

Your All In One E-commerce Solution

Dealytics

Collaboration Diagram

Presented by Md Imtiaz Kabir

Overview

Buyer perspective

1. Show personalized deals
2. Show trending deals
3. Show subscribed deals
4. Search for a deal
5. Compare deals
6. Add review

Seller perspective

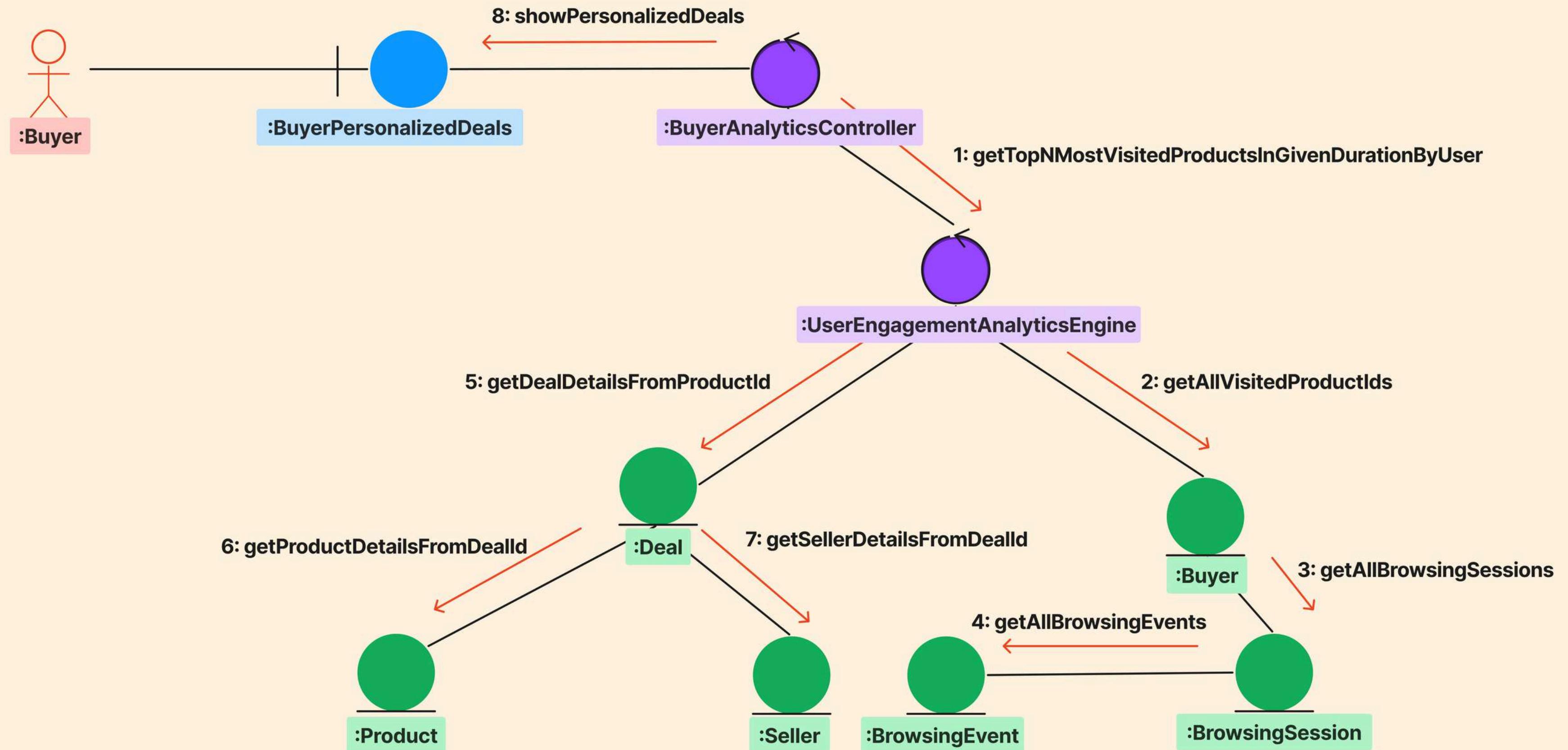
1. Show critical products
2. Show recent products
3. Add new deal/product
4. Reputation forecast
5. Inventory forecast
6. Price forecast
7. Custom analytics
8. Show product review

