

ABSTRACT

ABSTRACT

While there are tons of products in the world, it can be hard to navigate through the good and the bad. The aim of our project is to create a product hunt clone that lets people post a new product with ratings. Tools like Product Hunt provide a platform to learn about new tools and get reactions and reviews from others. When learning about products, reviews are a way we can trust a product before we purchase it. It helps us gain confidence in what we're about to spend our money or time on. People love products, so there are tons of them in the world. We need a marketing strategy for driving targeted traffic to your site and a means of enticing repeat customers. In our project we have implemented the full stack application advanced features to search and browse with the products by adding the people reviews.

PROBLEM DESCRIPTION

PROBLEM DESCRIPTION

- While there are tons of products in the world, it can be hard to navigate through the good and the bad.
- We need a market strategy for driving targeted traffic to your site and a means of enticing repeat customer.
- Traditionally when peoples are going to buy a product that they don't know about it, they ask few people around them, but some cases it could not be helped.
- In this project we aimed to avoid this kind of situation, created a user interactive application for huge group of people with reviews.
- Not only for buyers, it could be huge help to manufacture to understand people option about their products and improve it in future.
- Many companies find it difficult to move or change quickly to adapt to customers' needs. This is because they cannot integrate new technologies efficiently with their existing system, and, as a result, penetration into the market gets more complicated.
- While attracting good traffic might be achievable through promotions and other marketing efforts, getting the relevant leads remains a challenge for e-commerce businesses. It is no wonder that the average e-commerce conversion rates are often minimal. It has been reported that only 2.57% of e-commerce website visits have been converted into purchases in the United States.
- The efforts to convert the visitor into a user can be futile if the right audience is not accessing the website. Unfortunately, it is expected that brands fail to communicate the right message about their product or service and hence cannot engage the interested audience.
- Consistency is an essential element when curating a successful Omni channel strategy. Customers use numerous platforms to search for items before deciding, requiring businesses to provide smooth buying touchpoints through every product or service.

However, analyzing and understanding customer interactions across all touchpoints and using them to build a consistent and smooth customer experience is one of the significant e-commerce challenges for retailers.

- The efforts to convert the visitor into a user can be futile if the right audience is not accessing the website. Unfortunately, it is expected that brands fail to communicate the right message about their product or service and hence cannot engage the interested audience.

SOFTWARE AND HARDWARE SPECIFICATION

SYSTEM SPECIFICATION

Hardware Requirements:

CPU	:	i3 or above
SPEED	:	2 GHz or above
RAM	:	4GB or above
HARD DISK	:	500GB or above

Software Requirements:

FRONTEND	:	HTML5, CSS3, Material UI
FRAMEWORK	:	react-app
CODE EDITOR	:	Visual Studio Code
BACKEND	:	Node js, XAMPP, PHP
DATABASE	:	MYSQL



INTRODUCTION

INTRODUCTION

We analysed Nykaa's DRHP to understand the opportunity in the BPC and Fashion segments, the company's business model, and the competitive landscape. Nykaa, founded by Mrs. Falguni Nayar in 2012, is a digitally native consumer technology platform that delivers a content-led, lifestyle retail experience to consumers. It has a diverse portfolio comprising Beauty, Personal Care, and Fashion Products, including products developed, manufactured, and sold under its own brands. Nykaa has established itself not only as a lifestyle retail platform but also as a popular consumer brand offering an omnichannel experience to consumers. Nykaa has two business verticals – Nykaa Beauty and Personal Care (BPC) and Nykaa Fashion. Nykaa continues to evolve its proprietary platform not only keeping in mind today's challenges but also factoring in future agility. The in-house data team is able to leverage mass amounts of information to create dynamic hyper-personalized experiences for consumers across their journeys on the platform. In our opinion, Nykaa's business is susceptible to some risks, including

- a) A questionable right-to-win in the Fashion segment, wherein it faces stiff competition from other vertical and horizontal players
- b) Scaling issues with the inventory-led model
- c) Increased competitive intensity, with the risk of new entrants with deep pockets entering the segment once it reaches a certain scale, and d) the collective bargaining power of suppliers/brands that may be threatened by Nykaa's strategy to scale its own brands.

Nykaa's market opportunity

- Online shoppers: The number of online shoppers in India reached 150–180 million in 2020 (up from 120–150 million in 2019), with approximately 70% of these shoppers belonging to non-metro cities.
- Smartphone users: By CY25, India is expected to have 750–850 million smartphone users, implying smartphone penetration of 52–59%.

- This works out to a CAGR of 10% from the current estimate of 475–525 million smartphone users in CY20.
- Social media users: India has a base of 300–350 million average monthly active users in 2020 on social media across platforms such as Facebook, YouTube, and Instagram.

Challenges faced by consumers in the traditional Beauty and Personal Care market in India

- Desired products often tend to be out of stock at stores.
- Consumer choice is restricted to limited products due to space constraints at stores.
- The genuineness of the products is in question.
- Prestige brands are generally sold only at exclusive offline brand outlets or high end multi-brand outlets available in niche premium locations, thus limiting consumer access.
- The offline consumer experience is largely transactional due to limited original content and advice to facilitate inspiration and discovery in most offline stores.

In today's fast-changing business environment, it's extremely important to be able to respond to client needs in the most effective and timely manner. If your customers wish to see your business online and have instant access to your products or services.

In this project we have aimed to develop an online shop using open source technologies (PHP, HTML5, CSS3, JavaScript, MySQL and Apache Web Server) in textile industry where users will be able to review the product and share their opinion through the comment section. This project is to buying and selling of goods and services. E-commerce shops have become part of our daily lives. Adding the people reviews to gain more confidence on the product. By using review system users can avoid getting scammed by the unknown seller. The reviews are also represented in icons, so the uneducated user can also easily understand.

SYSTEM ANALYSIS

SYSTEM ANALYSIS

System analysis is a process of gathering and interpreting facts, diagnosing problems and the information to recommend improvements on the system. It is a problem solving activity that requires intensive communication between the system users and system developers. System analysis of study is an important phase of any system development process. The system is viewed as a whole and the input to the system are identified. The outputs from the organizations are traced to the various processes. System analysis is concerned with becoming aware of the problem. Identifying the relevant and decisional variables, analysing and synthesizing the various factors and determining an optimal or at least a satisfactory solution or program of action.

Brands can optimize their online platforms to deliver complete consistency between search options, various shopping pages, and shipping details. This will help them make the shopping experience seamless and satisfactory for the shoppers. They should also work on product quality, fulfilment, and distribution.

With platforms such as Clutch that offer detailed client reviews of software development companies across the globe, it is relatively simpler to find the right outsourcing partner for an e-commerce business. Business leaders should thoroughly research the company's past work and expertise to determine if they are an excellent collaborative fit. Discussing project expectations, understanding their past work experience, and ensuring that the e-commerce web development company is aligned to offering modern-day solutions such as agility and digital transformation help make the right choice.

Building customer relationships takes both time and effort, and businesses ought to engage their customers in different ways besides transactional correspondence to make them feel valued. While endeavouring to offer a better experience on the website, brands need to nurture their customers with a personalized communication strategy.

Loyalty stems from an emotional connection with the brand, and every business should align its marketing effort towards building that bond. A smart customer retention strategy will work wonders for a brand, turning the consumers into brand advocates and spreading the brand reach.

An efficient Search Engine Optimization (SEO) strategy can improve the pages' rank and reach the potential customers actively searching for specific products. Additionally, running Pay Per Click (PPC) advertisements on Google Ads can also communicate the correct information about the brand to draw an audience with a clear intent or interest.

For marketers, it has to be a continuous process of follow-ups. Email marketing can be effectively used here through automated campaigns and personalized emails to connect with those visitors who may be potential leads over time.

When it comes to search engine results, the semantic strategy considers the context of the user's search rather than just the written words.

