

Smart E-Commerce Platform

Features

User Account Management

- User Registration & Login: Allows users to sign up and log in securely via email, phone, or social media.
- Saved Addresses: Enables users to store multiple delivery addresses for quicker checkout.
- Wishlist: Lets users save products they are interested in for easy future access.
- Order History: Provides users with access to view and track details of all their past purchases.

Product Catalog & Discovery

- Product Browsing: Users can explore categories, view curated collections, and navigate a variety of products.
- Product Search & Filtering: Allows users to search and apply filters like price, brand, and ratings to quickly find desired products.

Shopping Cart & Checkout

- Add to Cart: Users can add items to their cart from product pages or listings.
- Cart Management: Provides options to adjust item quantities, remove products, and save items for later.
- Guest Checkout: Enables customers to complete purchases without creating an account.
- Secure Checkout Process: A multi-step checkout with encryption ensures the safety and privacy of payment and personal information.

Machine Learning & Personalization

- Collaborative Filtering: Suggests products that other users with similar preferences have purchased.
- Content-Based Filtering: Recommends products based on their attributes that align with the user's browsing or purchase history.
- Dynamic Pricing Suggestions: Adjusts product prices based on demand, user behavior, and historical data.
- Search Personalization: Customizes search results based on user preferences and past interactions for a more relevant shopping experience.