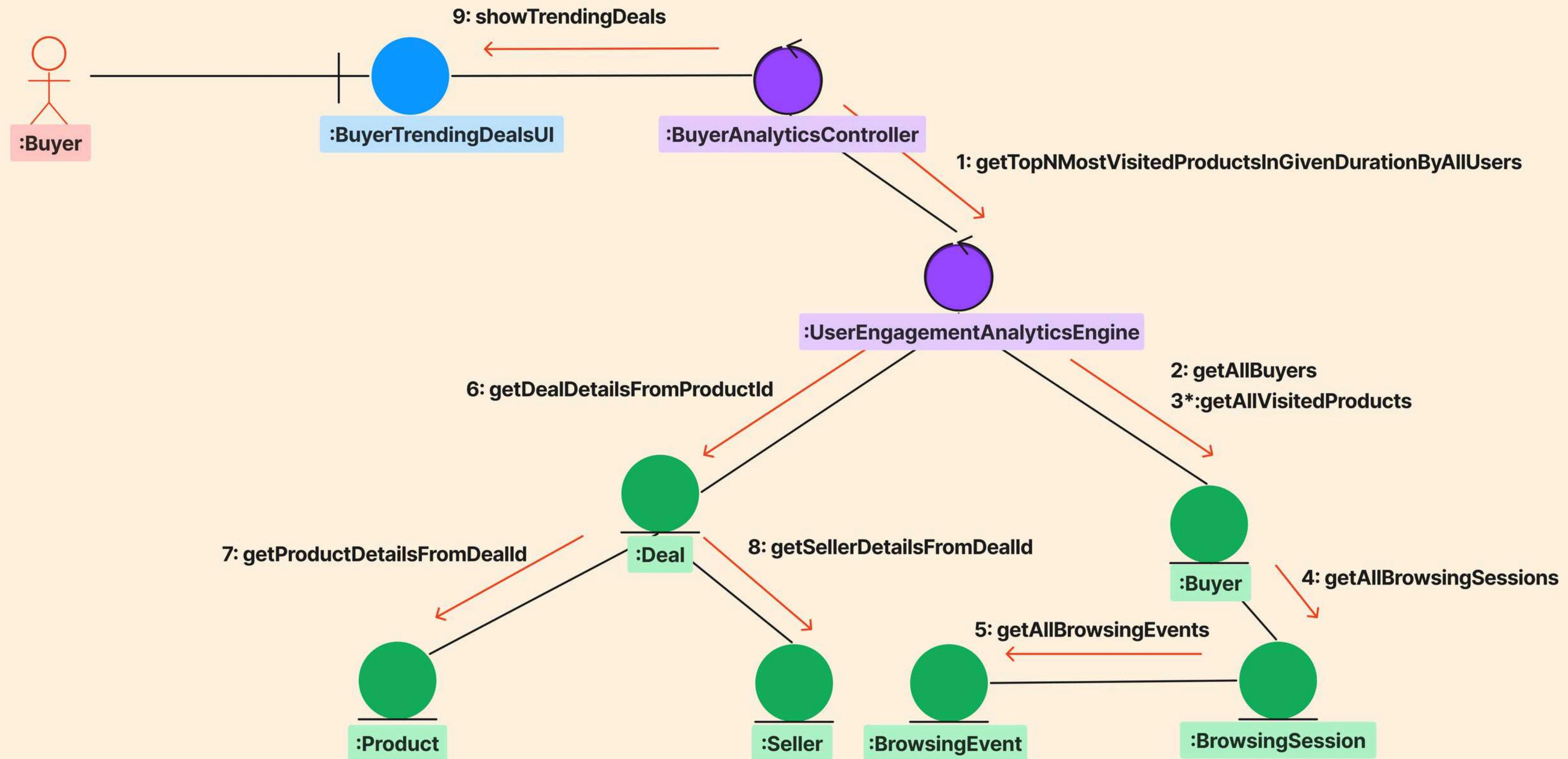
Admin perspective

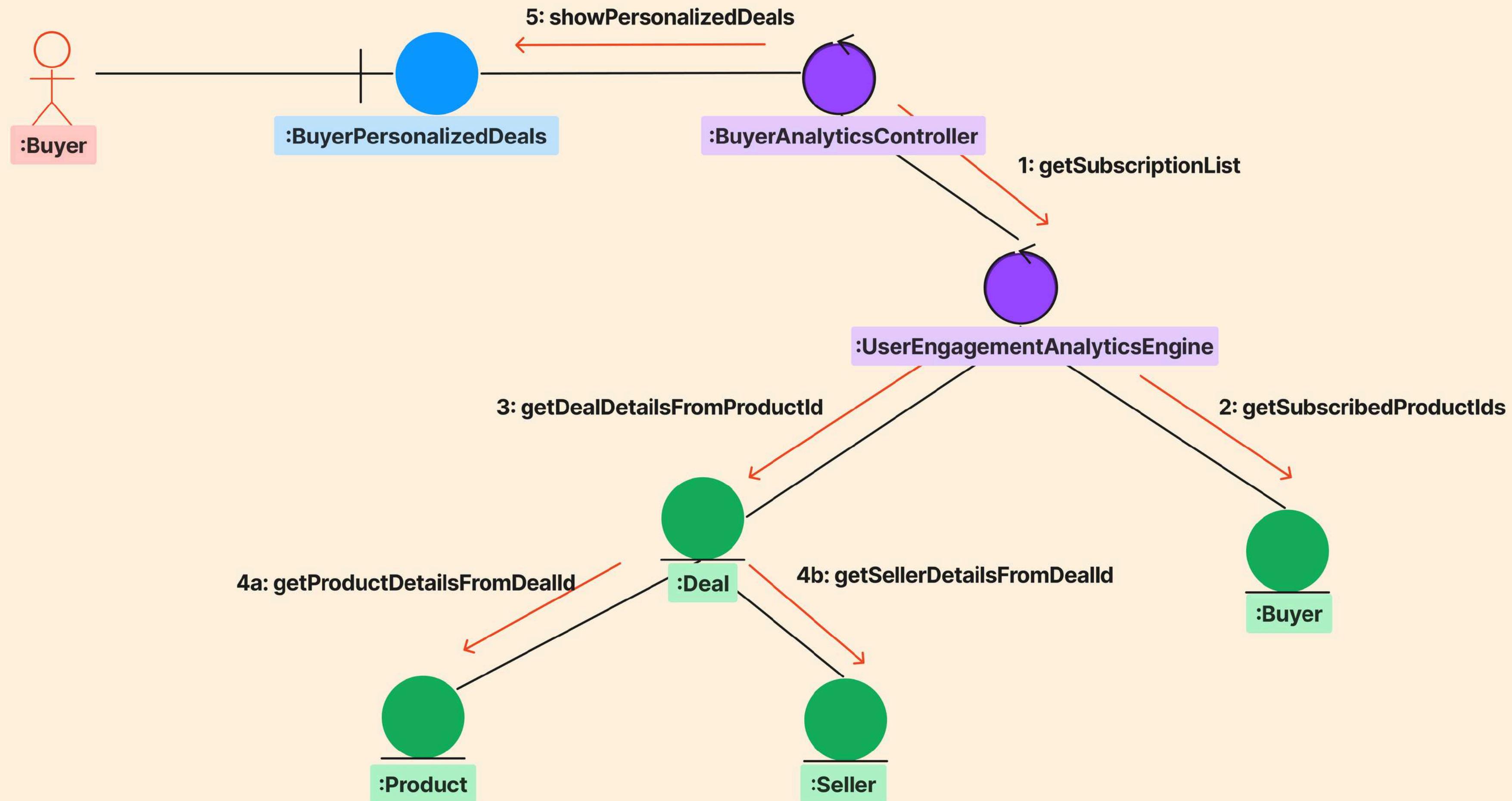
1. Scrape Products

Show deals to Buyer

- In the buyer dashboard, there are products of **three** different categories
- The first category is **their own personalized deals**
- This personalization is based on their **previous browsing sessions**
- The second category is based on **the trending products**
- To determine which products are trending the system queries **browsing sessions of all users**
- The last category is based on the **user subscriptions**
- User subscription is **saved the moment a user signs up**