Search engines have advanced significantly. They attempt to comprehend user intent and behaviour, to make the dialogue between the search engine and the user more human, more real. They accomplish this by programming their algorithms to use concept matches and synonyms, among other things.

You can vary your terminology by including more synonyms for keywords and phrases, ensuring that you cover all legitimate ways of asking a question.

FEASIBILITY STUDY

FEASIBILITY STUDY

- An important outcome of the preliminary investigation is the determination that the system requested is feasible.
- Feasibility study is carried out to select the best system that meets the performance requirements
- Feasibility study is both necessary and prudent to evaluate the feasibility of the project at the earliest possible time.
- It involves preliminary investigation of the project and examines
- The different types of feasibility are: Technical feasibility, Operational feasibility, Economical feasibility.

1. Technical feasibility

- Technical Feasibility deals with the hardware as well as software requirements.
- Technology is not a constraint to type system development.
- We have to find out whether the necessary technology, the proposed equipment's have the capacity to hold the data, which is used in the project, should be checked to carry out this technical feasibility.
- The technical feasibility issues usually raised during the feasibility stage of investigation.
- This software is running in Windows 10/8/7 Operating System, which can be easily installed.
- The hardware required is Pentium based server. The system can be expanded.

2. Operational feasibility

- The proposed system offers greater level of user-friendliness.
- The proposed system produces best results and gives high performance.
- It can be implemented easily, So this project is operationally feasible.

3. Economic feasibility

- Economic Feasibility deals about the economic impact faced by the organization to implement a new system financial benefits must equal or exceed the costs
- The cost of conducting a full system, including software and hardware cost for the class of application being considered should be evaluated.

Economic Feasibility in this project:

- The cost to conduct a full system investigation is possible.
- There is no additional manpower requirement.
- There is no additional cost involved in maintaining the proposed system.

EXISTING SYSTEM

EXISTING SYSTEM

Yo!Kart is one of the best multi-vendor eCommerce platforms the industry has. It is a powerful self-hosted multi-vendor ecommerce platform to build online marketplaces in the B2B, B2C and P2P industry. Launched in 2015, the multi-vendor software has been used by 2000+ businesses in 70+ countries. Yo!Kart has all essential in-built features and powerful third-party integrations like Ship Station, TaxJar/Avalara, Stripe Connect, MSN Translator, MailChimp API, and more.

Yo!Kart software allows vendors to set up their individual storefronts. It has separate dashboards for admin/seller to streamline e-commerce operations. Also, the multi-vendor platform is fully responsive and comes with native buyer apps for iOS and Android platforms.

Recently, Yo!Kart launches the B2B turnkey edition of its multi-vendor platform i.e. Yo!Kart B2B. It has in-built features like Request for Quote (RFQ) module, Minimum order quantity, bulk price discounts, etc.

Key Features of Yo!Kart multi-vendor eCommerce platform:

- Global product catalog System
- Order inventory management
- Progressive Web Apps (PWA) Compliance
- Multilingual and Multi-currency
- Stripe Connect for real-time split payment
- 20+ Payment methods (Payment gateways, Wallets, BOPIS)
- Abandoned Cart Management
- PCI-DSS and GDPR compliant
- Marketing features like Affiliate module, Discount coupons, etc.
- B2B eCommerce features
- Life time license and source code ownership
- Up to 1-year free technical support

Yo!Kart Clients:

Yo!Kart has more than 2000 clients in 70+ countries in just 6 years since its inception. Yo!Kart has quickly grown into a proven & best multi-vendor software trusted by several small & mid scale, billion-dollar enterprises and some Fortune 500 companies. The clientele includes UNI Diamonds, Voyij, My Cart Mauritius, Bozinga, etc.

Yo!Kart Ratings:

Yo!Kart has an overall rating of 4.3 on Capterra, 4.9 on Good firms, and 4.7 on G2 with reviews from clients worldwide. While most clients have applauded Yo!Kart multi-vendor software for its extensive customizability, UI/UX, outstanding technical support, and affordable packages. The only real complaints are there for limited themes and time required to learn the system.

PROPOSED SYSTEM

PROPOSED SYSTEM

- Tools like Product Hunt provide a platform to learn about new tools and get reactions and reviews from others.
- When learning about products, reviews are a way we can trust a product before we purchase it.
- It helps us gain confidence in what we're about to spend our money or time on.
- While there are tons of products in the world, it can be hard to navigate through the good and the bad.
- We need a market strategy for driving targeted traffic to your site and a means of enticing repeat customer.
- Traditionally when peoples are going to buy a product that they don't know about it, they ask few people around them, but some cases it could not be helped
- In this project we aimed to avoid this kind of situation, created a user interactive application for huge group of people with reviews.
- Not only for buyers, it could be huge help to manufacture to understand people option about their products and improve it in future.

SOFTWARE DESCRIPTION

FRONT END

HTML

The ReactDOM.render() function takes two arguments, HTML code and an HTML element. The purpose of the function is to display the specified HTML code inside the specified HTML element.

But render where?

There is another folder in the root directory of your React project, named "public". In this folder, there is an index.html file. You'll notice a single <div> in the body of this file. This is where our React application will be rendered.

Example

Display a paragraph inside an element with the id of "root":

```
ReactDOM.render(<p>Hello</p>, document.getElementById('root'));
```

The result is displayed in the <div id="root"> element:

```
<body>
  <div id="root"></div>
</body>
```

CSS3

Cascading Style Sheets (CSS) is a style sheet language used for describing the look and formatting of a document written in a markup language. CSS3 is a latest standard of css earlier versions (CSS2). CSS3 is collaboration of CSS2 specifications and new specifications, we can called this collaboration is module.

What is CSS-in-JS?

“CSS-in-JS” refers to a pattern where CSS is composed using JavaScript instead of defined in external files.

Note that this functionality is not a part of React, but provided by third-party libraries. React does not have an opinion about how styles are defined; if in doubt, a good starting point is to define your styles in a separate *.css file as usual and refer to them using className.

CSS in React is used to style the React App or Component. The style attribute is the most used attribute for styling in React applications, which adds dynamically-computed styles at render time. It accepts a JavaScript object in camelCased properties rather than a CSS string. There are many ways available to add styling to your React App or Component with CSS. Here, we are going to discuss mainly four ways to style React Components, which are given below:

- Inline Styling
- CSS Stylesheet
- CSS Module
- Styled Components

FRAMEWORK

React-app

ReactJS is a simple, feature rich, component based JavaScript UI library. It can be used to develop small applications as well as big, complex applications. ReactJS provides minimal and solid feature set to kick-start a web application. React community compliments React library by providing large set of ready-made components to develop web application in a record time. React community also provides advanced concept like state management, routing, etc., on top of the React library.

Create a New React App

When starting a React project, a simple HTML page with script tags might still be the best option. It only takes a minute to set up!

As your application grows, you might want to consider a more integrated setup. There are several JavaScript toolchains we recommend for larger applications. Each of them

can work with little to no configuration and lets you take full advantage of the rich React ecosystem.

Most Important React Libraries imported in this project:

1. React
2. Material-UI
3. React-router-dom
4. React-scripts
5. Styled-Components

1. React:

Build encapsulated components that manage their own state, then compose them to make complex UIs.

2. Material-UI:

Material-UI (MUI) is a CSS framework that provides React components out-of-the-box and follows Google's Material Design launched in 2014. MUI makes it possible to use different components to create a UI for a company's web and mobile apps.

You can build an incredibly stylish application in a short amount of time with pre-styled components, as well as tune and expand these components according to your needs. It is based on Leaner Style Sheets (LESS), a CSS development extension.

React community provides a huge collection of advanced UI component framework. Material UI is one of the popular React UI frameworks. Let us learn how to use material UI library in this chapter.

