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## **Panda Mall**

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## **Abstract**

Pakistan's eCommerce market grew by 35-45% in 2021, contributing to a global growth rate of 29% [6]. Panda Mall is a web-based Recommendation System (RS) which recommends products from various online shopping stores in Pakistan based on customer preferences. It aims to solve the problem of choice overload [1] created as a result of hundreds of online shopping stores opening to cash in Pakistan's eCommerce boom and to combat the lockdowns imposed in the wake of Covid-19 pandemic. The main idea is to register products available from these online shopping stores using automated scrapping and manual registration in the system and recommend to registered customers based on preferences, feedback and history. Instead of visiting multiple websites and hundreds of products, a customer can sign up and let Panda Mall do all the browsing and filtering to display a manageable number of products in a modern and elegant interface. The website developed in this project use MySQL for the data storage, Python Django for backend business layer and machine learning algorithms implementation, React.JS for the front end. The fundamental idea is to enhance online shopping experience similar to how physical shopping malls enhanced the shopping experience for retail stores.