**2. Literature Review**

Project Description and Objective

This e-commerce platform is designed to provide a seamless online shopping experience for customers while offering store administrators an efficient way to manage products, orders, and customer interactions. The main objective of the project is to enhance online retail operations by providing a user-friendly and secure platform for transactions.

Problem Statement

Many e-commerce platforms suffer from poor user experience, slow performance, and limited administrative control. Customers often face difficulties in finding products, making secure payments, and tracking orders, while store owners struggle with managing their inventory effectively. This project aims to solve these issues by providing a well-optimized, secure, and feature-rich platform.

Unique Features and Differentiation

Unlike other similar e-commerce platforms, this project offers:

A highly intuitive and responsive user interface for better shopping experiences.

Advanced search and filtering options for easier product discovery.

Multiple secure payment gateways to enhance customer trust.

A comprehensive admin dashboard for streamlined inventory and order management.

AI-powered recommendations to enhance customer engagement and sales.