Installation

Material UI can be installed using npm package.

npm install @material-ui/core

To use SVG icons, install @material-ui/icons package –

npm install @material-ui/icons

Example

```
import { Send } from "@material-ui/icons";

import { Button } from "@material-ui/core";

const Newsletter = () => {

  return (

    <Container>

      <Title>Newsletter</Title>

      <Desc>Get timely updates from your favorite products.</Desc>

      <InputContainer>

        <Input placeholder="Your email" />

        <Button>

          <Link to="/Mail" style={{ color:"white" }}><Send type="" /></Link>

        </Button>

      </InputContainer>

    </Container>

  );

};

export default Newsletter;
```

Output

A newsletter sign-up form with a light pink background. At the top, the word "Newsletter" is written in a large, bold, black sans-serif font. Below it, the text "Get timely updates from your favorite products." is displayed in a smaller, grey sans-serif font. At the bottom, there is a white input field with the placeholder text "Your email" in a light grey font. To the right of the input field is a teal-colored button with a white right-pointing chevron symbol.

3. React-router-dom

React Router DOM enables you to implement dynamic routing in a web app. Unlike the traditional routing architecture in which the routing is handled in a configuration outside of a running app, React Router DOM facilitates component-based routing according to the needs of the app and platform.

React Router DOM is an npm package that enables you to implement dynamic routing in a web app. It allows you to display pages and allow users to navigate them. It is a fully-featured client and server-side routing library for React. React Router Dom is used to build single-page applications i.e. applications that have many pages or components but the page is never refreshed instead the content is dynamically fetched based on the URL. This process is called Routing and it is made possible with the help of React Router Dom.

The major advantage of react-router is that the page does not have to be refreshed when a link to another page is clicked, for example. Moreover, it is fast, very fast compared to traditional page navigation. This means that the user experience is better and the app has overall better performance.

React Router Dom has many useful components and to create fully functioning routing, you need most of these.

Router (usually imported as Browser Router): It is the parent component that is used to store all of the other components. Everything within this will be part of the routing functionality

Switch: Switch component is used to render only the first route that matches the location rather than rendering all matching routes.

Route: This component checks the current URL and displays the component associated with that exact path. All routes are placed within the switch components.

Link: Link component is used to create links to different routes.

The Route component takes 2 parameters. The first one is the path that will be in the url and the second is the component that will be displayed if the current URL matches the path in the first parameter.

We will do most of our work in the app.js file which is in the src folder.

Next, install react router dom using the following command

npm install react-router-dom

Now, import the needed components for the demo inside App.js. Then add the following code in App.js. Here we are first importing the 3 pages, then inside the Router a Switch is added. inside the Switch 4 Routes are added, one for the home page and 3 for the other pages. The list contains clickable links that a user can click to navigate.

Example:

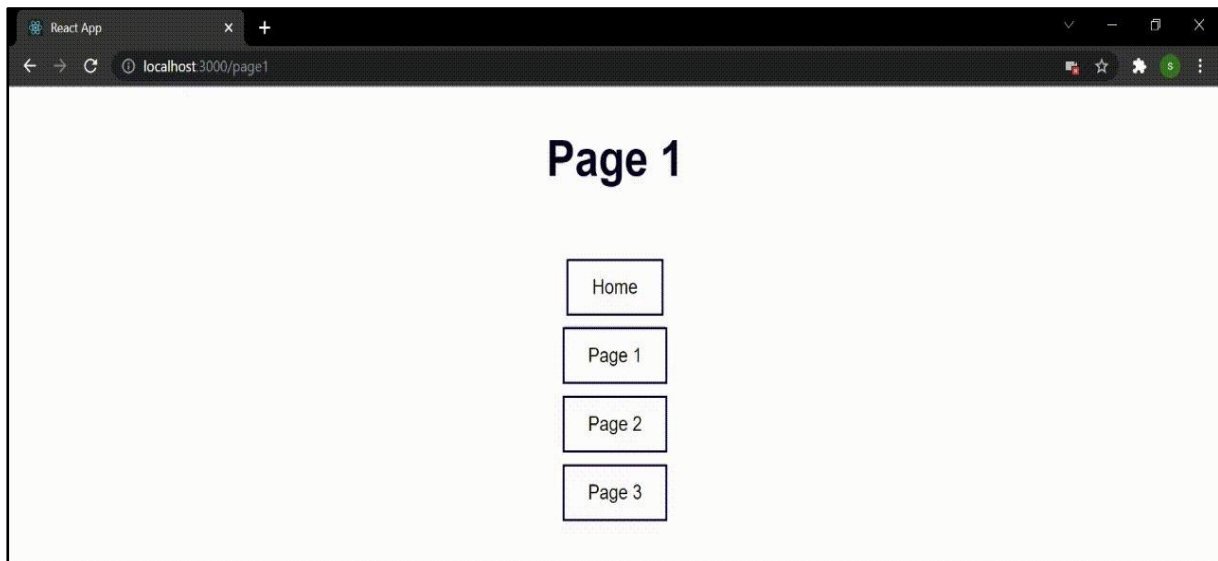
```
import { BrowserRouter as Router, Route, Link, Switch }
    from "react-router-dom";

// Import the pages
import Page1 from "./Components/page1"
import Page2 from "./Components/page2"
import Page3 from "./Components/page3"
import "./app.css"

function App() {
return (
    <div className="App">
        <Router>
            <Switch>
                <Route exact path="/" element={ <h1>Home Page</h1> } />
                <Route exact path="page1" element={ <Page1 /> } />
                <Route exact path="page2" element={ <Page2 /> } />
                <Route exact path="page3" element={ <Page3 /> } />
            </Switch>
            <div className="list">
                <ul>
                    <li><Link to="/">Home</Link></li>
                    <li><Link to="page1">Page 1</Link></li>
                    <li><Link to="page2">Page 2</Link></li>
                    <li><Link to="page3">Page 3</Link></li>
                </ul>
            </div>
        </Router>
    </div>
);
}

export default App;
```

Output:



React-scripts

react-scripts are simply scripts to run the build tools required to transform React JSX syntax into plain JavaScript programmatically.

Installation

npm i react-scripts

Styled-components

Styled-components is the result of wondering how we could enhance CSS for styling React component systems. By focusing on a single use case we managed to optimize the experience for developers as well as the output for end users.

Apart from the improved experience for developers, styled-components provides:

Automatic critical CSS: styled-components keeps track of which components are rendered on a page and injects their styles and nothing else, fully automatically. Combined with code splitting, this means your users load the least amount of code necessary.

No class name bugs: styled-components generates unique class names for your styles. You never have to worry about duplication, overlap or misspellings.

Easier deletion of CSS: it can be hard to know whether a class name is used somewhere in your codebase. Styled-components makes it obvious, as every bit of styling is tied to a specific component. If the component is unused (which tooling can detect) and gets deleted, all its styles get deleted with it.

Simple dynamic styling: adapting the styling of a component based on its props or a global theme is simple and intuitive without having to manually manage dozens of classes.

Painless maintenance: you never have to hunt across different files to find the styling affecting your component, so maintenance is a piece of cake no matter how big your codebase is.

Automatic vendor prefixing: write your CSS to the current standard and let styled-components handle the rest.

You get all of these benefits while still writing the CSS you know and love, just bound to individual components.

Installation

Installing styled-components only takes a single command and you're ready to roll:

with npm

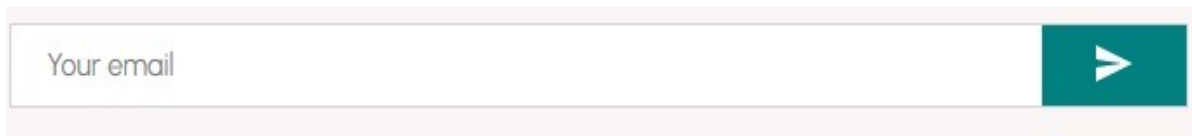
```
npm install --save styled-components
```

If you use a package manager like yarn that supports the "resolutions" package.json field, we also highly recommend you add an entry to it as well corresponding to the major version range. This helps avoid an entire class of problems that arise from multiple versions of styled-components being installed in your project.

