# PERSONALIZED SHOPPING DESTINATION

## A PROJECT REPORT

**Submitted by**

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***In partial fulfilment of the requirements***

***for the award of the degree***

**of**

## MASTER OF COMPUTER APPLICATIONS

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## BONAFIDE CERTIFICATE

This is to certify that the project report entitled "**PERSONALIZED SHOPPING DESTINATION"** is the bonafide record of project work done by **PRABHU S (Reg.No:23MCR068)** in partial fulfilment of the requirements for the award of Degree of Master of Computer Applications of Anna University, Chennai during the year 2024-2025.

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Submitted for the end semester viva-voce examination held on _____

**INTERNAL EXAMINER** **EXTERNAL EXAMINER**

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We affirm that the project report entitled "**PERSONALIZED SHOPPING DESTINATION"** being submitted in partial fulfilment of the requirements for the award of Master of Computer Applications is the original work carried out by us. It has not formed the part of any other project report or dissertation on the basis of which a degree or award was conferred on an earlier occasion on this or any other candidate.

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I certify that the declaration made by the above candidate is true to the best of my knowledge.

Date: Name and signature of the supervisor

**(S.B. KARTHIKEYAN)**

# ABSTRACT

Increasing competition conditions due to globalization force companies to develop different innovative ideas in different fields of management areas. Marketing activities is one of the parts of these fields which companies focus on to gain a competitive advantage in recent years. Now currently the product purchase is done through offline, so long distance people aren't able to purchase the product offline. The main objective is to deliver the product to reach their customer in a smart way and to increase the customer in an effective manner.

This E-commerce application is a web-based application. In order to develop web-based applications, we are using visual studio and react js to design a website by utilizing it so customers can purchase products. Here, the login page is created in order to protect the stock management of the organization in order to prevent it from the threat and misuse of the product. This product includes the direction of the shop to buy it offline when necessary.

It also includes the customer can choose the product and add it to cart they can buy it when they want. They can also use online transactions to buy a product. All the details are stored in the firebase as a backend. It also involved the shop number and details and the products that are sold in a shop and also there is an option where we can directly communicate with the owner of the shop.

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# LIST OF ABBREVIATIONS

| ABBREVIATIONS | DESCRIPTION |
|---|---|
| HTML | Hyper Text Markup Language |
| JS | Java Script |
| GB | Gigabyte |
| DFD | Data Flow Diagram |
| SDK | Software Development Kit |
| DOM | Document Object Model |
| NPM | Node Package Manager |
| API | Application Programming Interface |
| XML | Extensible Markup Language |
| UI | User Interface |