E-COMMERCE WEBSITE

A Project-II Report

Submitted in partial fulfillment of requirement of the

Degree of

BACHELOR OF TECHNOLOGY in COMPUTER SCIENCE & ENGINEERING

BY Earbar

Mohd Farhan Khan EN18CS301145

Under the Guidance of

Dr.Kailash Chandra Bandhu

Mr. Binod K Mishra



Department of Computer Science & Engineering Faculty of Engineering MEDI-CAPS UNIVERSITY, INDORE- 453331

JAN-MAY 2022

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Report Approval

The project work "E-COMMERCE WEBSITE" is hereby approved as a creditable study of an engineering/computer application subject carried out and presented in a manner satisfactory to warrant its acceptance as prerequisite for the Degree for which it has been submitted.

It is to be understood that by this approval the undersigned do not endorse or approved any statement made, opinion expressed, or conclusion drawn there in; but approve the "Project Report" only for the purpose for which it has been submitted.

Internal Examiner

Name:

Designation

Affiliation

External Examiner

Name:

Designation

Affiliation

Declaration

I/We hereby declare that the project entitled "E-COMMERCE WEBSITE" submitted in partial fulfillment for the award of the degree of Bachelor of Technology in 'Computer Science' completed under the supervision of **Dr.Kailash** Chandra Bandhu, Associate Professor, Computer Science and Engineering, Faculty of Engineering, Medi-Caps University Indore is an authentic work.

Further, I/we declare that the content of this Project work, in full or in parts, have neither been taken from any other source nor have been submitted to any other Institute or University for the award of any degree or diploma.

Signature and name of the student(s) with date

Certificate

I/We, **Dr.Kailash Chandra Bandhu and Ms.Sonam Verma** certify that the project entitled "E-COMMERCE WEBSITE" submitted in partial fulfillment for the award of the degree of Bachelor of Technology by **Mohd Farhan Khan** is the record carried out by him/them under my/our guidance and that the work has not formed the basis of award of any other degree elsewhere.

Dr. Kailash Chandra Bandhu

Ms.Sonam Verma

Computer Science & Engineering

IndVibe Infotech Pvt Ltd

Medi-Caps University, Indore

Dr. Pramod S. Nair

Head of the Department

Computer Science & Engineering

Medi-Caps University, Indore

Offer Letter of the Project work-II/Internship



IndVibe Infotech Pvt Ltd

Iso 9001:2015 certified company

Internship Letter

IndVibe InfoTech Pvt Ltd- January-July 2022 Academic Session

Dear Mohd Farhan Khan

Date 17-01-2022

Congratulations!

We are glad to welcome you to the growing student community at IndVibe InfoTech Pvt Ltd. -A Software Development Company that has trained over 35+ Thousand students in the IT Sector and in many job oriented fields.

Based on your performance during IndVibe InfoTech Pvt Ltd Process -you have been provisionally selected for the internship in Python with Django Framework.

IndVibe InfoTech Pvt Ltd, with its world class infrastructure and expert Development team, would offer you an unparalleled learning environment that would enhance your skills and knowledge for a great career start.

We expect that, you as a student/Trainee, during your tenure at IndVibe InfoTech Pvt Ltd, would abide by the rules, norms and obligations of IndVibe InfoTech Pvt Ltd and contribute to build a positive and lasting impression about yourself.

Wishing you a great future in the IT Industry and looking forward to seeing you at IndVibe InfoTech Pvt

Warm Regards

Center Head

IndVibe thto Tech Pvt Ltd

302 B, 3rd Floor Rajat Complex,18 Kibey Compound Near Madhumilan Square, Indore indvibeinfotech@gmail.com
Mob.: 9098884202, 9926651477, 9993988368

Completion certificate/Letter



IndVibe Infotech Pvt Ltd

Iso 9001:2015 certified company

Internship Letter

IndVibe InfoTech Pvt Ltd- January-July 2022 Academic Session

Dear Mohd Farhan Khan

Date 30-04-2022

Congratulations!

We are glad to welcome you to the growing student community at IndVibe InfoTech Pvt Ltd. -A Software Development Company that has trained over 35+ Thousand students in the IT Sector and in many job oriented fields.

Based on your performance during IndVibe InfoTech Pvt Ltd Process -you have been successfully Completed the internship in Python with Django with project E-commerce website from 17-01-2022 to 30-04-2022

IndVibe InfoTech Pvt Ltd, with its world class infrastructure and expert Development team, would offer you an unparalleled learning environment that would enhance your skills and knowledge for a great career start.