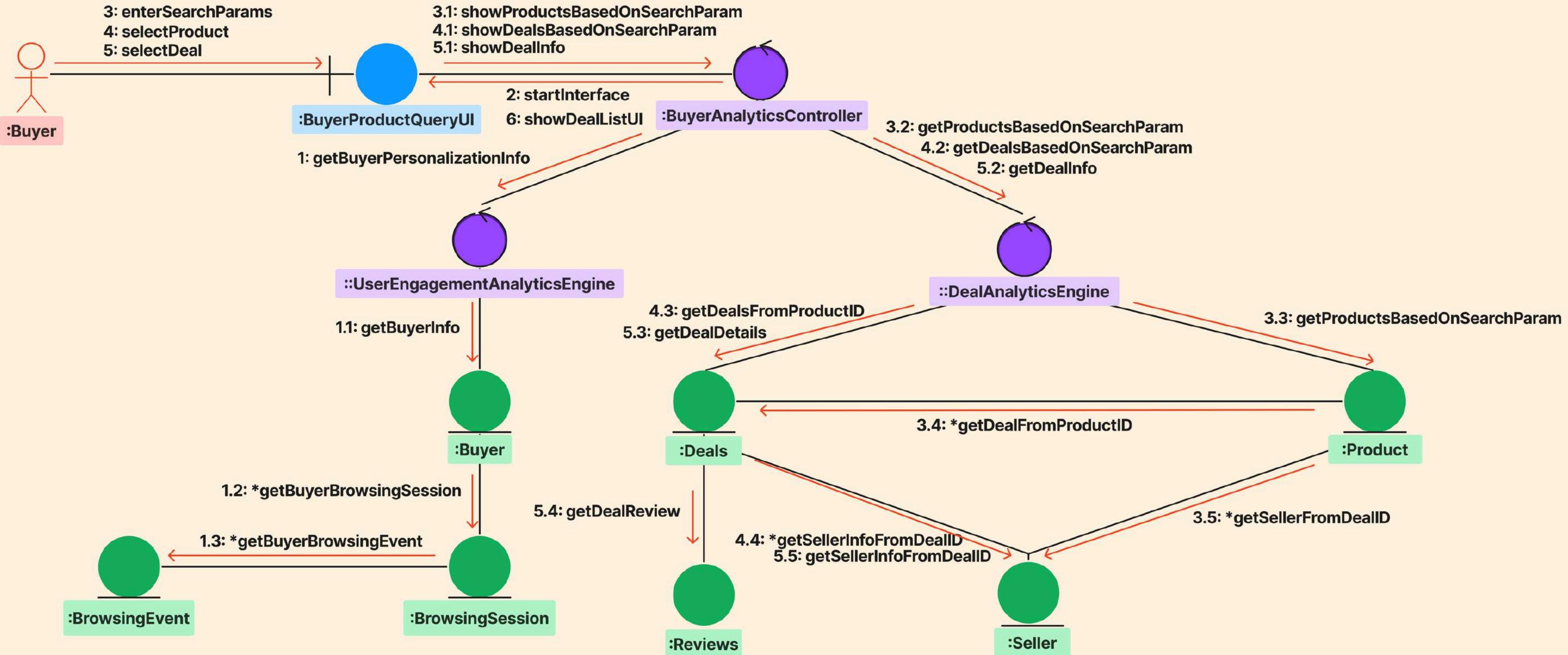


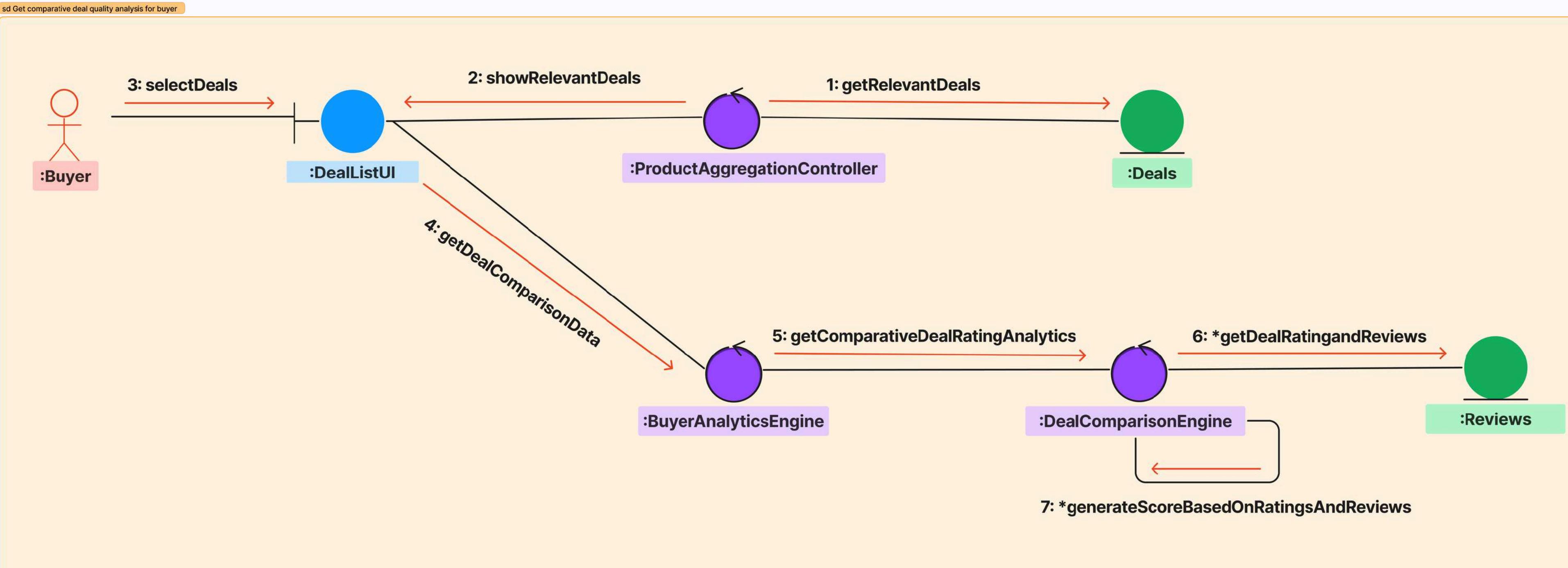




Search & Compare

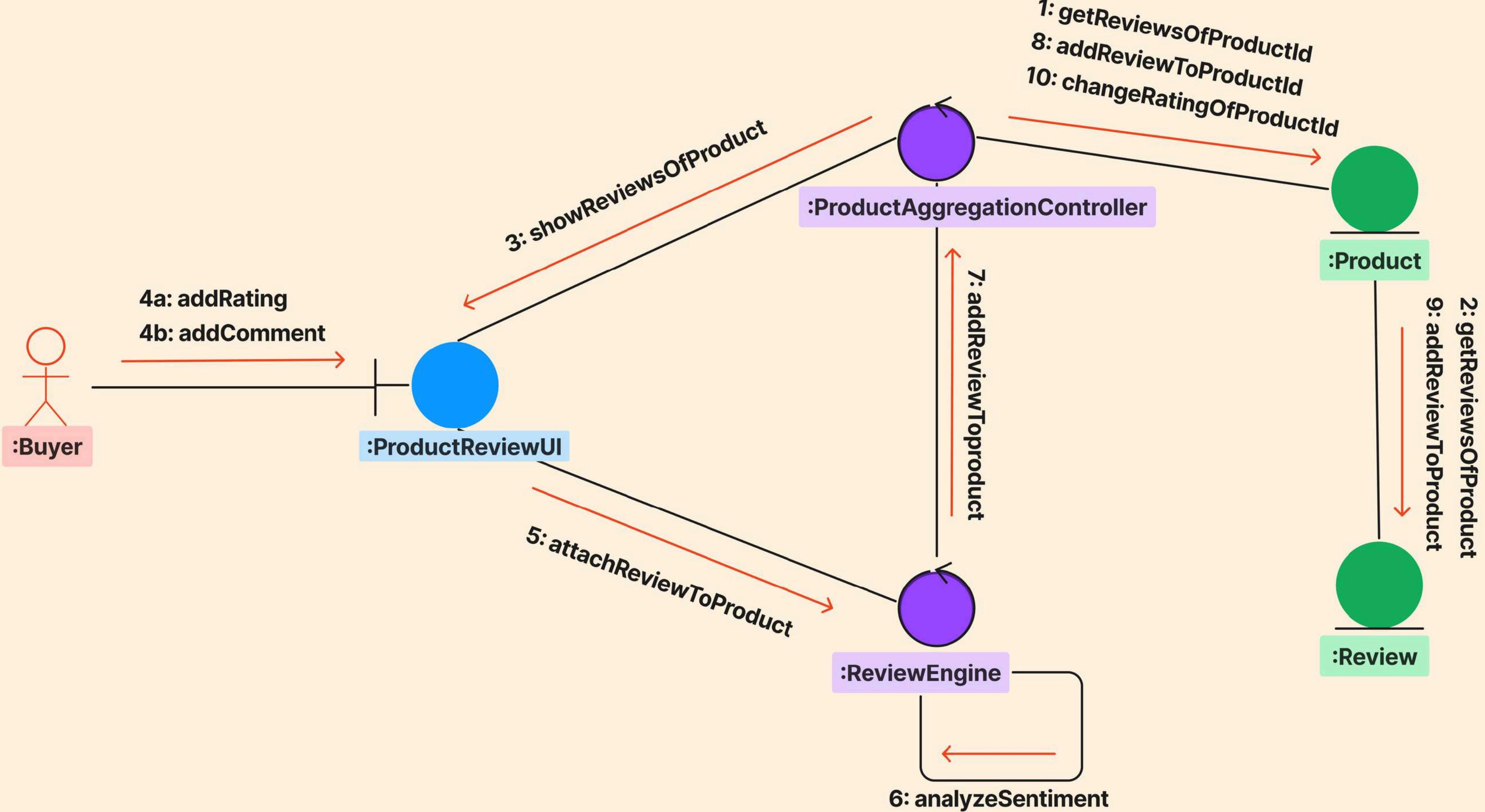
- The query UI shows appropriate deals to buyers as a start / quick access.
- The initial list of products are selected based on **buyer preference** (as previously discussed)
- Buyers can search with some set **search parameters** to select a product
- Then **all deals** of that product is shown.
- Upon **Selecting a deal**, the seller information, product review and deal details are shown.
- Any list of deal is always **sorted** in a comparative manner based on their **analyzed deal rating**.
