**Searching Algorithm Suitability for E-Commerce Platform**

Searching algorithm should be capable of handling the data tendency and architecture without causing any issues related to loading and working over the increasing size of data and latency. E-commerce is a site that is designed to be capable of handling surplus amount of data and this can only be satisfied by using Binary Search Algorithm, since it follows a unique searching technique underlined as “Divide-And-Conquer”.

**Understanding and reasoning:**

1. **Speed over large data:**

E-Commerce is a platform the deals with large amount of data and binary search is capable of handling such type of conditions with efficiency as the product list grows.

1. **Sorted data:**

The data present on the site is pre-sorted which acts as a primary requirement for binary search technique and makes it more reliable and robust procedure strategy

1. **Scalable:**

Binary search has the capability to handle increasing data which is common in E-Commerce platforms