENTRE,
PAMPADY, THIRUVILWAMALA, THRISSUR-680 567

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PROJECT REPORT

APJ ABDUL KALAM TECHNOLOGICAL UNIVERSITY



CENTRE: NEHRU COLLEGE OF ENGINEERING AND RESEARCH CENTRE, PAMPADY

MCA

2018-2020

Name : ANIL M N
Reg. No : LNCE17MCA008
Semester : SIX

NEHRU COLLEGE OF ENGINEERING AND RESEARCH CENTRE, PAMPADY



CERTIFICATE

This is to certify that, the project work entitled **AUTOMATING RETAIL MARKETING BY ANALYSING CONSUMER BEHAVIOUR FOR MARKET SEGMENTATION** is a bona-fide record of the original work done by **ANIL M N., Reg. No: LNCE17MCA008**, at **NEHRU COLLEGE OF ENGINEERING AND RESEARCH CENTRE**, during **Jan-May 2020** in partial fulfillment of the requirement for the award of degree in **MASTER OF COMPUTER APPLICATIONS** of **APJ ABDUL KALAM TECHNOLOGICAL UNIVERSITY**

We also certify that the work done is original.

Project Guide

Head of the Department

Principal

External Examiner

DECLARATION

I hereby declare that the project entitled **“AUTOMATING RETAIL MARKETING BY ANALYSING CONSUMER BEHAVIOUR FOR MARKET SEGMENTATION”** submitted to **APJ ABDUL KALAM TECHNOLOGICAL UNIVERSITY** in partial fulfillment of the requirement for the award of degree in **MASTER OF COMPUTER APPLICATIONS** is a record of the original work done by me under the guidance of **Mr. PRAMOD K.**, Assistant Professor, MCA department, during the period of study in **NEHRU COLLEGE OF ENGINEERING AND RESEARCH CENTRE, PAMPADY.**

Pampady

ANIL M N

“With sincere respect and love, I dedicate this project to my parents, teachers, friends and my well-wishers for all the support and guidance showed to me in the way of my project”.

ACKNOWLEDGEMENT

First and foremost, I thank the **God Almighty** for showering **His** blessings upon me and for giving the auspices and grace to make the right decision with dignity.

I hereby acknowledge the fact that the project entitled “**AUTOMATING RETAIL MARKETING BY ANALYSING CONSUMER BEHAVIOUR FOR MARKET SEGMENTATION**” would not have materialized without the guidance help I received from concerned authorities. I express our sincere gratitude to all those who have spared their contribution in this effort.

I owe my sincere thanks to the **Management**, and **Prof. Dr. Ambikadevi Amma.T, Principal, NCERC** for the immense support given during my course and project.

I would like to express my gratitude to **Dr. Sudheer S.Marar, HOD**, Department of MCA and my Internal project guide **Mr. Pramod K.**, Assistant Professor, MCA, whose support, stimulating suggestions and encouragement helped me in all the time of doing project.

Moreover, my sincere thanks go to my friends, teachers and other staffs of Nehru College of Engineering and Research Centre who have given the moral and technical support in all possible ways to complete this project. I am as ever, especially indebted to my parents for their love and support throughout my life.

ABSTRACT

The project entitled "**AUTOMATING RETAIL MARKETING BY ANALYSING CONSUMER BEHAVIOUR FOR MARKET SEGMENTATION**" helps to analyze the purchasing behavior of a customer to increase the quality and productivity of a shop. Nowadays a shop has less ability to know about the customer needs and wants. This proposed system helps to collect the details of users and analyze the purchasing behavior using their previous purchases and emotions after purchase. This analysis helps to place the right product for the right customer. Shop can maintain an effective analysis of buying products and can increase the revenue by knowing demanded products for the user. This project not only aims to increase the revenue by placing products at the right user but also ensures the availability of goods in the shop. It helps to alert the distributors about the product decrease in the shop and refills it quickly without any delay. Thus, shops refill the products quickly without creating an unavailability issue to the customer. This helps to solve the problem of unavailability of products in a shop. It also helps to keep tracking the distributors on purchasing of products. Retail enterprises were unable to trace customer satisfaction for services provided by the firm, this system helps to get purchasing behavior of customers and to improve services and merchandise through these analyses.

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