**INFINITY**

Infinity is a big topic. The notion of infinity is fundamentally beyond the human ability to comprehend. Most people have a concept about infinity, something that has no bound, no limit or no end. This concept is relevant in number of fields, predominantly mathematics and physics. In mathematics, "infinity" is often considered as a number. It is treated as something which counts or measures things but it is not the same sort of number as the real numbers.

Many people contributed to the study of infinity over the centuries but it was Georg Cantor in the 19th century who established its modern development. He formalized many ideas related to infinity and infinite sets, and created modern set theory. In the theory he proved the remarkable result that there are infinitely many infinities, all of different sizes. In short, without going into deep, we can say that “Infinity covers any number that isn't finite”.

**About the Project**

Before that, let’s briefly understand the aim and design of our project. The aim of our project is to conduct a comprehensive Customer Experience (CX) Index study to assess and analyse brand awareness, brand loyalty, customer journey, and Net Promoter Score (NPS). The Design of our project is to fetch data of 50 products of 50 countries from 15 e-com sites in such a way that there should be 100 shops per e-com site per hour.

From where do we get the sample data for our study?

1. Commerce is changing the world of retail. People’s shopping habits has changed over the past few years. Buying things on the internet is becoming the new norm. Dynamic adaption of new technologies as well as the tech savvy new generations are helping in the fastest growth of e-commerce sector. This growth is fueled by a number of factors, including the rise of mobile shopping, the growth of social media and increasing popularity of subscription services. There are millions and trillions online sales happening around the world. We can’t ignore the fact that the covid-19 pandemic had an impact on online shopping. More people started their online shopping and bought something online for the first time during that period. According to estimations, there are currently 26.5 million E-Commerce sites in the world. Some are popping up every day and some are closing down but the e-commerce market size is growing at a fast rate. Around 2 billions of people are shopping online every day and this figure will continue to grow day by day. That is, seemingly unending amount of information is available for our project from various e-commerce sites.

E-commerce datasets contain information about products, stores or marketplaces, sales, and customers. This data is used to gain insights into customer behaviour and improve their experience. This enhances engagement across the entire customer journey.

The production of data for products is happening around the clock, and it keeps growing exponentially. Let us consider only one product, suppose that the product is instant food. At a particular point of time say, 7pm for the instant food alone there would be millions of sales happening in the e-com sites across the entire globe. Imagine this for all available products in the e-com sites. Also, the data points are changing at different intervals of time. So, there’s a constant production and acceleration of data. Now, Can you imagine the size of our population? It is impossible to calculate an exact figure as the size of the e-commerce population. We can say that the population for our study is infinite.

[*https://en.wikipedia.org/wiki/Infinity*](https://en.wikipedia.org/wiki/Infinity)

[*https://www.markinblog.com/how-many-ecommerce-sites/*](https://www.markinblog.com/how-many-ecommerce-sites/)

[*https://www.youtube.com/watch?v=Vp570S6Plt8*](https://www.youtube.com/watch?v=Vp570S6Plt8)