- This deal scores are generated from **ratings and reviews** of that particular deal





Add product review

- Upon selecting a deal/product, a buyer is presented with **reviews of others** on that product.
- On the same UI, buyers can **add their own review**
- A review consists of **a rating** and **a comment**
- Any review directly **affects the rating of the product** and is permanently **stored with the product information**.



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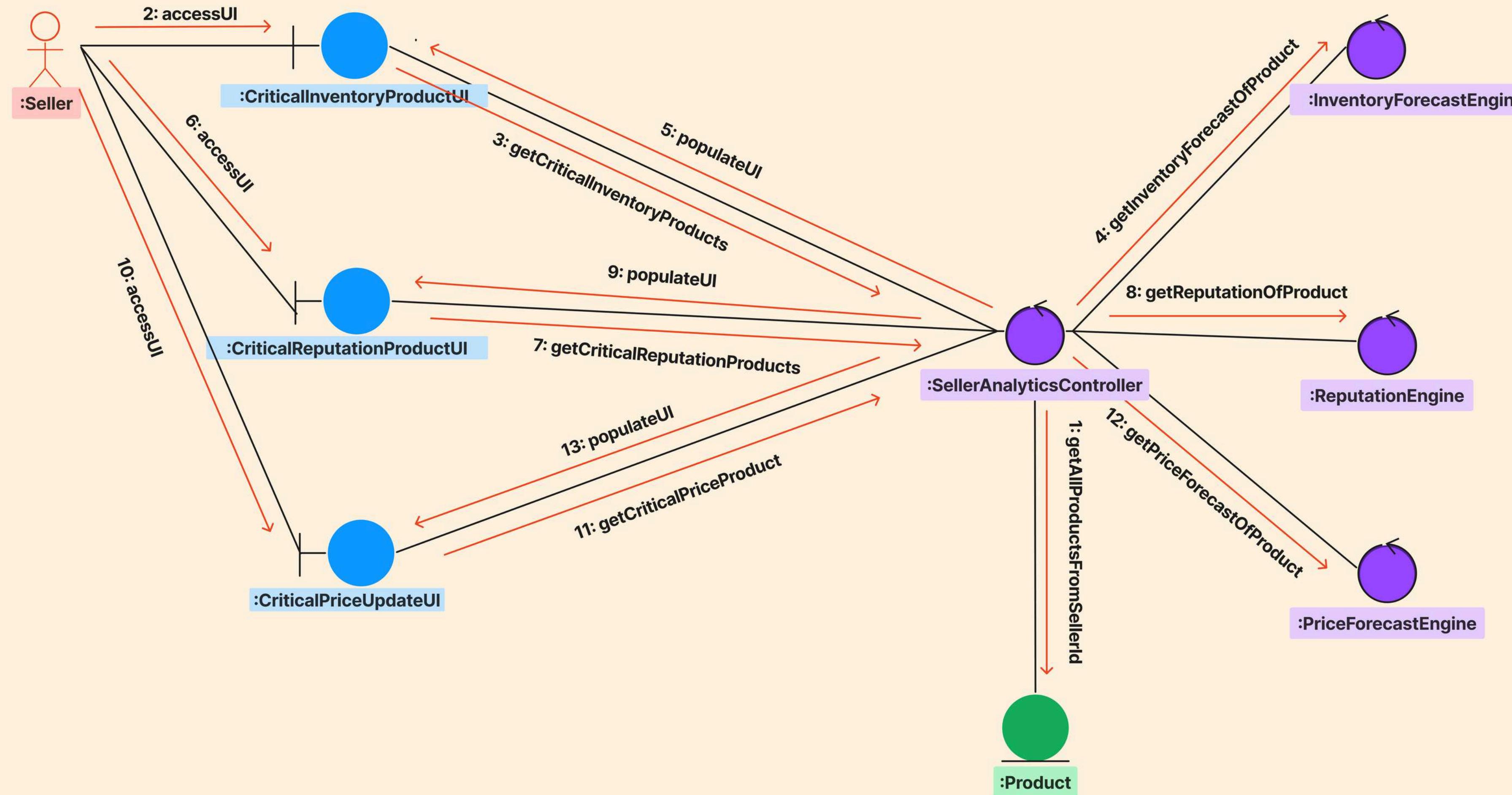
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Admin perspective