We expect that, you as a student/Trainee, during your tenure at IndVibe InfoTech Pvt Ltd, would abide by the rules, norms and obligations of IndVibe InfoTech Pvt Ltd and contribute to build a positive and lasting impression about yourself.

Wishing you a great future in the IT Industry and looking forward to seeing you at IndVibe InfoTech Pvt Ltd.

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Acknowledgements

I would like to express my deepest gratitude to Honorable Chancellor, **Shri R C Mittal**, who has provided me with every facility to successfully carry out this project, and my profound indebtedness to **Prof. (Dr.) Dilip K Patnaik**, Vice Chancellor, Medi-Caps University, whose unfailing support and enthusiasm has always boosted up my morale. I also thank **Prof. (Dr.) D K Panda**, Pro Vice Chancellor, **Dr. Suresh Jain**, Dean Faculty of Engineering, Medi-Caps University, for giving me a chance to work on this project. I would also like to thank my Head of the Department **Dr. Pramod S. Nair** for his continuous encouragement for betterment of the project.

I express my heartfelt gratitude to my **External Guide**, **Ms.Sonam Verma**, Project Manager, IndVibe Infotech Pvt Ltd. as well as to my Internal Guide, Dr. Kailash Chandra Bandhu, Associate Professor, Department of Computer Science Engineering, MU, without whose continuous help and support, this project would ever have reached to the completion.

I would also like to thank to my team at IndVibe Infotech Pvt Ltd, Ms.Sonam Verma who extended their kind support and help towards the completion of this project.

It is their help and support, due to which we became able to complete the design and technical report. Without their support this report would not have been possible.

Mohd Farhan Khan

B.Tech. IV Year Department of Computer Science & Engineering Faculty of Engineering Medi-Caps University, Indore

Executive Summary

Objective

As a part of my under-graduate program, I joined IndVibe Infotech Pvt Ltd on 17 January 2022 as an intern. The objective is to learn technologies and applications and implement them to achieve an industry ready web application. The name of our web application is "E-Commerce". The domain on which we will be working is web development. We will be making an E-Commerce web application. Project is being built using Django Framework as the front-end language. The web application is responsive and looks good on all standard screen sizes.

Requirement

The following technical assets will be required:

- CSS: CSS is a design language that makes a website look more appealing
- PYTHON: is a high-level, interpreted, general-purpose programming language. Its design philosophy emphasizes code readability with the use of significant indentation.
- DJANGO: is a high-level Python web framework that encourages rapid development and clean, pragmatic design. Built by experienced developers, it takes care of much of the hassle of web development, so you can focus on writing your app without needing to reinvent the wheel. It's free and open source.

ABSTRACT

Electronic Commerce is process of doing business through computer networks. A person sitting on his chair in front of a computer can access all the facilities of the Internet to buy or sell the products. Unlike traditional commerce that is carried out physically with effort of a person to go & get products, ecommerce has made it easier for human to reduce physical work and to save time. E-Commerce which was started in early 1990's has taken a great leap in the world of computers, but the fact that has hindered the growth of e-commerce is security. Security is the challenge facing e-commerce today & there is still a lot of advancement made in the field of security. The main advantage of e-commerce over traditional commerce is the user can browse online shops, compare prices and order merchandise sitting at home on their PC. For increasing the use of e-commerce in developing countries the B2B e-commerce is implemented for improving access to global markets for firms in developing countries. For a developing country advancement in the field of e-commerce is essential. The research strategy shows the importance of the e-commerce in developing countries for business applications.

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Customer

User

Name

Email

Order items	
Product	
Order	
Quantity	
Orders	
Customer	
Complete	
Transaction id	
Products	
Name	
Price	
Digital	
Image	
Shipping address	
Customer	
Order	
Address	
Quantity	
City/State/Zipcode	

Abbreviations

ECS – E-commerce System

SRS – Software Requirements Specification

URL – Uniform Resource Locator

UI – User Interface

DOM – Document Object Model

APN – Access Point Name

OTP-OneTimePassword/PIN

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Chapter-1 INTRODUCTION

1.1 Introduction

An eCommerce website is an information technology method in which traders, businesses/distributors/marketers can sell products/services and the customer can purchase on that website electronically by using the internet on the mobile and computer. It means an e-commerce website is an online shop, e means electronic. Commerce means business. Website means the group of HTML web pages and that is created to market/sell information/product/services.

