ECOMMERCE WEBSITE

A Project Report

submitted in partial fulfillment of the requirements

of

"Applied Cloud Computing for Software Development"

Ву

JERNIYA.N, 822720104016

LAVANYA.K, 822720104019

SUGAPRIYA.G, 822720104701

Under the Esteemed Guidance of

Mrs. R. Umamaheshwari

ACKNOWLEDGEMENT

We would like to take this opportunity to express our deep sense of gratitude to all individuals who helped us directly or indirectly during this thesis work.

Firstly, we would like to thank my supervisor, Mrs. R. Umamaheshwari, for being a great mentor and the best adviser I could ever have. His advice, encouragement and critics are source of innovative ideas, inspiration and causes behind the successful completion of this dissertation. The confidence shown on me by him was the biggest source of inspiration for me. It has been a privilege working with him from last one year. He always helped me during my thesis and many other aspects related to academics. His talks and lessons not only help in thesis work and other activities of college but also make me a good and responsible professional.

ABSTRACT

The E-commerce website aims to create a seamless online shopping experience for users, offering a diverse range of products and services. Utilizing an intuitive interface and efficient order processing, the platform seeks to enhance customer satisfaction. Integration of personalized recommendations, user accounts and responsive design ensures accessibility across devices. Through continuous optimization, the ecommerce website strives to adapt to evolving market trends and user preferences and engaging online marketplace.

TABLE OF CONTENTS

Abstrac	ct				
List of F	igures	<u> </u>			
Chapter 1. Introduction					
	1.1	Problem Statement 6			
	1.2	Problem Definition 6			
	1.3	Expected Outcomes 6			
	1.4.	Organization of the Report			
Chapter 2. Literature Survey 8					
	2.1	Paper-1 8			
	2.1.1	Brief Introduction of Paper8			
	2.1.2	Techniques used in Paper9			
Chapte	r 3. Pr	oposed Methodology10			
	3.1	System Design			
	3.2	Modules Used			
	3.3	Data Flow Diagram			
	3.4	Advantages			
	3.5	Requirements Specification			
Chapte	r 4. Im	plementation and Results16			
	4.1. H	Home Page16			
	4.2. S	ign-in Page16			
	4.3. L	ogin17			
	4.4. A	Admin Login			
	4.5. A	Add Products Page18			
	4.6. 0	Cart Page18			
	4.7 C	Order Page19			
Chapter 5. Conclusion					
Github	Link.	21			
Video	Link	21			
Refere	nces	21			

LIST OF FIGURES

	ECOMMERCE WEBSITE	Page No.
		1.6
Figure 1	Home Page	16
Figure 2	Sign-in Page	16
Figure 3	Login	17
Figure 4	Admin Login	17
Figure 5	Add Products Page	18
Figure 6	Cart Page	18
Figure 7	Orders Page	19

CHAPTER 1

INTRODUCTION

1.1. Problem Statement:

The current lack of a user-friendly and efficient Ecommerce platform results in a cumbersome shopping experience for customers. Traditional brick-and-mortar stores limit the accessibility and availability of products, requiring customers to physically visit stores and navigate through limited inventory. Additionally, such stores often have fixed operating hours, restricting the flexibility for consumers to shop at their preferred times. It leads to lack of convenience for consumers. Existing systems often suffer from slow loading times, limited product information, and inadequate transaction security, leading to a suboptimal user experience.

1.2. Problem Definition:

The identified problem revolves around the inadequacies of current ecommerce platforms, characterized by a lack of user-friendliness, limited accessibility, and suboptimal user experiences. The challenges include: Limited Accessibility and Availability: Traditional stores restrict product accessibility and availability, demanding physical visits and navigating through a constrained inventory. Inflexible Shopping Hours: Brick-and-mortar stores with fixed operating hours limit consumers' flexibility to shop at their preferred times, leading to inconvenience. Technical Shortcomings: Existing systems suffer from slow loading times, insufficient product information, and transaction security issues, contributing to an overall suboptimal user experience.

1.3 Expected Outcomes:

The ecommerce website project aims to address these issues and achieve the following outcomes.

Seamless Online Shopping: Create a user-friendly and efficient ecommerce platform to provide a seamless online shopping experience for users.

Diverse Product Range: Offer a diverse range of products and services to cater to a wide array of customer needs and preferences.