Example:

```
import styled from "styled-components";
const Input = styled.input`
  border: none;
  flex: 8;
padding-left: 20px;
`;
const Button = styled.button`
flex: 1;
border: none;
background-color: teal;
color: white;
`;
const Newsletter = () => {
  return (
    <Input placeholder="Your email" />
    <Button>
      <Link to="/Mail" style={{ color:"white" }}><Send type="/></Link>
    </Button>
  );
};
export default Newsletter;
```


Output:



BACKEND

Node js

Node.js used as a back-end framework. React is used for developing user interfaces. It supports the Model–view–controller (MVC) framework. Does not support the Model–view–controller (MVC) framework. It runs on chrome's v8 engine and uses an event-driven, non-blocking I/O model, which is written in C++.

In this Project: Using Node JS with React can help in handling requests and maintaining server load balance. JSON APIs: You can easily build JSON APIs for your application using Node JS. The reusability of the code enables sharing within React JS.

Node is a framework that can run JavaScript code on your machine while npm is a package manager. Using npm we can install and remove javascript packages also known as node modules. Now, it is not a rule that you should use npm to install and remove node modules.

XAMPP

XAMPP is one of the widely used cross-platform web servers, which helps developers to create and test programs on a local webserver. It was developed by the Apache Friends, and its native source code can be revised or modified by the audience. It consists of Apache HTTP Server, Maria DB, and interpreter for the different programming languages like PHP and Perl. It is available in 11 languages and supported by different platforms such as the IA-32 package of Windows & x64 package of mac OS and Linux.

Components of XAMPP

As defined earlier, XAMPP is used to symbolize the classification of solutions for different technologies. It provides a base for testing of projects based on different technologies through a personal server. XAMPP is an abbreviated form of each alphabet representing each of its major components. This collection of software contains a web server named Apache, a database management system named MariaDB and scripting programming languages such as PHP and Perl. X denotes Cross-platform, which means that it can work on different platforms such as Windows, Linux, and macOS.

Many other components are also part of this collection of software and are explained below.

1. **Cross-Platform:** Different local systems have different configurations of operating systems installed in it. The component of cross-platform has been included to increase the utility and audience for this package of Apache distributions. It supports various platforms such as packages of Windows, Linus, and MAC OS.
2. **Apache:** It is an HTTP a cross-platform web server. It is used worldwide for delivering web content. The server application has made free for installation and used for the community of developers under the aegis of Apache Software Foundation. The remote server of Apache delivers the requested files, images, and other documents to the user.
3. **MariaDB:** Originally, MySQL DBMS was a part of XAMPP, but now it has been replaced by MariaDB. It is one of the most widely used relational DBMS, developed by MySQL. It offers online services of data storage, manipulation, retrieval, arrangement, and deletion.
4. **PHP:** It is the backend scripting language primarily used for web development. PHP allows users to create dynamic websites and applications. It can be installed on every platform and supports a variety of database management systems. It was implemented using C language.

5. **PHP** stands for Hypertext Processor. It is said to be derived from Personal Home Page tools, which explains its simplicity and functionality.
6. **phpMyAdmin:** It is a tool used for dealing with MariaDB. Its version 4.0.4 is currently being used in XAMPP. Administration of DBMS is its main role.
7. **OpenSSL:** It is the open-source implementation of the Secure Socket Layer Protocol and Transport Layer Protocol. Presently version 0.9.8 is a part of XAMPP.
8. **XAMPP Control Panel:** It is a panel that helps to operate and regulate upon other components of the XAMPP. Version 3.2.1 is the most recent update. A detailed description of the control panel will be done in the next section of the tutorial.
9. **Mercury:** It is a mail transport system, and its latest version is 4.62. It is a mail server, which helps to manage the mails across the web.
10. **Tomcat:** Version 7.0.42 is currently being used in XAMPP. It is a servlet based on JAVA to provide JAVA functionalities.
11. **Filezilla:** It is a File Transfer Protocol Server, which supports and eases the transfer operations performed on files. Its recently updated version is 0.9.41.

PHP

PHP stands for Hypertext Pre Processor, a recursive acronym. PHP is a scripting language web developers use to create dynamic websites. It is often installed by default on Apache web servers, alongside MySQL as part of a "LAMP" configuration.

When a website visitor accesses a PHP page, the web server processes, or "parses," the PHP code, which can output HTML to the webpage. In the example below, the PHP function gets the local time and date from the server and inserts it into the HTML.

PHP scripts can range from simple one-line commands to complex functions. Some PHP-based websites generate nearly all webpage content dynamically using a series of PHP scripts. While early versions of PHP were not object-oriented language, PHP3 introduced support for classes, including object attributes and methods. Developers can create custom object libraries and import them into various PHP pages, similar to a compiled language.

Much of PHP's syntax is similar to other languages such as C++, Java, and Perl. However, PHP contains several proprietary functions, including MySQL-specific methods for accessing records from a MySQL database. Because of its integration with MySQL, its consistent maintenance, and overall ease of use, PHP remains a popular choice for creating dynamic websites.

File extension: **.php**

DATABASE

MYSQL

MySQL is an Oracle-backed open source relational database management system (RDBMS) based on Structured Query Language (SQL). MySQL runs on virtually all platforms, including Linux, UNIX and Windows. Although it can be used in a wide range of applications, MySQL is most often associated with web applications and online publishing.

MySQL is an important component of an open source enterprise stack called LAMP. LAMP is a web development platform that uses Linux as the operating system, Apache as the web server, MySQL as the relational database management system and PHP as the object-oriented scripting language. (Sometimes Perl or Python is used instead of PHP.)

Originally conceived by the Swedish company MySQL AB, MySQL was acquired by Sun Microsystems in 2008 and then by Oracle when it bought Sun in 2010. Developers can use MySQL under the GNU General Public License (GPL), but enterprises must obtain a commercial license from Oracle.

Today, MySQL is the RDBMS behind many of the top websites in the world and countless corporate and consumer-facing web-based applications, including Facebook, Twitter and YouTube.

How MySQL works

MySQL is based on a client-server model. The core of MySQL is MySQL server, which handles all of the database instructions (or commands). MySQL server is available as a separate program for use in a client-server networked environment and as a library that can be embedded (or linked) into separate applications.

MySQL operates along with several utility programs which support the administration of MySQL databases. Commands are sent to MySQL Server via the MySQL client, which is installed on a computer.

MySQL was originally developed to handle large databases quickly. Although MySQL is typically installed on only one machine, it is able to send the database to multiple locations, as users are able to access it via different MySQL client interfaces. These interfaces send SQL statements to the server and then display the results.