From a bigger perspective, every website on the internet is the eCommerce Website. It can be the platform, it can be a marketplace, it can be a portal, it can be apps, it can be an entertainment website, shopping website, online courses website and online degree college.

To be successful in the global marketplace, businesses need to develop culturally friendly ecommerce websites. When conducting business online, factors such as region and culture, web content accessibility, ease of use, secure authentication, payment, fraud detection, performance, trust, stability, technology, and convenience are vital to the businesses' and consumers' satisfaction and interest. This is a less focused research area and needs significant attention. Ecommerce, therefore, is an important area for research and needs further investigation.

This study focuses on the correlation between ecommerce, culture, and website design, and the article begins with a literature review mostly related to these areas.

1.2 Literature Review

Internet has major influence on the globe because it can serve billions of users all over the world. Thousands of local and global networks including private, public, academic, business, and government networks, all contribute to the creation of the Internet (Yongrui et al. 2014). Internet has opened the door for e-commerce. This section provides a brief overview of e-commerce, including what it is and how it differs from existing related ideas. The use of e-commerce is growing as a way to conduct business. The initial phase of conducting research regarding e-commerce is to explain the e-commerce idea. Table 1 describes e-commerce from diverse viewpoints.

1.3 Objectives

The main objective of the E-commerce Portal is to manage the details of Products, Customer, Shipping, Payment, Category. It manages all the information about Products, Sales, Category, Products. The project is totally built at administrative end and thus only the administrator is guaranteed the access. The purpose of the project is to build an application program to reduce the manual work for managing the Products, Customer, Sales, Shipping. It tracks all the details about the Shipping, Payment, Category.

1.4 Significance

Having an eCommerce store can be used to broaden your range of products/services for sale, expand your business, bring you more customers, and diversify your sales. It's the ideal way to take your brand from a traditional brick & mortar store to an innovative, well-loved one.

1.4.1 eCommerce Helps You Reduce Your Costs

To have an online store it is not necessary that you have all your products presented in a physical space. In fact, there are different companies that operate online where they only show all their inventory through their electronic commerce.

1.4.2 eCommerce Helps Businesses Go Global

Directly related to the previous point, this fact allows you to put your products for sale anywhere in the world. They will not have the explicit need to travel to where you are to see what you have to offer.

1.4.3 Can Be Done With Fewer Overheads & Fewer Risk

Starting an online store can mean significantly lower start-up costs compared to a brick-and-mortar retailer. The retailer or the online business owner doesn't have to take into consideration the high expenses of shop rental, hiring a salesperson to woo the customer, utility bills, security measures, etc

1.4.3 Can Broaden Your Brand & Expand Your Business

Having an eCommerce store can be used to broaden your range of products/services for sale, expand your business, bring you more customers, and diversify your sales. It's the ideal way to take your brand from a traditional brick & mortar store to an innovative, well-loved one.

1.4.5 eCommerce Offers Better Marketing Opportunities

Your eCommerce site is the best marketing tool that you would ever have. Thanks to the internet, now anyone can market through online tools like social media marketing, email marketing, search engine marketing, pay-per-click ads, and SEO help you build very useful links and contacts

1.5 Source of Data

1.5.1 Keywords and ranking

Ranking at the top of the search results is a sure-shot way to boost your product's sales. But how can you make sure that your product is ranked at the top? Every eCommerce platform has a ranking algorithm that influences the order in which products are listed in the search results. Most ranking algorithms are heavily dependent on keywords for relevant products. Scraping keywords and the top-ranked products reveal data patterns that can be used to make the best of the platform's search function.

1.5.2 Product IDs

A Product ID is the identification code that is assigned to every product listed on an eCommerce website. Although product IDs are somewhat underrated, they can be valuable data sources if utilized effectively. A data analyst can draw a complete picture of the trends across various products, categories, and industry changes by scraping product IDs along with their corresponding keywords. Hence, scraping product IDs is an easy way to monitor the changes happening in the eCommerce marketplace.

1.5.3 Pricing

Dynamic pricing is one of the hottest trends in the eCommerce industry. Essentially, dynamic pricing models allow businesses to provide flexible prices for products that are based on a range of fluctuating parameters such as supply, demand, and conversion rates.