Enhanced Customer Satisfaction: Improve customer satisfaction through an intuitive interface, efficient order processing, and features like personalized recommendations.

Accessibility Across Devices: Ensure accessibility across various devices through responsive design, allowing users to shop conveniently using smartphones, tablets, or computers.

1.4 Organization of the report:

The remaining report is organized as follows:

Chapter 2 - Literature Survey

Chapter 3 - Proposed Methodology

Chapter 4 - Implementation and Result

Chapter 5 - Conclusion

Chapter 6 - Appendix

CHAPTER 2

LITERATURE SURVEY

2.1. **Paper-1**

Survival of e-commerce entrepreneurs: The importance of brick-and-click and internationalization strategies by panelBeatriz Cuellar-Fernández, Yolanda Fuertes-Callén, Carlos Serrano-Cinca.

2.1.1. Brief Introduction of Paper:

E-commerce is a fast-growing industry that attracts many entrepreneurs; however, the survival rate is lower than that of other industries. Entrepreneurs take many strategic decisions that have a significant bearing on the success of their e-commerce ventures. Two are particularly salient for our research: Is it better to start as a pure-click or open a physical store? To what extent should e-commerce ventures internationalize? We also wonder if it is worth reviewing the first annual accounts available. Grounding on organizational ecology theory, we develop a model hypothesizing that (1) the brick-and-click strategy favours survival; (2) internationalization favours survival; (3) firm size and financial health matter; (4) earnings management mediates the relationship between financial health and survival; and (5) the brick-and-click and internationalization strategies mediate the relationship between size and survival. The empirical study is performed by analysing seven years of data on 632 new e-commerce ventures using non-parametric means tests, a Cox regression, and a generalized structural equation model. The study tests the strategies followed by e-commerce entrepreneurs and firm characteristics that influence survival. We find that the risk of bankruptcy is 1.437 times greater for pure-click than for brick-and-click retailers, 2.778 times greater for local players than for internationalized firms, and 1.787 times greater for unprofitable firms than for profitable firms. Hence, it is worth analysing the financial statements provided by entrepreneurs; however, signs of earnings management should be checked. All these factors affect the probability of early bankruptcy as well as explain survival several years later.

2.1.2. Techniques used in Paper:

Overview of Current Research:

- Notable Frameworks and Models:
- Comparative Analysis:
- Identified Gaps and Limitations:
- Methodological Approaches:
- Key Authors and Influential Works:
- Evolving Trends and Future Directions:
- Critique of Existing Literature:
- Relevance to Current Study

CHAPTER 3

PROPOSED METHODOLOGY

3.1 System Design

3.1.1. System Architecture:

- 1. Here we used a three-tier architecture: Presentation layer, Application layer, and Data layer.
- 2. Layer implemented by using Web-based user interface using HTML, CSS, and JavaScript.
- 3. Application Layer implemented by using the business logic using a server-side language like Node.js or Django.
- 4. Data Layer implemented by using a relational database (e.g., MySQL, PostgreSQL) to store product information, user data, and order details.

3.1.2. Product Management:

We Created a product catalog with categories and subcategories. Include features for adding, updating, and deleting products. Implemented search and filter options for users to easily find products.

3.1.3. Shopping Cart:

Developed a robust shopping cart system to allow users to add/remove items and implemented cart persistence for users across sessions.

3.1.4. Order Processing:

We Designed a secure checkout process with multiple payment options. Include order confirmation and status updates for users.

3.1.5. User Profiles:

Enable users to create and manage their profiles. Include order history, wish lists, and personal settings.

3.2 Modules Used

3.2.1 User Login:

User Authentication: Implement a secure user authentication system with features like email/username and password verification.

User Registration: Allow new users to create accounts, providing necessary information and validating email addresses.

3.2.2 User Sign-in:

User Registration: Allow users to sign up by providing necessary details like name, email, password, and address.

3.2.3 Admin Login:

User Management: Provide functionality for administrators to manage user accounts, including adding, updating, and deleting users.

Product Management: Enable administrators to add, update, or remove products from the inventory.

Order Management: Allow admins to view and manage customer orders, update order status, and handle cancellations or refunds.

3.2.4 Order:

Product Selection: Allow users to browse and select products for purchase.

Order Confirmation: Provide a clear summary of the selected products, quantities, and total cost before the user confirms the order.