SAMPLE CODE AND SNAPSHOTS

Sample code for adding product

Frontend-react.js

```
import React, { useState } from 'react';
import Footer from "../Footer";
import Navbar from "../Navbar";
import axios from 'axios';
import styled from 'styled-components';
export default function Add() {
  const [img, setimg] = useState("");
  const [name, setname] = useState("");
  const [price, setprice] = useState("");
  const [sdesc, setsdesc] = useState("");
  const [ldesc, setldesc] = useState("");
  function handleSearch(e) {
    setimg(e.target.files[0]);
  }
  function handleName(e) {
    setname(e.target.value);
  }
  function handleprc(e) {
    setprice(e.target.value);
  }
  function handlesds(e) {
    setsdesc(e.target.value);
  }

  function handlelds(e) {
    setldesc(e.target.value);
  }
  function handleSubmit(e) {
```

```

var url =
'http://localhost/project/addproduct.php?name='+name+"&price="+price+"&sdesc="+
sdesc+"&ldesc="+ldesc;

const formData = new FormData();
formData.append('avatar',img)
axios.post(url, formData,{
  headers: {
    'content-type': 'multipart/form-data'
  }
})
.then(res => {
  if(!res.data.status){
    setname("");
    setprice("");
    setsdesc("");
    setldesc("");
    alert(res.data.message);
  }else{
    setname("");
    setprice("");
    setsdesc("");
    setldesc("");
    alert(res.data.message);
  }
})
}

```


Add product.php

```
<?php
header('Content-Type: application/json; charset=utf-8');
header("Access-Control-Allow-Origin: *");
header("Access-Control-Allow-Methods: PUT, GET, POST");
$response = array();
$upload_dir = 'upload/';
$server_url = 'http://localhost/project/';
$name = $_GET["name"];
$price = $_GET["price"];
$desc = $_GET["desc"];
$sdsc = $_GET["sdsc"];
if($_FILES['avatar'])
{
    $avatar_name = $_FILES["avatar"]["name"];
    $avatar_tmp_name = $_FILES["avatar"]["tmp_name"];
    $error = $_FILES["avatar"]["error"];
    if($error > 0){
        $response = array(
            "status" => "error",
            "error" => true,
            "message" => "Error uploading the file!"
        );
    }else
    {
        $random_name = rand(1000,1000000)."-".$avatar_name;
        $upload_name = $upload_dir.strtolower($random_name);
        $upload_name = preg_replace('/\s+/', '-', $upload_name);
        if(move_uploaded_file($avatar_tmp_name , $upload_name)) {
            $response = array(
                "status" => "success",
```

```

        "error" => false,
        "message" => "File uploaded successfully",
        "url" => $server_url."/".$upload_name
    );
    $host = "localhost";
    $user = "root";
    $password = "";
    $dbname = "ecommerce_pro";
    $con = mysqli_connect($host, $user, $password,$dbname);
    if (!$con) {
        die("Connection failed: " . mysqli_connect_error());
    }
    $sql = "insert into product (name, price, short_desc, long_desc, img) values
($nme','$prc','$sdc','$ldc', '$upload_name)";
    mysqli_query($con,$sql);
    }
}
else{
    $response = array(
        "status" => "error",
        "error" => true,
        "message" => "No file was sent!"
    );
}
echo json_encode($response);
?>

```

React js (comment.jsx)

```
import * as React from 'react';
import { useEffect, useState } from 'react';
import Table from '@mui/material/Table';
import TableBody from '@mui/material/TableBody';
import TableCell from '@mui/material/TableCell';
import TableHead from '@mui/material/TableHead';
import TableRow from '@mui/material/TableRow';
import styled from 'styled-components';
import getDataaa from "../pages/data/comments_data";
const Title = styled.h1`
  color: teal;
`;
function preventDefault(event) {
  event.preventDefault();
}
export default function Comments({id}) {
const [sproduct_card, setproduct_card] = useState([
  {
    id: 4,
    Comment: '15 May, 2022',
    name: 'Bruce Springsteen'
  }
]);
useEffect(() => {
  getDataaa(id,(res) => {
    console.log("fiman", res);
    setproduct_card(res);
  });
  console.log("fi", sproduct_card);
}, []);
```

```

return (
  <React.Fragment>
    <Title>Recent Reviews</Title>
    <Table size="small">
      <TableHead>
        <TableRow>
          <TableCell
style={{ fontWeight:"bold",backgroundColor:"seagreen",color:"whitesmoke" }}>Name</TableCell>
          <TableCell
style={{ fontWeight:"bold",backgroundColor:"seagreen",color:"whitesmoke" }}>Comment</TableCell>
        </TableRow>
      </TableHead>
      <TableBody>
        {sproduct_card.map((row) => (
          <TableRow key={row.id}>
            <TableCell>{row.user}</TableCell>
            <TableCell>{row.comment}</TableCell>
          </TableRow>
        ))}
      </TableBody>
    </Table>
  </React.Fragment>
);
}

```

comment_data.js

```
import axios from 'axios';
export function getDataaa(id,callback){
  axios.get("http://localhost/project/comentid.php?id="+id)
  .then(res => {
    if(callback != null){
      callback(res.data);
    }
  })
}
export default getDataaa;
```

comment.php

```
<?php
header('Content-Type: application/json; charset=utf-8');
header("Access-Control-Allow-Origin: *");
header("Access-Control-Allow-Methods: PUT, GET, POST");
$host = "localhost";
$user = "root";
$password = "";
$dbname = "ecommerce_pro";

$con = mysqli_connect($host, $user, $password,$dbname);
$sth = mysqli_query($con, "SELECT * from comments where p_id='$_GET[id]'");
$rows = array();
while($r = mysqli_fetch_assoc($sth)) {
  $rows[] = array("id"=>$r["id"], "user"=>$r["user"],"comment"=>$r["comment"]);
}
print json_encode($rows, JSON_UNESCAPED_SLASHES);
?>
```

SAMPLE SCREENSHOTS

Product Stored to Database:

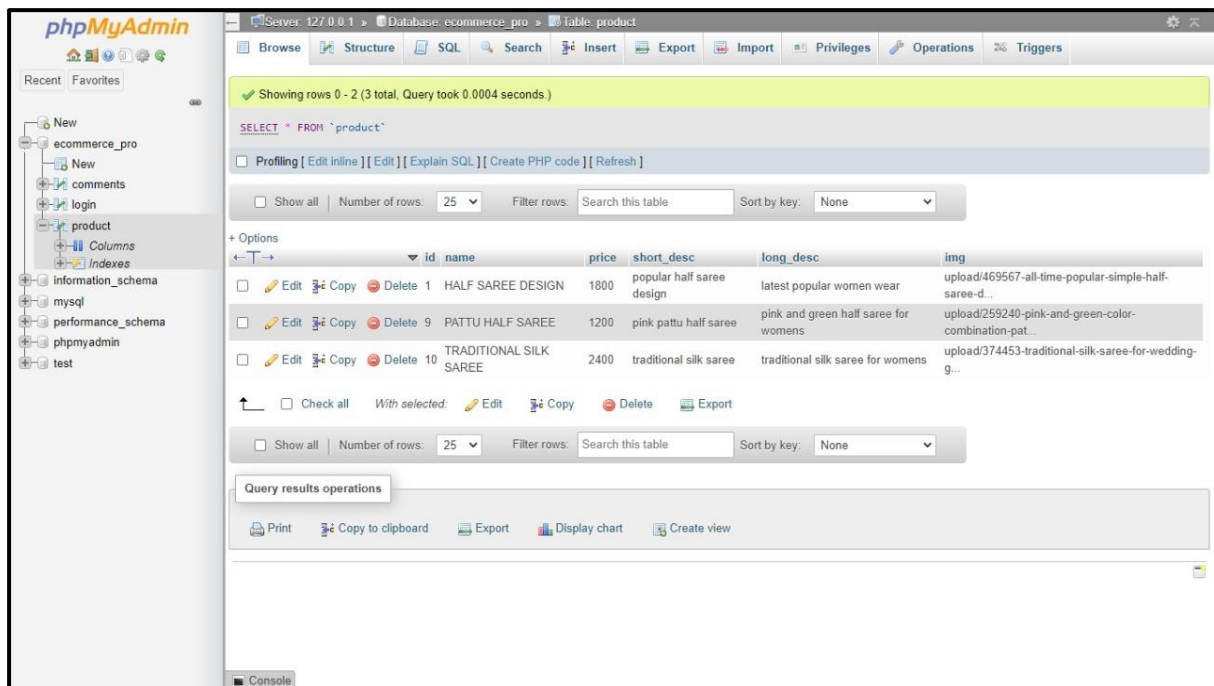
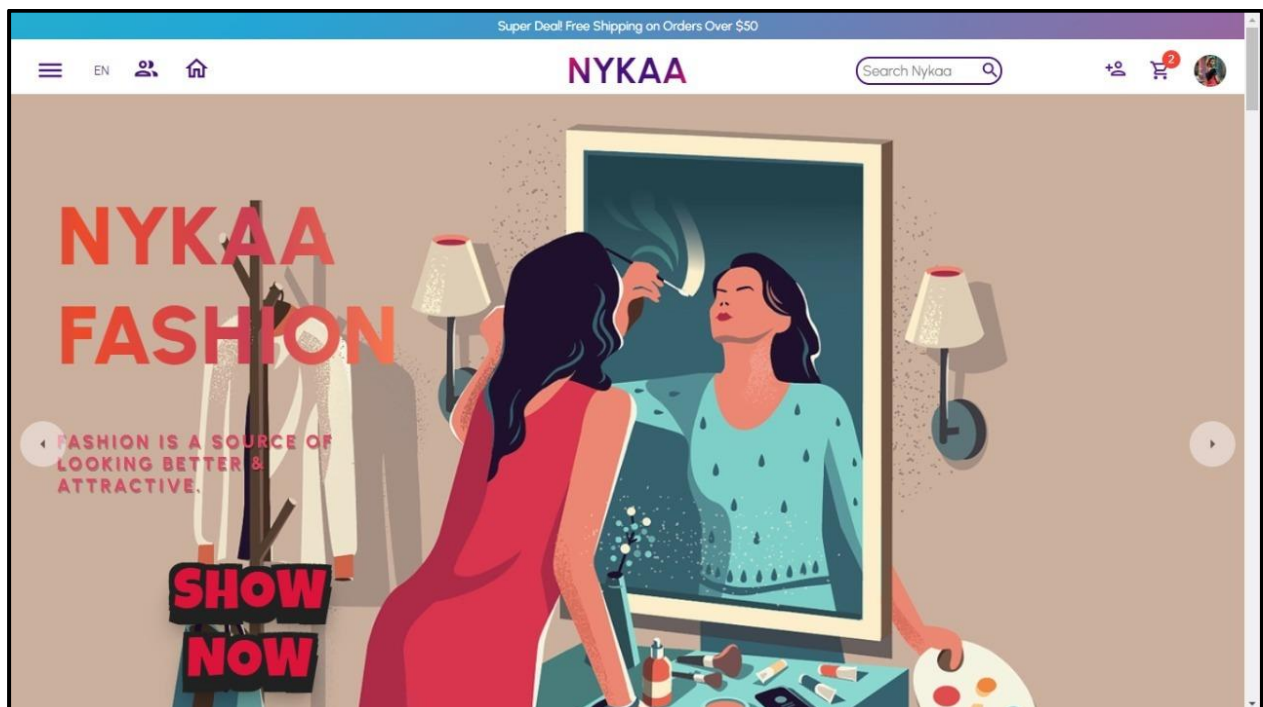
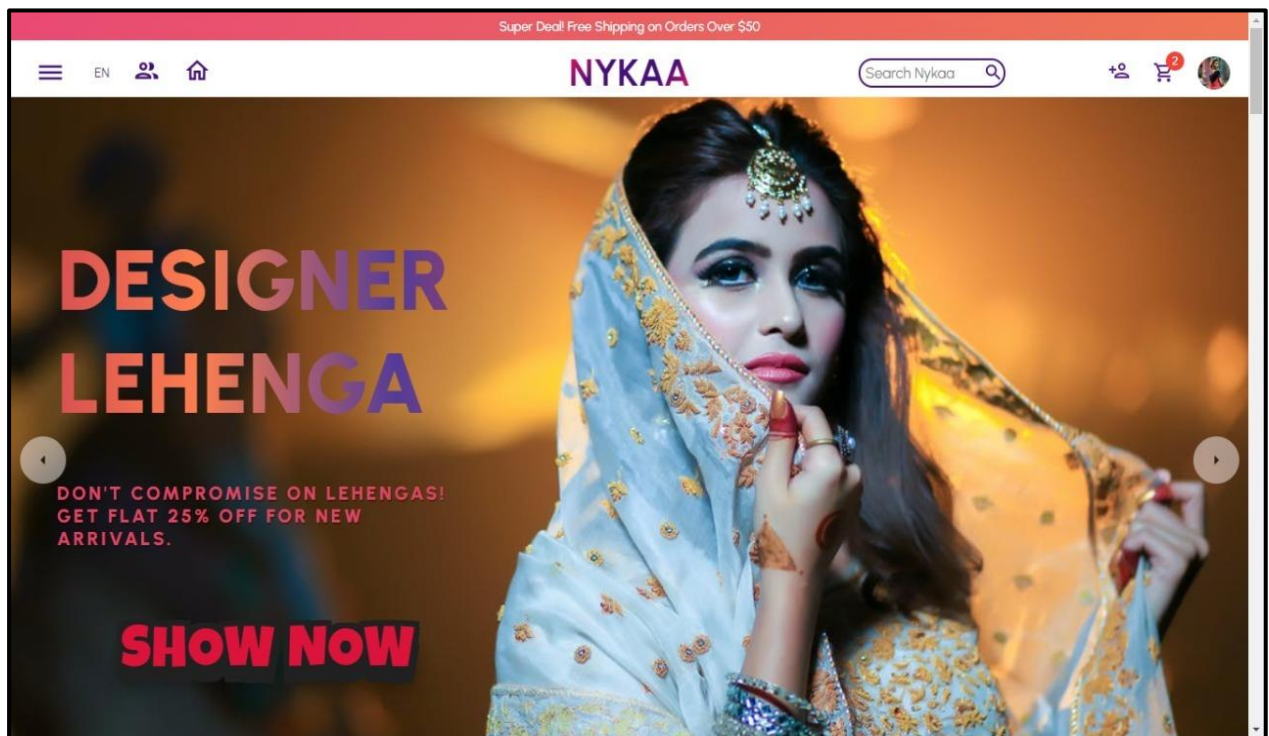