Adopting dynamic pricing can do wonders for your eCommerce business since keeping your prices flexible is a fantastic way to drive sales. The best thing about dynamic pricing is that you can automate it. Scraping product prices over time can reveal market fluctuations that affect product supply and demand.

1.5.4 Reviews

Reviews and ratings are two of the most accurate indicators of your product's performance. Great reviews not only help your items rank higher in search results, but also make a positive impression on future buyers. Scraping your product reviews is an easy yet effective way to keep tabs on your customers' satisfaction.

In addition to assessing your user base's general sentiments, review scraping allows you to dive deep into your customers' feedback.

Using a specialized review scraper can help you identify specific aspects of your products that your customers are talking about. The advantages of review scraping are not limited to your product reviews. Scraping your competitor's reviews can provide you with an incredible variety of insights that can come in handy while assessing the marketplace and ultimately improve.your.product.line.

1.5.5 Categories and best-sellers

As discussed earlier, eCommerce search algorithms work in mysterious ways. One of the best ways to make sense of them is by analyzing the products featured at the top of the search results. Scraping these top-performing products can help you understand what makes a product a best-seller in its category. You can then put these learnings into practice and tweak your own product's ranking.

1.5.6 Suppliers and manufacturers

Partnering with a reliable network of suppliers and manufacturers can be a game-changer for your online business. However, it is challenging to collect supplier data by scraping eCommerce product listings alone since most eCommerce sellers only mention the supplier's name in their listings. Luckily, there are sophisticated web scrapers out there that are perfect for collecting data across various platforms; precisely what you need to extract the elusive data you need.

1.5.7 Future best-sellers

The promising thing about data science is that it allows you to prepare for future opportunities. A number of e-commerce platforms forecast which new products could emerge to be best-sellers in their respective categories. Scraping these sources can provide you with an arsenal of fantastic insights into future industry trends and evolving consumer habits. This gives you ample time to plan out your future strategies and boost your sales.

Chapter- 2

PROJECT DETAILS

2.1 Project Introduction

The domain on which we will be working is web development. We will be making an "E-Commerce web application". Goal is to learn technologies and applications and implement them to achieve an industry ready web application.

Project is being built using Django framework.

The web application is responsive and looks good on all standard screen sizes (for e.g., desktop, laptop, tablet and mobile). The unique design which the website provides enhances user experience of the application.

The following features are provided in our E-Commerce web application:

- Sign up and login screen for registration / authentication of user.
- Home screen with grid list of products.
- Search bar to search content.
- Categories option to view products category wise.
- Details screen with detail of a particular product, add to cart and order now options.
- Payment screen and order successful screen after checkout.
- Profile screen for user details and edit profile.
- Sign out option.

2.2 Domain

Web development, also known as website development, refers to the tasks associated with creating, building, and maintaining websites and web applications that run online on a browser. It may, however, also include web design, web programming, and database management. Web development is closely related to the job of designing the features and functionality of apps (web design). The term development is usually reserved for the actual construction of these things (that is to say, the programming of sites). The basic tools involved are programming languages called HTML (Hypertext Markup Language), CSS (Cascading Style Sheets), and JavaScript. There are, however, a number of other programs used to "manage" or facilitate the construction of sites that would otherwise have to be done "from scratch" by writing code.

2.3 Software Requirement

The following technical assets will be required:

- DJANGO: is a high-level Python web framework that encourages rapid development and clean, pragmatic design.
- HTML: a coding language used to create pages that a web browser can display.
- CSS: CSS is a design language that makes a website look more appealing
- PYTHON: used to build websites and software, automate tasks, and conduct data analysis. Python is a general-purpose language, meaning it can be used to create a variety of different programs and isn't specialized for any specific problems.

2.3 Intended Audience

The success of an E Commerce store highly depends on the traffic you're generating on your website. More important to that, the traffic that you're getting has to be potential enough that brings sales and conversions.

Our intended audience is a group of people or institutions that are most likely to share the same shopping interests and might be willing to buy a company's products and services. Online shopping is mainly used by older people who are working as they have a credit card from which they can pay for their goods. Young people do use the service of online shopping to buy things such as clothes and games as it is of greater convenience to them.

