**SYNOPSIS**

The project entitled as “**B2C PORTAL WITH ANALYTICS** ” is developed using Front End PYTHON and Back End MYSQL.

B2C E-COM PORTAL is a full featured ecommerce and shopping cart component designed for PYTHON. This product provides a complete ecommerce solution for PYTHON. B2C E-COM PORTAL gives you the tools you need to meet the ever-changing demands of the ecommerce marketplace.

B2C provides both a clean development environment for you and an intuitive shopping experience for customers. B2C was enveloped from the ground up to take advantage of the specific features of PYTHON.B2C is more than a shopping cart and provides a comprehensive, high performance, ecommerce framework.

Proposing a new framework for top-k high utility itemset mining, where k is the desired number of HUIs(High Utility Itemsets) to be mined. Two types of efficient algorithms named TKU (mining Top-K Utility itemsets) and TKO (mining Top-K utility itemsets in One phase) are proposed for mining such itemsets without the need to set min\_util. We provide a structural comparison of the two algorithms with discussions on their advantages and limitations. Empirical evaluations on both real and synthetic datasets show that the performance of the proposed algorithms is close to that of the optimal case of state-of-the-art utility mining algorithms.

**The main objective the project is:**

* To Find High Utility Itemsets (HUIs)
* To improve customer interaction with the organisation
* To speed up quality sales and services
* To improve customer satisfaction at the most
* To provide online services and sales
* To improve marketing and services

**INTRODUCTION**

The project entitled as “**B2C PORTAL WITH ANALYTICS** ” is developed using Front End PYTHON and Back End MYSQL.

Traditional companies and institutions are making use of e-commerce to overcome the boundaries of space and time: it allows them to globalize their operations and offer a more personalized service to the customer. Moreover, many entrepreneurs took advantage of the benefits of e-commerce and created new business models

E-commerce has greatly evolved for forty years of existence and is still evolving continuously, as well as the software offered to support it. When searching for e-commerce solutions, almost all offered systems are focused on building web-shops, despite of the fact that electronic commerce is not just about web shopping any longer.

 In recent times, B2C or business-to-consumer e-commerce has grown into the most popular and prolific form of online trade. It is commerce between businesses and consumers. It is more commonly known as online retailing and involves customers purchasing goods and services online. Amazon.com, Dell computers, Drugstore.com, Travelocity, etc are some of the flourishing examples of B2C e-commerce.

B2C e-commerce has facilitated a click and drag online store in place of the conventional brick and mortar retailing stores. It has reduced transaction costs by increasing consumers’ access to information thereby easing the whole procedure of buying and selling goods and services. Consumers can now easily compare various features offered by different brands over the same product and add genuineness to their decision.

**MODULES**

**1. Admin Module**

* Customer Details Maintenance
* Products Entry and Updating
* Order Details Maintenance
* Transaction High Utility

- Transaction View

- Transaction Utility Growth

- Pruned High Utility Growth

- User Threshold High Utility Growth

**2. Customer Module**

* Registration and updating
* Products View
* Orders Entry

**MODULE DESCRIPTION**

**ADMIN MODULE**

**CUSTOMER DETAILS MAINTENANCE:**

The administrator maintenance the details of the customer registration details. The module provides the details of the customer name, address, personal details, bank name, card type he is using and the pan number through which his transaction details are updated.

**PRODUCT ENTRY AND UPDATING:**

The administrator provides the details of the products available in various categories. The product details such as product id, the product name, stock in hand and price is kept updated by the administrator.

**ORDER DETAILS MAINTENANCE:** The administrator receives the order details from the customer and kept updating the details. This module helps in forecasting the customer demand on the products and hence to improve the sales. The module gets the details of the customer id, name, the product ordered, the quantity needed, the ordered date and expected date of delivery.

**Transaction High Utility**

**- Transaction View**

This module is used to show the individual products sales count.

**- Transaction Utility Growth**

This module is used to show the utility growth by product count and product sales count.

**- Pruned High Utility Growth**

This module is used to show the utility growth by product count and product sales count, and will check whether product count is greater than the max of product count and which is divided by 3.

**- User Threshold High Utility Growth**

This module is used to show the utility growth by product count and product sales count, and will check whether product count is greater than the user give size of product.

**CUSTOMER MODULE**

**REGISTRATION AND UPDATING:**

This module enters the details of the customer name, address, phone number, the password required, the email address, the bank name for providing transactions, the card type and pan number of the customer. After registration the customer is provided with login name and password, by which he can access his details. The customer can update his details if needed when he logs in.

**PRODUCTS VIEW:**

The customer can view the products available in the shopping cart. The customer can get the details required and place order accordingly.

**ORDER ENTRY:**

After selecting the products, the customer can enter the order form with the details such as the product id that to be ordered, the quantity required, the ordered date and expected date of delivery

**SYSTEM ANALYSIS**

**EXISTING SYSTEM**

The existing system is being done manually. Each transaction is entered in a separate voucher (a record of transaction). At closing of each transaction, the data available in the voucher were posted into separate files. This process of creation in a particular report consumes such time, since searching through the voucher book and enters the same data for the second time in the general voucher is time consuming process. The process can be prone to resulting in errors and in duplication of data. Apart from tedious process, there is a chance for missing data and reports.

**LIMITATIONS OF EXISTING SYSTEM**

* Time consuming and tedious process
* Lots of papers has be maintained
* Time delay
* Wastage of human resources
* Record maintenance is difficult
* Not Finding the High and Low Transaction utilities of Itemsets.

**PROPOSED SYSTEM**

B2CECOM helps you maintain the details of the customer, products and dealers details in full-fledged security. Unauthorized persons cannot access the data. The transactions are kept online, so that there is fast completion of the transaction process available. The instance updating of data is available. No more high man power is needed to maintain the system. The difficulties of the existing system and their requirements and the new system are developed with the following Advantages:

* Easy to maintain and manipulate records
* Complete online transaction
* Faster sales and service
* Quick response time
* Finding Top-K utility Itemset
* Finding the Unmovable or minimum utility itemset