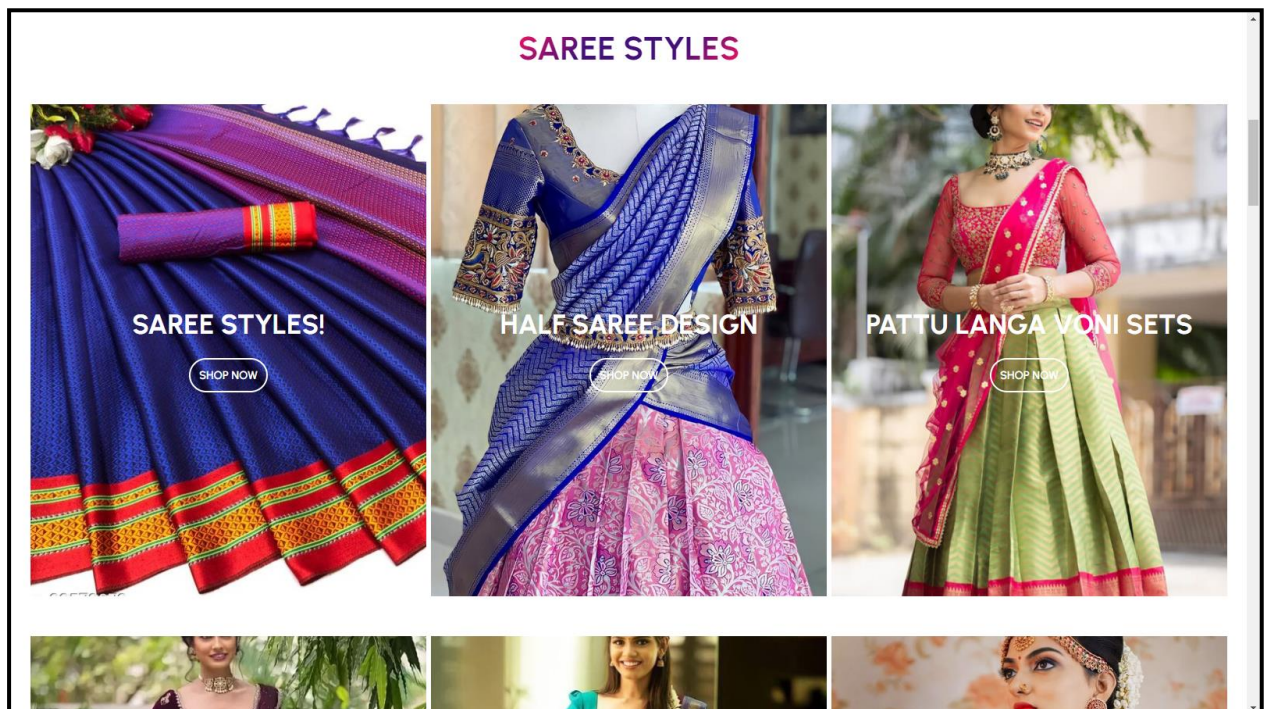
Figure: phpmyadmin

HOME PAGE WITH SLIDER

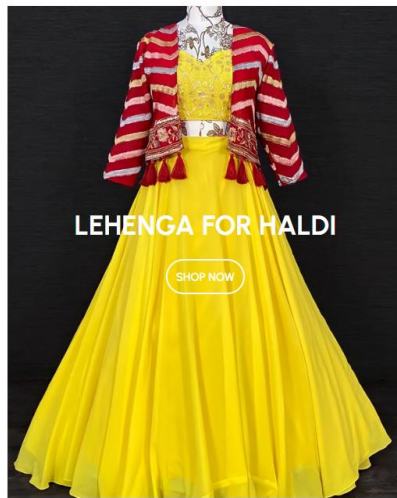




CATEGORIES



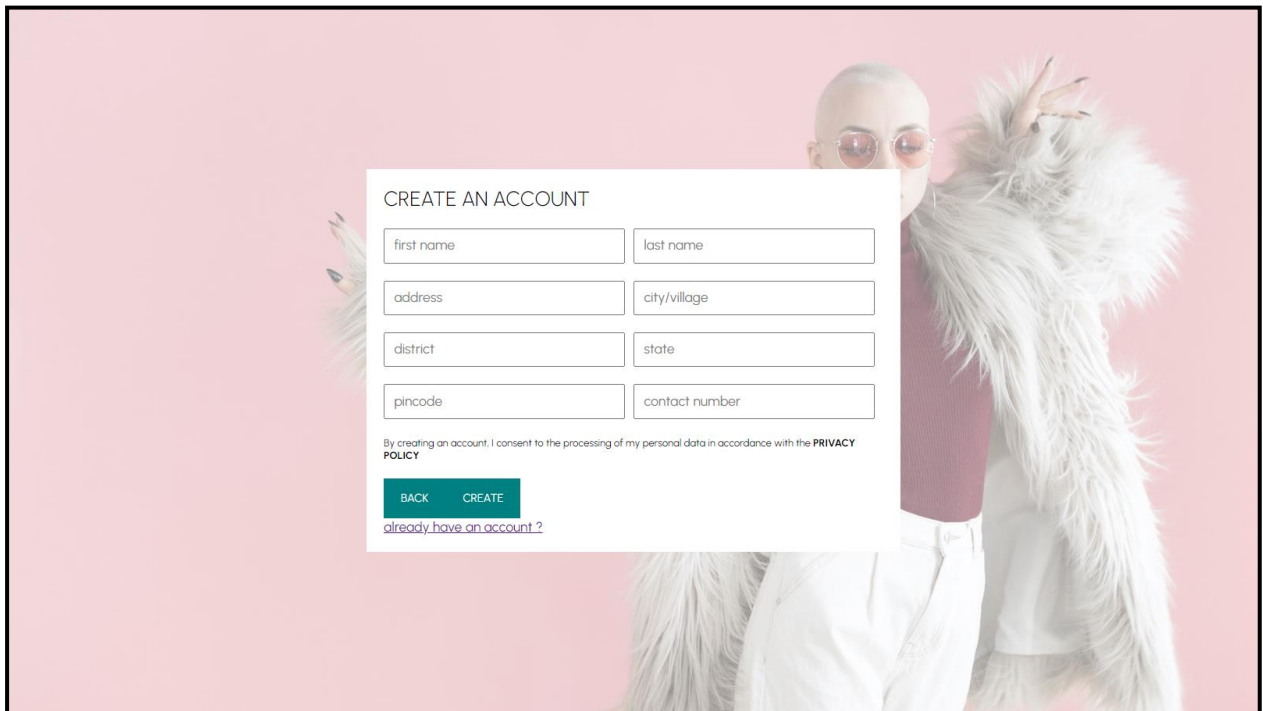
LEHENGA DESIGNS



POPULAR PRODUCTS



REGISTRATION PAGE

A registration form titled "CREATE AN ACCOUNT" is overlaid on a background image of a person wearing a white fur coat and sunglasses. The form contains several input fields for user information, a consent statement, and buttons for navigation.

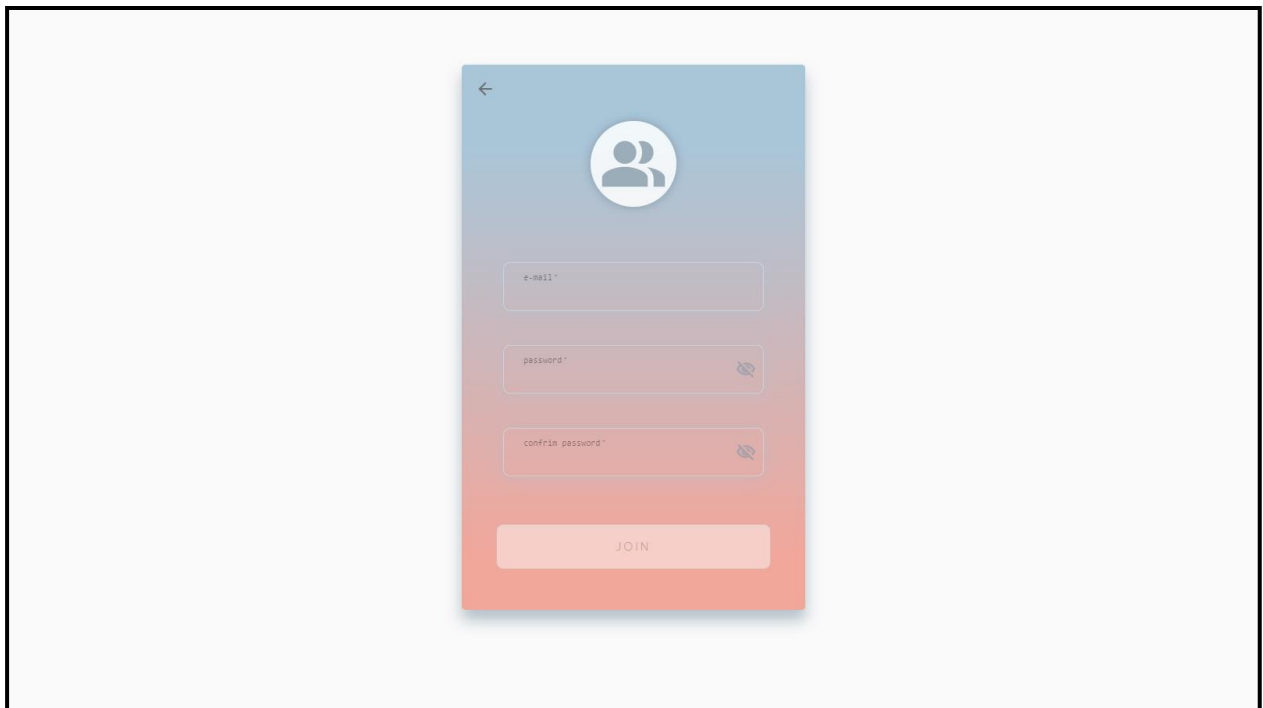
CREATE AN ACCOUNT

first name	last name
address	city/village
district	state
pincode	contact number


By creating an account, I consent to the processing of my personal data in accordance with the **PRIVACY POLICY**

[BACK](#) [CREATE](#)

[already have an account ?](#)

A mobile app registration screen with a blue-to-orange gradient background. It features a back arrow, a user icon, and three input fields for email, password, and confirm password, each with a strength indicator. A "JOIN" button is at the bottom.