2.4 Advantages

- Can be done in the comfort of your own home
- Gain new customers with search engine visibility
- Eliminate time travel and cost
- Remain open all time
- Create market for niche products
- Remain open all the time
- Create targeted communications

Chapter- 3 PROJECT SETUP

3.1 Visual Studio Code

Visual Studio Code, also commonly referred to as VS Code, is a source-code editor made by Microsoft for Windows, Linux and macOS. Features include support for debugging, syntax highlighting, intelligent code completion, snippets, code refactoring, and embedded Git. Users can change the theme, keyboard shortcuts, preferences, and install extensions that add additional functionality.

Instead of a project system, it allows users to open one or more directories, which can then be saved in workspaces for future reuse. This allows it to operate as a language-agnostic code editor for any language. It supports many programming languages and a set of features that differs per language. Unwanted files and folders can be excluded from the project tree via the settings.

3.2 Django

Django is a high-level Python web framework that encourages rapid development and clean, pragmatic design. Built by experienced developers, it takes care of much of the hassle of web development, so you can focus on writing your app without needing to reinvent the wheel. It's free and open source.

- Ridiculously fast.

 Django was designed to help developers take applications from concept to completion as quickly as possible.
- Reassuringly secure.
 Django takes security seriously and helps developers avoid many common security mistakes.
- Exceedingly scalable. Some of the busiest sites on the web leverage Django's ability to quickly and flexibly scale.

Chapter-4

TECHNOLOGY DESCRIPTION

4.1 Django Framework

Django is an MVT web framework that is used to build web applications. The huge Django web-framework comes with so many "batteries included" that developers often get amazed as to how everything manages to work together. The principle behind adding so many batteries is to have common web functionalities in the framework itself instead of adding latter as a separate library.

One of the main reasons behind the popularity of Django framework is the huge Django community. The community is so huge that a separate website was devoted to it where developers from all corners developed third-party packages including authentication, authorization, full-fledged Django powered CMS systems, e-commerce add-ons and so on. There is a high probability that what you are trying to develop is already developed by somebody and you just need to pull that into your project.

Django features

Some features that make Django an ideal framework for web application development are as follows:

- **Super fast**: Django development is extremely fast. Our ideas can take the shape of a product very quickly.
- Fully loaded: Django has dozens of projects that can be integrated to carry out common tasks such as user authentication, authorization, and content administration.
- Versatile: Django can be used for almost any kind of project, from CMSs to e-commerce apps to on-demand delivery platforms.
- **Secure**: Django also has support to prevent common security issues, including cross-site request forgery, cross-site scripting, SQL injection, and clickjacking.
- Scalable: Django websites can scale fast to meet high traffic demands.

4.2 PYTHON

Python is a high-level, interpreted, interactive and object-oriented scripting language. Python is designed to be highly readable. It uses English keywords frequently where as other languages use punctuation, and it has fewer syntactical constructions than other languages.

Python is a MUST for students and working professionals to become a great Software Engineer specially when they are working in Web Development Domain. I will list down some of the key advantages of learning Python:

- **Python is Interpreted** Python is processed at runtime by the interpreter. You do not need to compile your program before executing it. This is similar to PERL and PHP.
- **Python is Interactive** You can actually sit at a Python prompt and interact with the interpreter directly to write your programs.
- **Python is Object-Oriented** Python supports Object-Oriented style or technique of programming that encapsulates code within objects.
- **Python is a Beginner's Language** Python is a great language for the beginner-level programmers and supports the development of a wide range of applications from simple text processing to WWW browsers to games.

Characteristics of Python

Following are important characteristics of Python Programming –

- It supports functional and structured programming methods as well as OOP.
- It can be used as a scripting language or can be compiled to byte-code for building large applications.
- It provides very high-level dynamic data types and supports dynamic type checking.
- It supports automatic garbage collection.
- It can be easily integrated with C, C++, COM, ActiveX, CORBA, and Java.

4.3 HTML/CSS

HTML is the standard markup language for creating Web pages.

Cascading Style Sheets, fondly referred to as CSS, is a simple design language intended to simplify the process of making web pages presentable.

CSS handles the look and feel part of a web page. Using CSS, you can control the color of the text, the style of fonts, the spacing between paragraphs, how columns are sized and laid out, what background images or colors are used, layout designs,

variations in display for different devices and screen sizes as well as a variety of other effects.

CSS is easy to learn and understand but it provides powerful control over the presentation of an HTML document. Most commonly, CSS is combined with the markup languages HTML or XHTML.

There are 3 ways to write CSS in our HTML file.

