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Report On

E - commerce : Flipkart



INNOVATIVE & COLLABORATIVE

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Understanding market trends and consumer behavior is crucial for Flipkart's competitiveness.

ABOUT COMPANY



A BRIEF STORY ABOUT THE COMPANY

Flipkart is India's leading e-commerce platform, founded in 2007 by Sachin Bansal and Binny Bansal. Initially starting as an online bookstore, Flipkart rapidly expanded its product offerings to include a wide range of categories such as electronics, fashion, home essentials, and more.

Today, Flipkart remains committed to its mission of making online shopping accessible, convenient, and enjoyable for everyone in India. With a relentless focus on customer satisfaction, innovation, and social responsibility, Flipkart continues to shape the future of e-commerce in India and beyond.

BRINGING IDEAS AND INNOVATION
TO LIFE THROUGH TECHNOLOGY





BUSINESS & MARKET UNDERSTANDING

Understanding the intricacies of the market landscape is pivotal for Flipkart's sustained growth and competitive advantage. This entails a comprehensive analysis of market trends, consumer behaviors, and emerging opportunities.

01 **Market Trends Analysis:**

Analyzing current market trends allows Flipkart to stay abreast of evolving consumer preferences and industry dynamics. This involves monitoring shifts in purchasing patterns, technological advancements, and regulatory changes that may impact the e-commerce sector.

02 **Competitor Analysis:**

Conducting a thorough examination of competitors' strategies, strengths, and weaknesses provides valuable insights for Flipkart's strategic decision-making process. By understanding the competitive landscape, Flipkart can identify areas for differentiation and capitalize on market gaps.

03 **Consumer Behavior Insights:**

Delving into consumer behavior data enables Flipkart to gain deeper insights into shopping habits, preferences, and pain points. By understanding the needs and desires of its target audience, Flipkart can tailor its offerings, marketing strategies, and user experience to better serve its customers.

04 **Emerging Market Opportunities:**

Identifying emerging market opportunities is essential for Flipkart's long-term growth and expansion plans. This involves exploring new market segments, product categories, or geographic regions with untapped potential, as well as embracing emerging technologies to stay ahead of the curve.



BUSINESS REQUIREMENTS DOCUMENT (BRD)

The primary objective of this Business Requirements Document (BRD) is to outline the objectives, scope, and requirements of the new feature to be implemented on the Flipkart platform. It serves as a guide for stakeholders, developers, and designers to ensure alignment with Flipkart's business goals and user needs.

Functional Requirements:

The functional requirements specify the features and capabilities that the new feature must possess to meet user needs and business objectives. This includes user authentication, product search and filtering, shopping cart management, checkout process, and integration with existing systems.

Non-Functional Requirements:

In addition to functional requirements, non-functional requirements address aspects such as performance, reliability, security, and scalability. This ensures that the new feature meets Flipkart's quality standards and provides a seamless and secure user experience.

Constraints:

Constraints refer to any limitations or restrictions that may impact the development and implementation of the new feature. This may include technical constraints, budgetary constraints, regulatory compliance requirements, or timeline constraints that need to be taken into account during the project lifecycle.

Dependencies:

Dependencies outline any external factors or components that the new feature relies on for successful implementation. This may include integration with third-party services, compatibility with existing systems, or dependencies on other ongoing projects within the organization.

Acceptance Criteria:

Acceptance criteria define the conditions that must be met for the new feature to be considered complete and ready for deployment. This includes functional and non-functional requirements, as well as any specific criteria or benchmarks agreed upon by stakeholders.



The primary objective of implementing personalized product recommendations is to enhance the overall shopping experience for Flipkart users and drive business growth by increasing customer engagement and sales.

A. Business Enhancement:

To elevate business performance and customer engagement through personalized product discovery, driving increased sales and customer loyalty.

1. **Advanced Recommendation Engine:** Implement a sophisticated algorithm to analyze user behavior, purchase history, and preferences, enabling tailored product recommendations.
2. **Promotion Integration:** Seamlessly integrate personalized recommendations with promotional offers and deals to enhance upselling and cross-selling opportunities.
3. **Performance Tracking:** Incorporate analytics tools to monitor the impact of personalized recommendations on key business metrics, such as average order value and conversion rates.

B. Productivity Improvement:

To streamline the shopping experience and boost user productivity by reducing search time and presenting relevant product suggestions efficiently.

1. **Real-Time Updating:** Ensure that product recommendations are continuously refreshed based on user interactions and preferences, providing up-to-date suggestions.
2. **Intuitive User Interface:** Design an intuitive interface that allows users to easily navigate through personalized recommendations and refine their preferences.
3. **Seamless Integration:** Integrate personalized product discovery seamlessly into the app's navigation and search functionalities for a cohesive user experience.



USER JOURNEY & WORKFLOW

USER JOURNEY & WORKFLOW FOR FLIPKART'S PERSONALIZED PRODUCT DISCOVERY FEATURE:

User Opens the App:

- Upon opening the Flipkart app, users are greeted with a personalized home screen featuring curated product recommendations tailored to their preferences and browsing history.

Browsing Products:

- Users can explore various product categories or perform a search for specific items of interest using the intuitive search bar.

Personalized Recommendations:

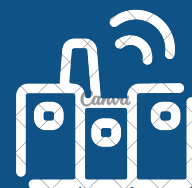
- As users interact with the app, the recommendation engine analyzes their behavior in real-time to generate personalized product suggestions.
- Users encounter these recommendations prominently displayed within their browsing experience, making it easy to discover new items aligned with their interests.

Making a Purchase:

- When users find products they wish to purchase, they can proceed to checkout seamlessly through the app's intuitive interface.
- The personalized recommendations continue to be visible throughout the checkout process, potentially encouraging users to add more items to their cart.

Continued Engagement:

- Users who return to the app will find that the personalized recommendations have been updated based on their recent interactions and feedback.
- This ongoing cycle of personalized product discovery and engagement fosters a dynamic and rewarding shopping experience for Flipkart users.





THANK you
SO MUCH