←



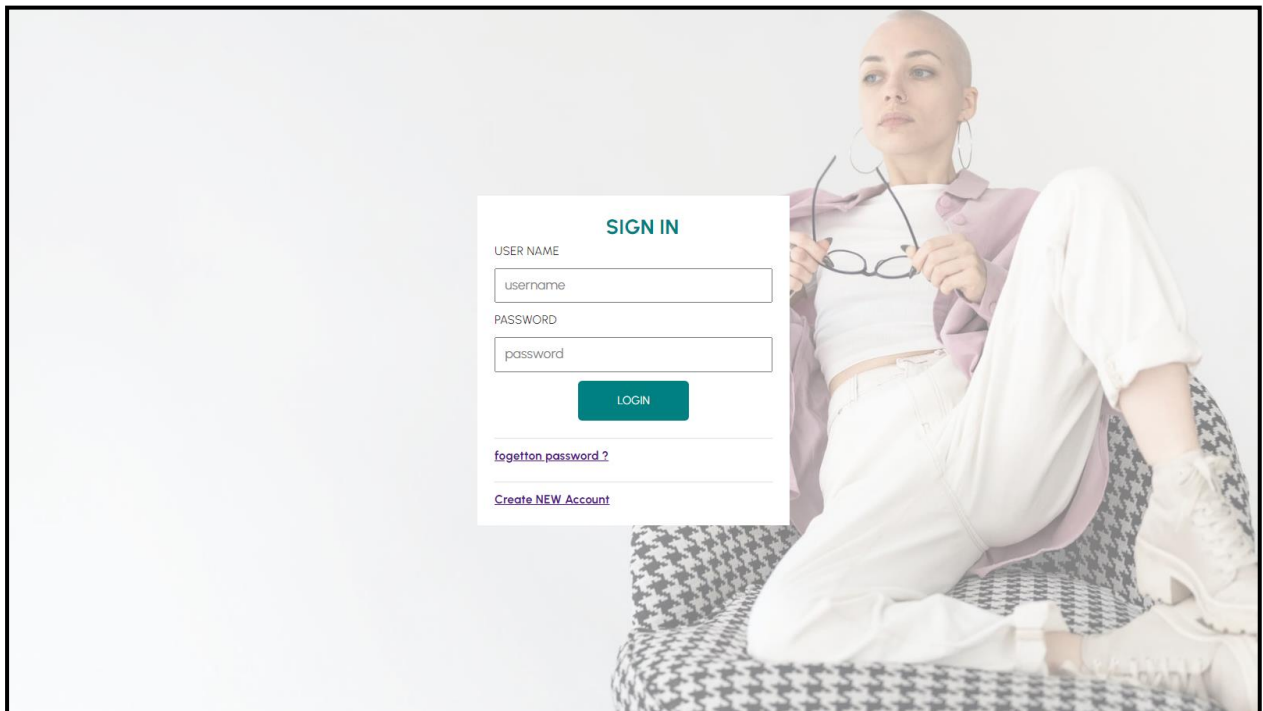
e-mail*

password*

confirm password*

JOIN

LOGIN PAGE



ADMIN MODULE

<

Dashboard

Orders

Customers

Reports

Integrations

Saved reports

Current month

Last quarter

Year-end sale

Recent Deposits

₹3,024.00

on 15 May, 2022

View balance

Recent Orders

Date	Name	Ship To	Payment Method	Sale Amount
16 May, 2022	Elvis Presley	Tupelo, MS	VISA **** 3719	₹312.44
16 May, 2022	Paul McCartney	London, UK	VISA **** 2574	₹866.99
16 May, 2022	Tom Scholz	Boston, MA	MC **** 1253	₹100.81
16 May, 2022	Michael Jackson	Gary, IN	AMEX **** 2000	₹654.39
15 May, 2022	Bruce Springsteen	Long Branch, NJ	VISA **** 5919	₹212.79

See more orders

Copyright © Nykaa fashion 2022.

PRODUCT PAGE

EN

NYKAA

Search Nyk

Added to the Cart

Super Deal! Free Shipping on Orders Over \$50



Popular Simple Half Saree, 6.3 m (with blouse piece)

Dhanshvi tex present *Saree Fabrics : -* Soft Pure Cotton Silk saree With Jacquard Zari weaving Border.. *Blouse* : cotton silk *Saree Length*: 5.50 Meter *Blouse Piece Length*: 0.80 Meter *Number Of Piece*: 06 *Price*: 500/- * Note=zalar will came on saree"

₹ 1800

Color ● ● ● ● Saree Length 6.3 m (with blouse piece)

- 1 + [ADD TO THE CART](#)

REVIEWS SECTION

★★★★★

Amazing!

Recent Reviews

Date	Name	From	Comment
16 May, 2022	Elvis Presley	Tupelo, MS	Amazing product 🍷
16 May, 2022	Paul McCartney	London, UK	Really Nice product ❤️
16 May, 2022	Tom Scholz	Boston, MA	Best Quality ever! 🍷
16 May, 2022	Michael Jackson	Gary, IN	I like this product more 🍷
15 May, 2022	Bruce Springsteen	Long Branch, NJ	Love this product 🍷

[See more](#)

CONCLUSION

CONCLUSION

Our project is very helpful to the people to buy the product with confidence. In here advanced features to search and browse the products. Adding the people reviews to gain more confidence on the product. Reviews are a way we can trust a product before we purchase it. It will help to see public opinion about the product. The user will sign in by using their Gmail and create an account. Home page listing all products we are using in our real-time. Page to create/edit a product. Navbar showing Popup menu and User profile. Getting data from Real-time database. Commenting function is available to share their opinion about the products. And also getting reviews from the users about the product.

FUTURE ENHANCEMENT

FUTURE ENHANCEMENT

As a result of this web application, we can say that Nykaa's culture prioritizes its customers and their satisfaction. The major strategies of Nykaa are all customer-centric. They all start with the needs of the customers and work backwards. Nykaa has proven to have filled the gap between supply and demand of cosmetics in India. Nykaa has 35% market share and is leading the market in the country. After building the reputation of being genuine and selling 100% real products of various brands (both local & global) including its own label of production, it is time for Nykaa to launch a new line of luxury under its name. Currently, not many companies provide multi-brand luxury products on their websites or in stores. We should look forward to expand globally as a lot of its reviews have had questions raised from across the market.

REFERENCES

REFERENCES

1. Working at NYKAA.COM: Employee Reviews | Indeed.co.in [WWW Document], 2018. URL <https://www.indeed.co.in/cmp/Nykaa.com/reviews>.
2. www.nykaa.com [WWW Document], 2019. URL <https://www.nykaa.com/>
3. <https://stackoverflow.com/>
4. <https://reactjs.org/docs/getting-started.html>
5. <https://reactjs.org/>
6. <https://www.w3schools.com/REACT/DEFAULT.ASP>
7. <https://www.producthunt.com/discussions/let-s-post-our-upcoming-projects-and-grow-together>
8. <https://help.producthunt.com/en/articles/479557-how-to-post-a-product>
9. <https://imgbb.com/>