- Inline CSS
- Internal CSS
- External CSS

4.4 SQLite

SQLite is an in-process library that implements a self-contained, serverless, zero-configuration, transactional SQL database engine. It is a database, which is zero-configured, which means like other databases you do not need to configure it in your system.

SQLite engine is not a standalone process like other databases, you can link it statically or dynamically as per your requirement with your application. SQLite accesses its storage files directly.

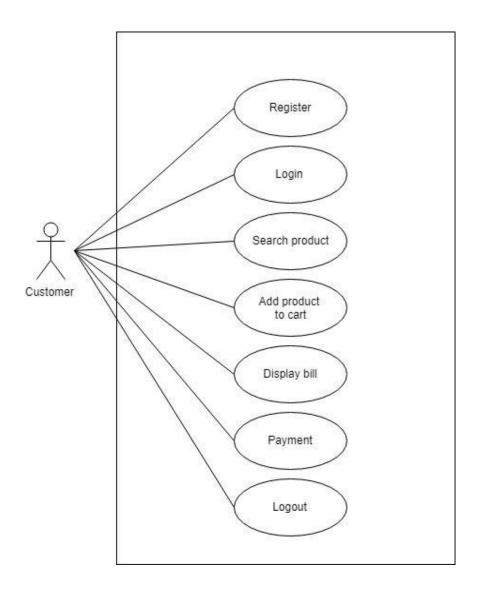
- SQLite does not require a separate server process or system to operate (serverless).
- SQLite comes with zero-configuration, which means no setup or administration needed.
- A complete SQLite database is stored in a single cross-platform disk file.
- SQLite is very small and light weight, less than 400KiB fully configured or less than 250KiB with optional features omitted.
- SQLite is self-contained, which means no external dependencies.
- SQLite transactions are fully ACID-compliant, allowing safe access from multiple processes or threads.

Chapter- 5 SYSTEM AND DESIGNING

5.1 Use-Case Diagram

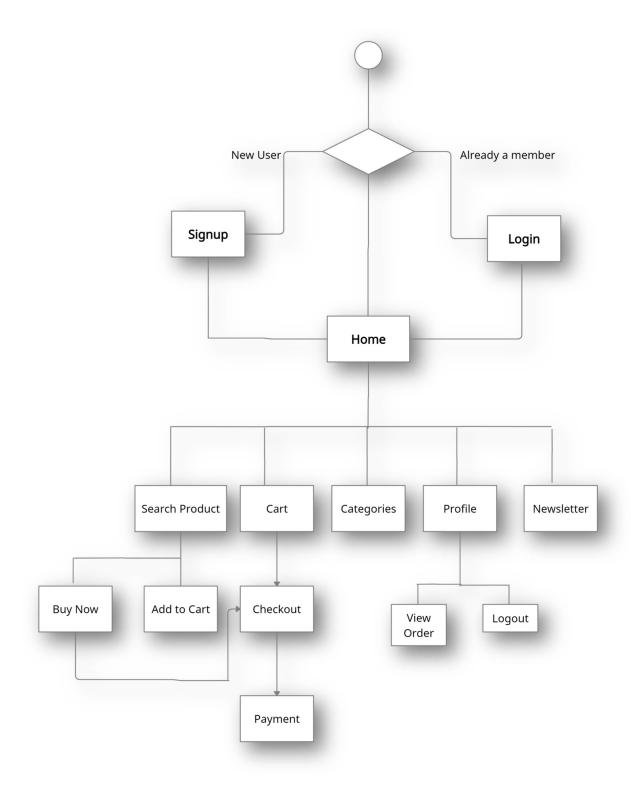
Use case diagram represents the interactions of the system administrator, bet creator and the participants to this system, it is a graphical depiction of the user's possible interactions with the system.

Below diagram shows the use-case diagram of an e commerce website.



5.2 StateChart Diagram

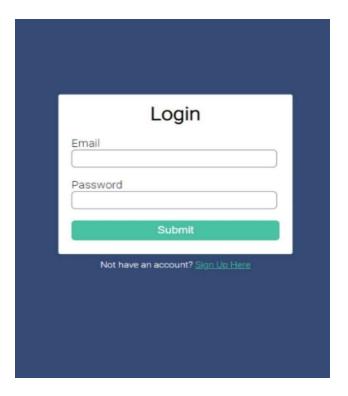
Statechart diagram describes the flow of control from one state to another state.