Payment Integration: Implement secure payment gateways for processing transactions.

Order History: Maintain a history of orders for users to track their purchases.

3.2.5 Shopping Cart:

Add to Cart: Allow users to add products to their shopping cart while browsing.

Cart Management: Enable users to view, update, and remove items from their shopping cart.

Checkout Process: Guide users through a smooth checkout process, including shipping details and payment information.

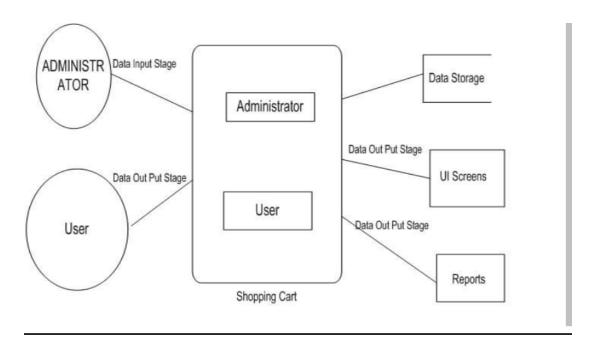
3.3 Data Flow Diagram

A Data Flow Diagram (DFD) is a graphical representation of the "flow" of data through an information system, modeling its process aspects. A DFD is often used as a preliminary step to create an overview of the system, which can later be elaborated. DFDs can also be used for the visualization of data processing (structured design).

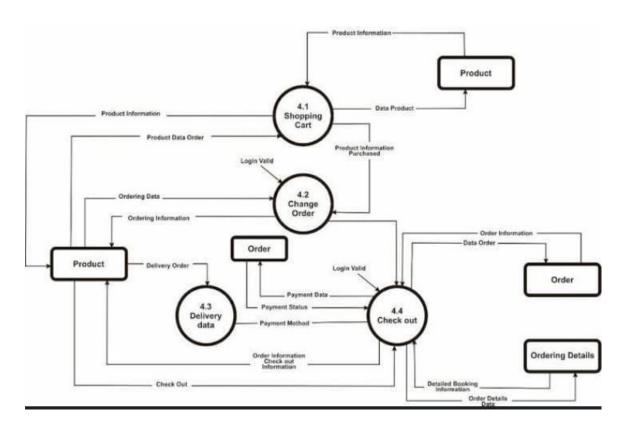
3.3.1. DFD Level 0



3.3.2. **DFD** Level 1



3.3.3. **DFD** Level 2



3.4 Advantages

The advantages of an e-commerce website are numerous and contribute to the growth and success of businesses in the digital age. Here are key advantages: Global Reach, 24/7 Accessibility, Cost Efficiency, Convenience for Customers, Scalability.