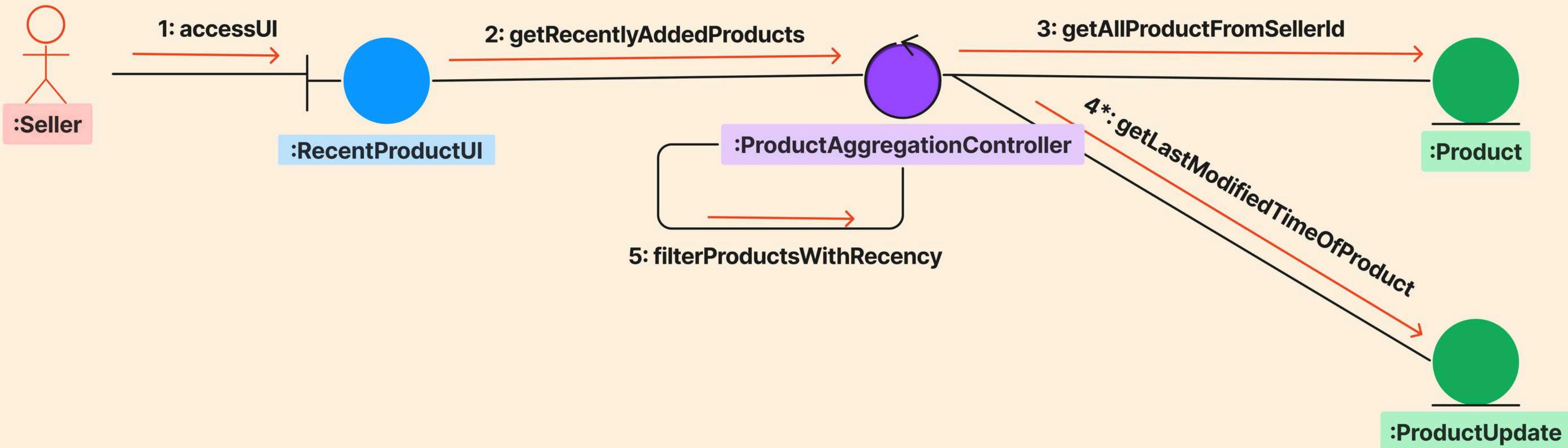
1. Scrape Products

Show critical and recent products

- The seller dashboard contains **products that require immediate attention.**
- This urgency is decided by a product's **price, inventory and reputation**
- These three different urgency is **showed in three different section** of the UI
- In a separate section, the **recently aggregated product** is shown