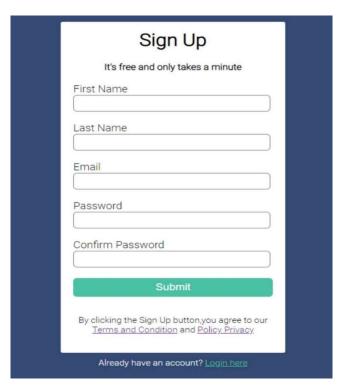
Chapter-6

PROJECT SCREENSHOTS

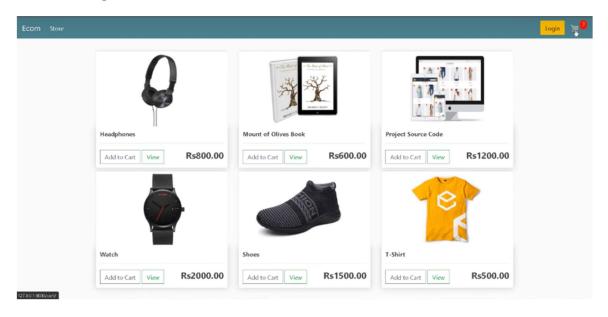
6.1 Login Page



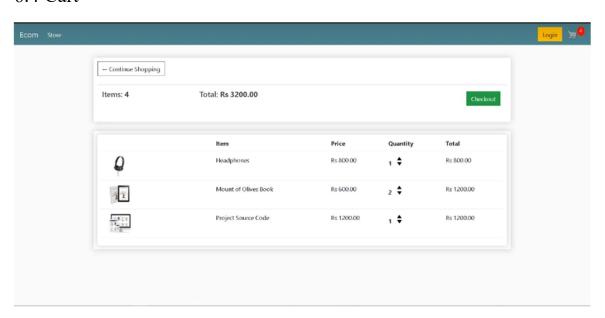
6.2 Sign-Up Page



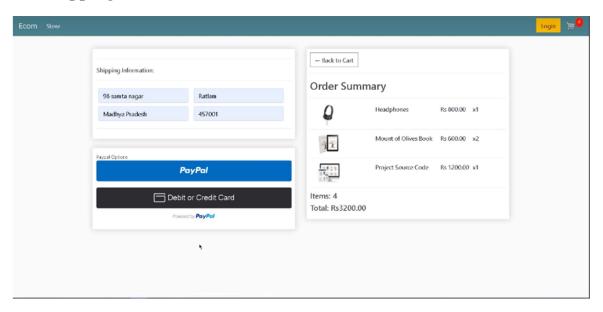
6.3 Catalog



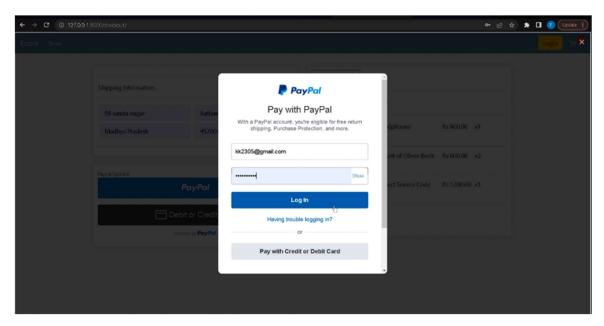
6.4 Cart



6.5 Shipping Information



6.6 Payment Page



Chapter-7 SUMMARY AND CONCLUSIONS

In general, today's businesses must always strive to create the next best thing that consumers will want because consumers continue to desire their products, services etc. to continuously be better, faster, and cheaper. In this world of new technology, businesses need to accommodate to the new types of consumer needs and trends because it will prove to be vital to their business' success and survival. E-commerce is continuously progressing and is becoming more and more important to businesses as technology continues to advance and is something that should be taken advantage of and implemented. From the inception of the Internet and e-commerce, the possibilities have become endless for both businesses and consumers. Creating more opportunities for profit and advancements for businesses, while creating more options for consumers. However, just like anything else, e-commerce has its disadvantages including consumer uncertainties, but nothing that can not be resolved or avoided by good decision-making and business practices.

Chapter- 8 FUTURE SCOPE

The current project is sufficient in fulfilling the requirements given the organization to design and show the basic features of a e-Commerce website, but other functionalities can be added such as:

- Back-end: We can add any other database to handle more users and it will have the information about the list and other user details.
- Security: Security measures can be added like username password authentication.

Further addition of different type of users can be added such as buyer, seller.

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