Comprehensive E-commerce platform: full stack project abstract

**Title:** **E-Commerce360: Empowering Online Retail**

**Introduction:**

E-commerce has revolutionized the way people shop, offering convenience, accessibility, and a wide array of products at their fingertips. "E-Commerce360" aims to create a comprehensive e-commerce platform to cater to the evolving needs of online shoppers and businesses alike. This full stack project integrates various functionalities to provide a seamless shopping experience while empowering merchants with robust management tools.

CONTRIBUTORS:

1. N. Mohan- (Roll No: 208X1A0576)
2. B. Yogeswari- (Roll No: 228X1A0518)
3. B. Sudharshan - (Roll No: 208X1A0508)
4. P. Dhanush- (Roll No: 208X1A0579)
5. B. Surendra- (Roll No: 208X1A0516)
6. G. Mounika- (Roll No: 208X1A0540)
7. S. Prabhu Kumar- (Roll No: 218X5A0506)

**KEY FEATURES**

**1.User Management:**

* Registration and login for customers, enabling personalized experiences.
* Extensive product listings categorized for easy navigation.
* Advanced search and filtering options for precise product

Discovery.

**2.Shopping cart and Checkout:**

* Secure shopping cart to add and manage selected items.
* Smooth checkout process with multiple payment gateways for flexibility.

**3.Order Management:**

* + Order history and tracking to monitor the status of past and current orders.
  + Integration with shipping providers for real-time shipping updates.

**4.Merchant Dashboard:**

* + Registration and onboarding for sellers with verification processes.
  + Product management tools to add, edit, and remove listings efficiently.

**5. Analytics and Reporting:**

* + Sales analytics dashboard for both customers and merchants.
  + Detailed reports on sales, inventory, and customer behaviour for informed decision-making.

**6. Customer Support:**

* + Help desk functionality for customer queries and issue resolution.

Integration with live chat and ticketing systems for real-time assistance.

**TECHNOLOGY STACK:**

* **Frontend:** HTML, CSS, JavaScript, React.js
* **Backend:** Node.js, Express.js, MongoDB
* **Authentication:** JSON Web Tokens (JWT)
* **Analytics:** Google Analytics, Custom Dashboard Development

**CONCLUSION**

"E-Commerce360" strives to redefine the online shopping experience by offering a feature-rich platform that caters to the needs of both customers and merchants. With its user-friendly interface, robust functionality, and scalable architecture, this project aims to contribute significantly to the e-commerce ecosystem, fostering growth and innovation in online retail.

Top of Form