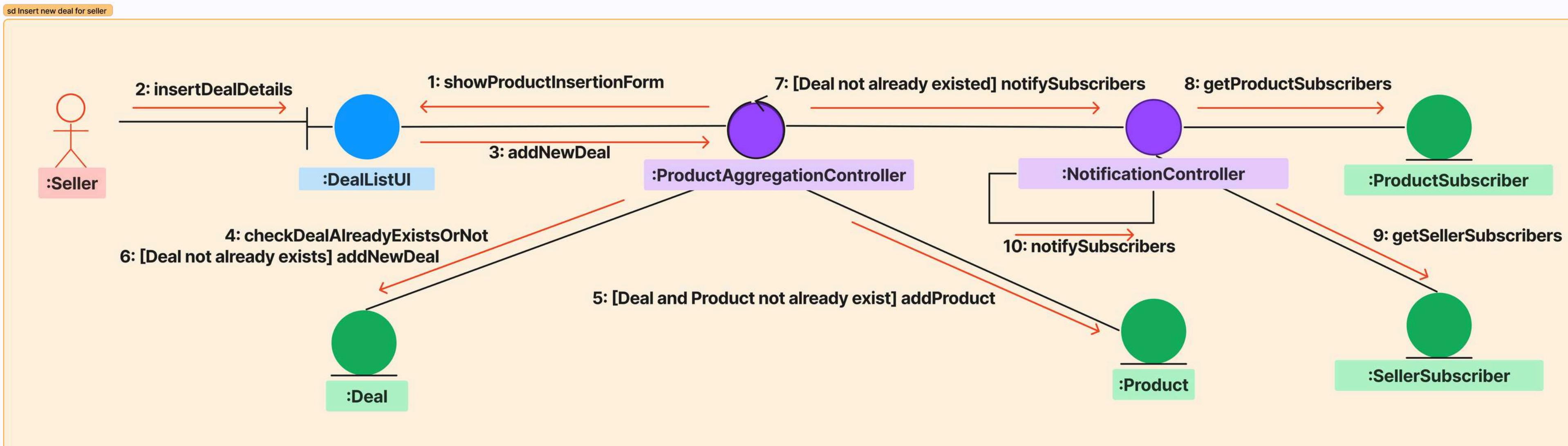


sd Show recently aggregated products to seller



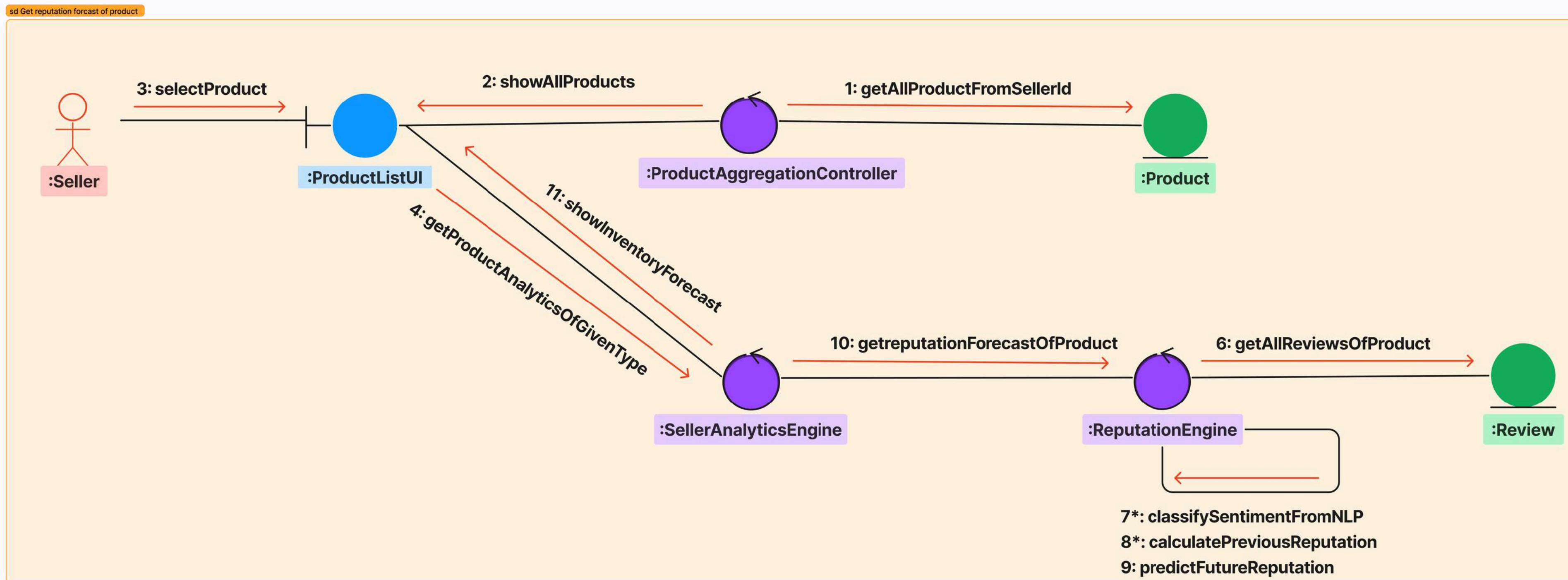
Aggregate New Deal

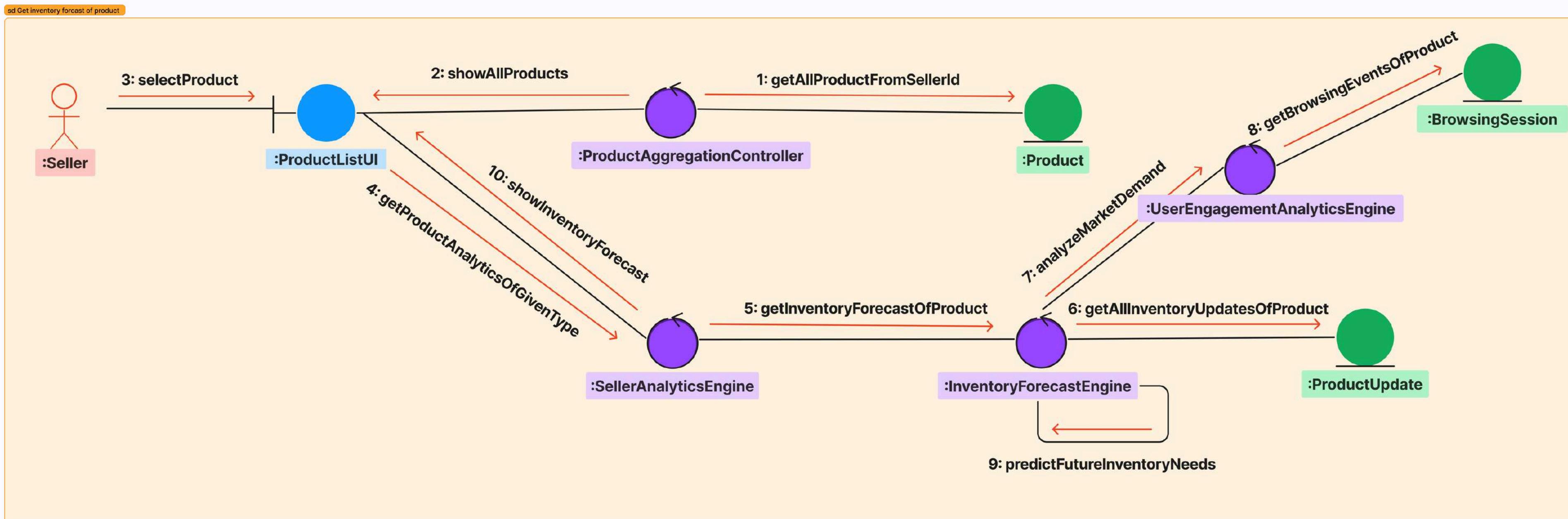
- In the list of deals shown to the seller, there is an option to **add a new deal**
- Upon filling up a **product insertion form**, the deal is **added if it does not already exists**
- A successful addition **notifies subscribers** of related deals

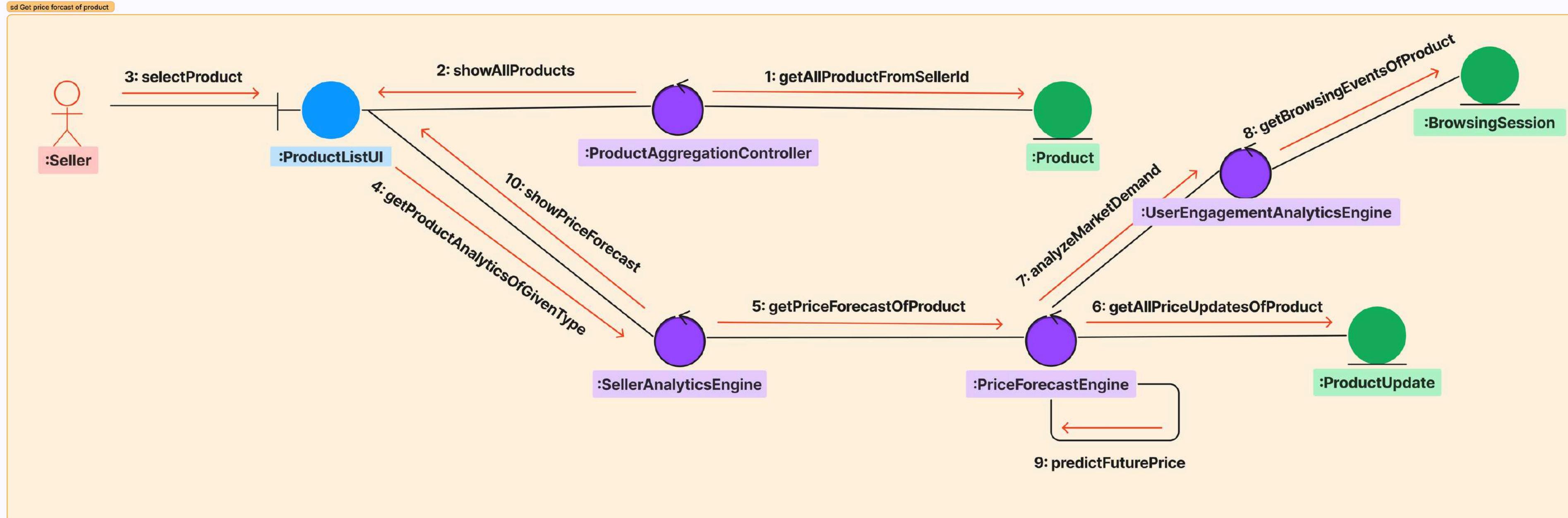


Forecast product future

- Dealytics provide **three temporal forecast** for any product (as previously discussed)
- **Reputation forecast** is based on **user reviews** which are processed **by rating and sentiment** with a natural language processor.
- **Inventory forecast** looks for **previous inventory** and **market demand** predicted by **user browsing patterns**.
- **Price forecast** is based on **previous prices** and **market demand**.

