



SHOPMART

The World of Online Shopping

How E-commerce is Shaping the Future of Retail



Introduction

The Evolution of Shopping Online

- **ShopMart:** A mobile-compatible, AI-powered eCommerce platform designed to connect buyers and sellers. It provides personalized shopping experiences with a hybrid recommendation system, loyalty program, and real-time analytics, all integrated into a seamless platform for businesses and consumers.
- **Core Objective:** To build an AI-powered recommendation system that enhances the shopping experience for users through personalized product suggestions, loyalty integration, and a user-friendly, scalable platform for businesses.



Why Consumers Prefer



Key Advantages for Shoppers

- Hybrid Recommendation System:
- Loyalty Program:
- Personalized Discounts
- Multi-Role Dashboards:
- Natural Language Querying: Users can interact using natural language (e.g., "Show me shoes under \$50").
- Visual Search: Users upload images to find similar products.
- AI Chatbot Assistance: Real-time customer support using AI for answering questions and making recommendations.
- Multi-Language Support: To cater to global audiences with language preferences.

Implementation Detail

What's Shaping E-commerce Today

- **Web Scraping:**
 - Scraped product details, descriptions, images, reviews, and ratings from multiple eCommerce brand websites.
 - Ethical Practices: Ensured compliance with website terms of service and used available public APIs when possible.
- **Data Preprocessing:**
 - Cleaned the data by removing duplicates, handling missing values, and normalizing product attributes.
 - Structured data into JSON/CSV formats for easy processing.
- **Feature Engineering:**
 - Developed features based on product attributes (e.g., category, brand) and user behavior (e.g., past purchases, product views).



OVERVIEW

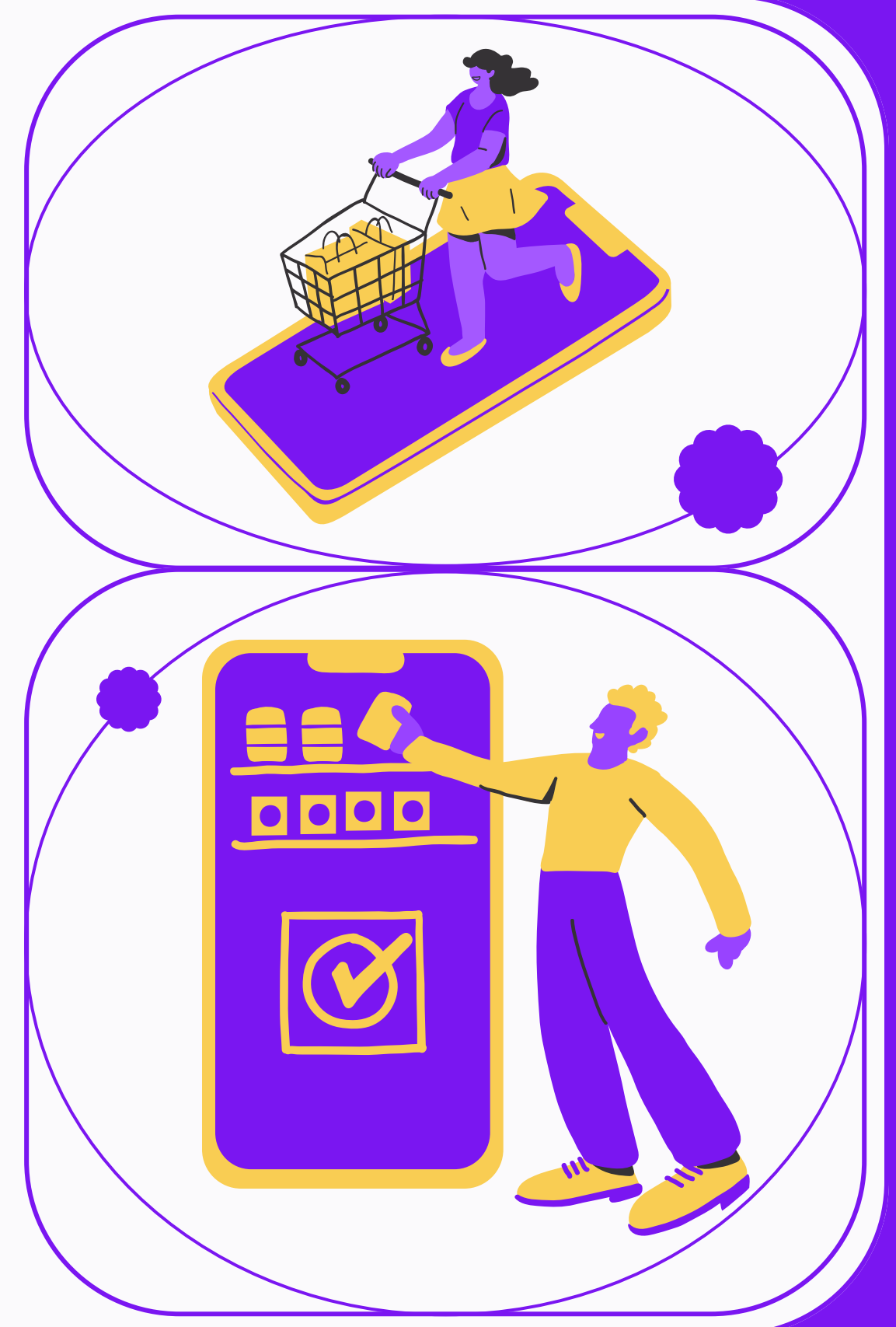
Statistics in E-commerce

Admin Dashboard:

- Real-time analytics with key metrics (revenue, orders, users)
- Interactive charts for revenue trends and category distribution
- AI-powered insights with predictive analytics
- Recommendation system performance metrics
- Loyalty program analytics

Company Dashboard:

- Multi-tab interface for easy navigation
- Product performance tracking with sales and revenue metrics
- Inventory management with stock alerts
- Customer segmentation with detailed analytics
- Marketing campaign performance tracking



Conclusion

The Ever-Evolving World of E-commerce

- **Impact:** The ShopMart platform provides a seamless shopping experience that is personalized and highly engaging for users while offering businesses powerful tools for management, marketing, and analytics.
- **Future Work:**
 - Implement additional features like multi-language support and voice search.
 - Enhance the recommendation system with deeper learning models for more accurate suggestions.





SHOPMART

Thank You for Joining Us!

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