3.5 Requirement Specification

3.5.1. Hardware Requirements:

Preprocessor: Intel Core i5

RAM : 4 GB

Hard Disk : 60 GB

Keyboard: Standard Keyboard

3.5.2 Software Requirements:

Front End : HTML, CSS

Back End : JSP, Servlet

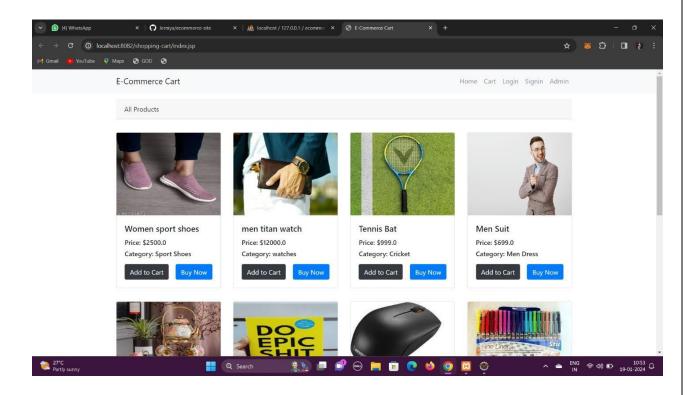
Database : MySQL

Front-End Framework: Bootstrap

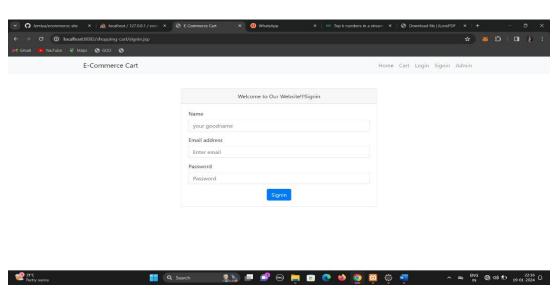
CHAPTER 4

IMPLEMENTATION AND RESULT

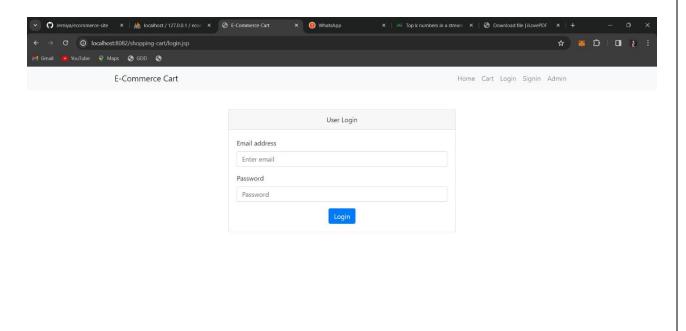
4.1. HOME PAGE:



4.2. SIGN-IN PAGE:

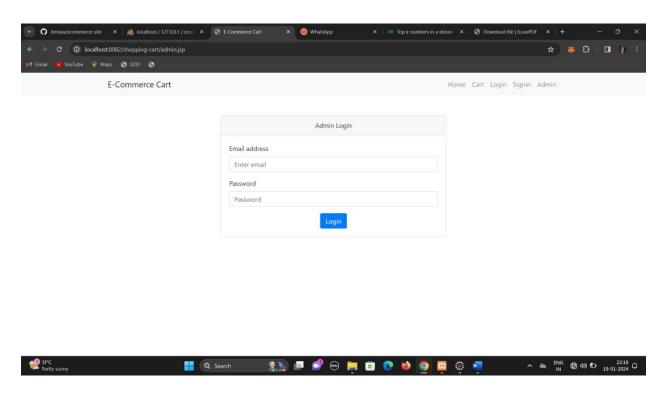


4.3.LOGIN:

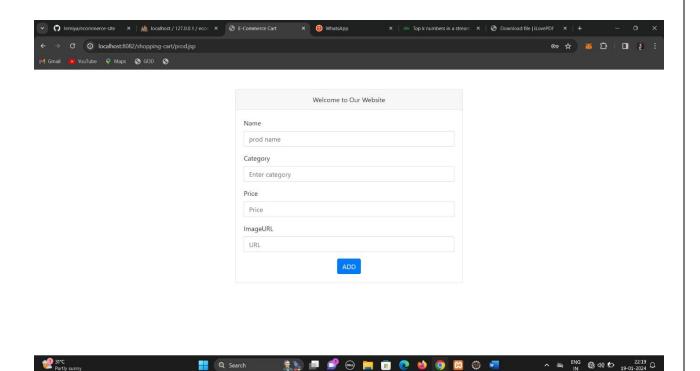




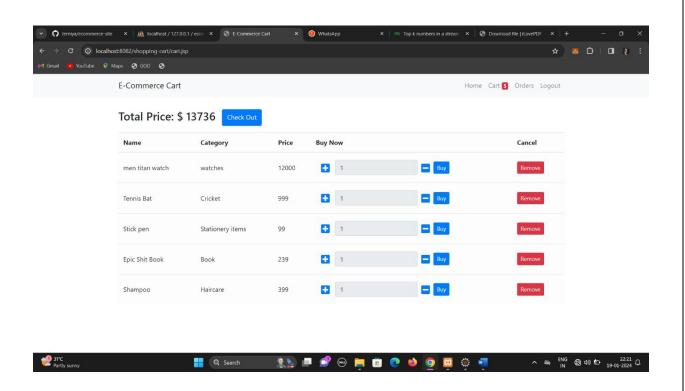
4.4.ADMIN LOGIN:



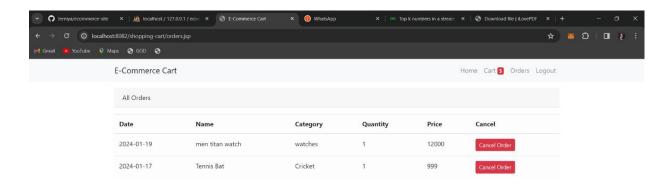
4.5.ADD PRODUCTS PAGE:



4.6.CART PAGE:



4.7.ORDERS PAGE:





CHAPTER 5

CONCLUSION

In conclusion, the Ecommerce website project represents a significant leap forward in addressing the limitations of traditional shopping methods and creating a platform that aligns with the evolving needs and expectations of modern consumers. The development journey has been guided by a commitment to enhancing convenience, accessibility, and personalization in the online shopping experience. The implementation of a user-friendly interface, secure payment gateways, and an extensive product catalog has been instrumental in providing a seamless and enjoyable shopping journey for users.