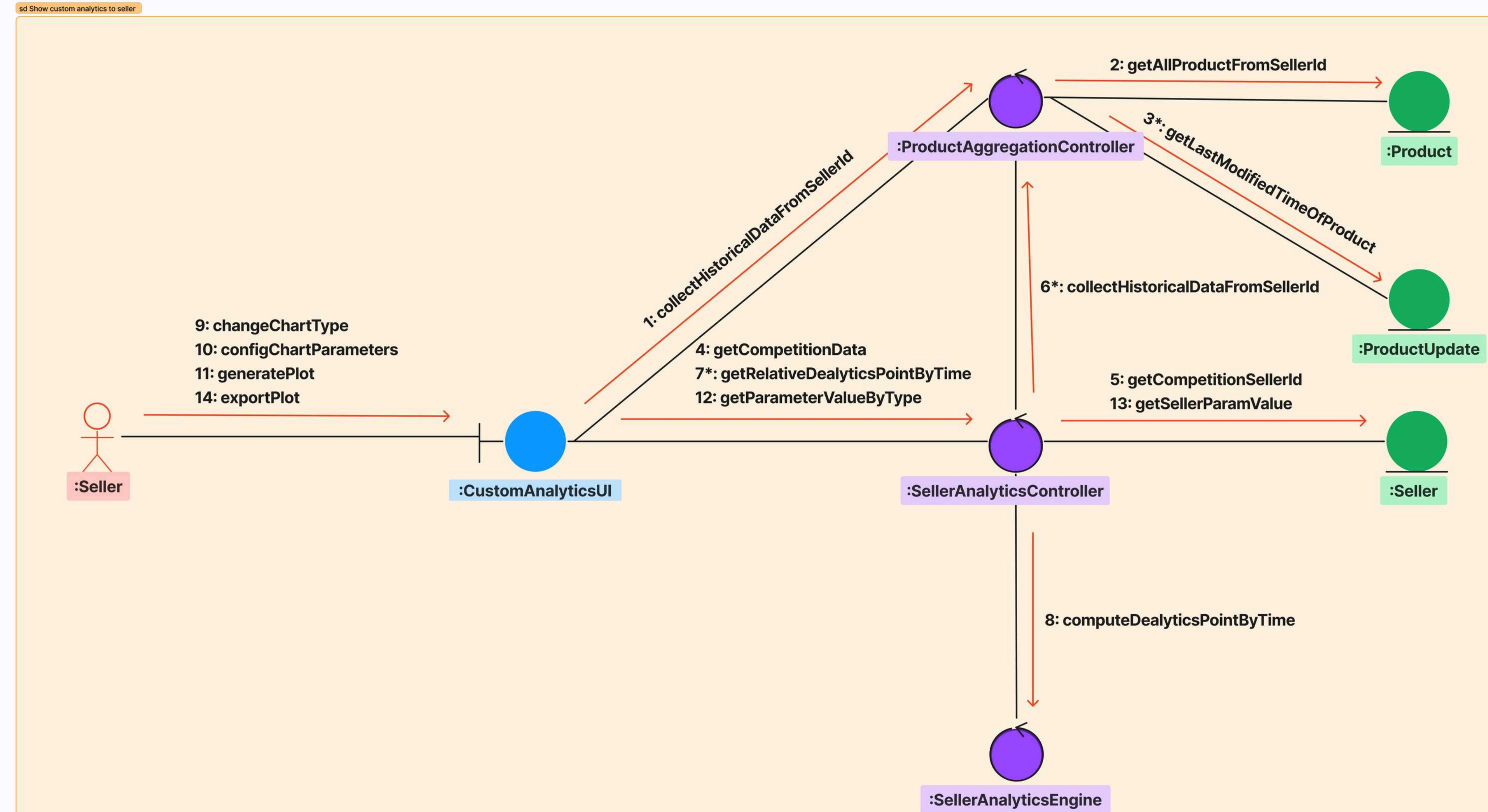






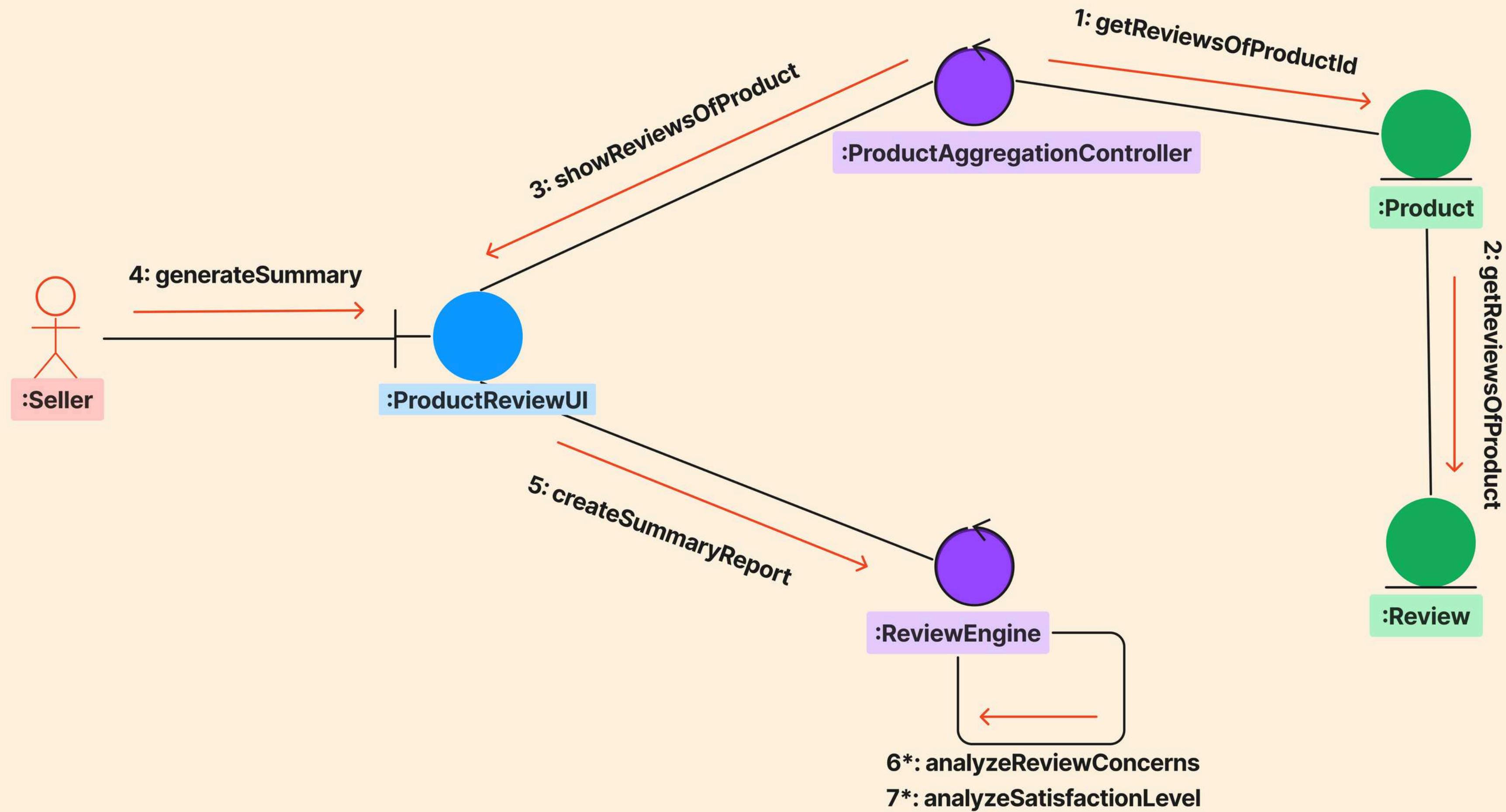
Custom Analytics

- In the UI for custom analytics, a **default analytics of dealytics score** between **competitions** is shown
- But a seller can easily change it for something they want
- The relevant metrics are fetched from the **seller information** and **product information**
- The generated plot can then be **modified** completely in the frontend
- Lastly the **plot can be exported** in the desired format



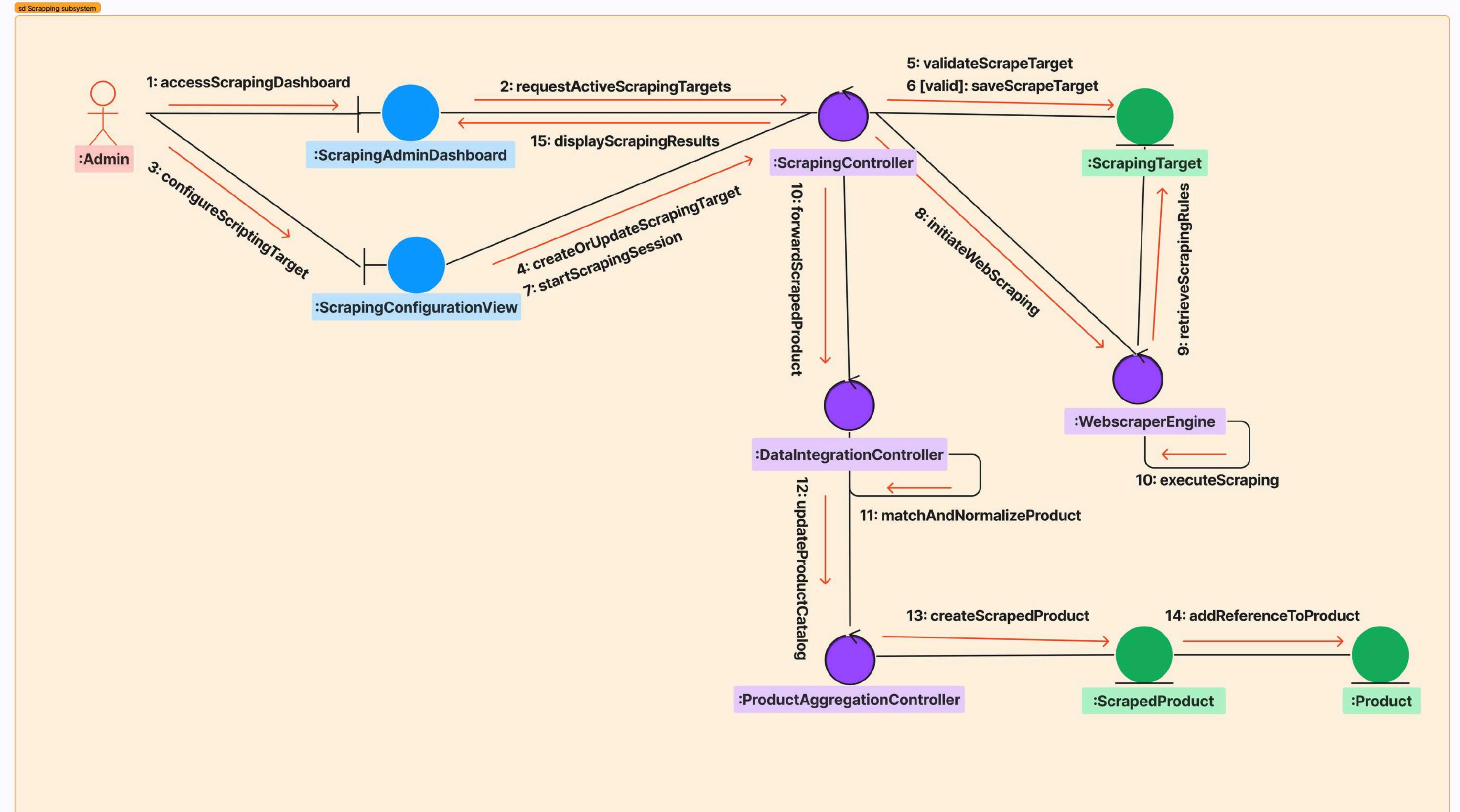
Show product review

- For a seller, reviews are **analyzed** for a better reputation trajectory.
- A natural language processor analyzes **customer satisfaction** and **identifies the concerns** of the customers.
- These individual review informations can then be **summarized**
- The summary report **suggests overall satisfaction**.



Scraping for products

- In the scraping dashboard, **active scrapings** are shown
- Admin can **configure** a new scraping target, that **creates new scraping sessions** or **updates existing ones**
- Upon starting a session **the web scraper engine** starts executing by the scraping rules.
- Any time a new product is found, it **matches and normalizes** the product with existing products and **add product after marking as scraped**.





Dealytics | Collaboration Diagram

Thank You

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