ADVANTAGES:

The advantages of an e-commerce website are numerous and contribute to the growth and success of businesses in the digital age. Here are key advantages: Global Reach, 24/7 Accessibility, Cost Efficiency, Convenience for Customers, Scalability.

SCOPE:

The future scope for an Ecommerce website project can involve various enhancements and expansions to keep the platform relevant, competitive, and adaptive to changing market trends. Here are some potential future scope considerations:

- ✓ Integration with emerging technologies (e.g., AI for advanced recommendations).
- ✓ Mobile application development.
- Expansion of product categories.

REFERENCES

- [1] B. Gao, H. Wang, Z. Huang, Y. Hou. Analysis of the Impact of Online Evaluation System on Merchandise Sales-Based on JD and Tmall Data.
- [2] D.L. Hoffman and T.P. Novak. A New Marketing Paradigm for Electronic Commerce, October 17, 1996.
- [3] C. Moorman and L.L. Price. Consumer Policy Remedies and Consumer Segment Interactions. Journal of Public Policy & Marketing, Health and Safety Issues, 1989(8): 181-203.
- [4] X. Zhong. Website Features and their Individual Characteristics to the Context of the Influence of the Network Shopping Acceptance.
- [5] iimedia.cn. China online shopping market development scale and user behavior analysis in 2019.
- [6] Q. Wang, H. Guo, M. Liu. A Study on the Conversion mode of Customer Satisfaction and Customer Loyalty in Online Shopping-Taking Taobao, Tmall and JD e-commerce sites as examples.

GITHUB LINK: https://github.com/Jerniya/ecommerce-site

VIDEO LINK: https://drive.google.com/drive/folders/1R8V-

XVNrwbaGEjMxB3zFTXv7cwNtgNtc

APPENDIX

INDEX.JSP

```
O month of thought Seath Poper And Mindow Hose

The for North Seath Poper And Mindow Hose

**Project Seath Poper And Mindow Hose

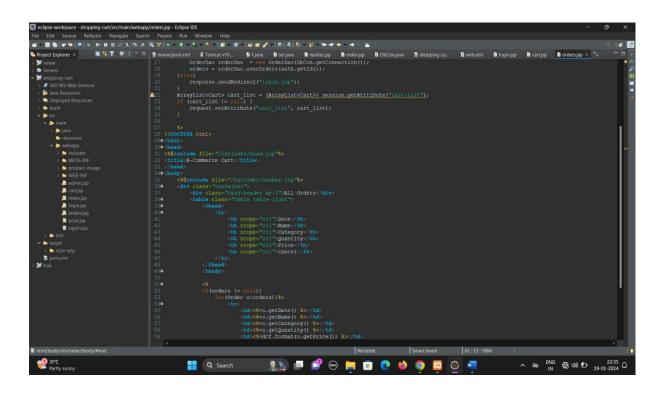
**Pro
```

CART. JSP

```
Greene earthware - depression control (reference to the Woods into

| The [in] Number | Section | Woods into | Woods into | Section | Se
```

ORDERS.JSP



PRODUCT.JSP

```
O colpa- entrique - thopping cart formation proteins | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
```

ADMIN.JSP

```
Godine contages the proportion many elegants is a mission of the proportion of the contage of the contage of the proportion of the contage of the proportion of the proportion
```

LOGIN.JSP

```
Go Source Antenno Protection Protection (1997)

Fig. Cot Source Antenno Protection Source State (1997)

Fig. Cot Source Antenno Protection Protection
```

SIGNIN.JSP

ADD.SERVLET

DEPLOYMENTLINK:https://jerniya.github.io/ecommerce-site

	ECOMMERCE WEBSITE	
822720104016 Page 26	922720404046	Page 120