

MES COLLEGE OF ENGINEERING, KUTTIPPURAM
DEPARTMENT OF COMPUTER APPLICATIONS
20MCA246 – MAIN PROJECT

PRO FORMA FOR THE APPROVAL OF THE FOURTH SEMESTER MAIN PROJECT

(Note: All entries of the pro forma for approval should be filled up with appropriate and complete information. Incomplete Pro forma of approval in any respect will be rejected.)

Main Project Proposal No : _____
(Filled by the Department)

Academic Year : 2021- 22
Year of Admission : 2020

1. Title of the Project : E-commerce app Based on Rating System
2. Name of the Guide : Dr. Geevar C Zacharias
3. Student Details (in BLOCK LETTERS)

Name

Register Number

Signature

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MES20MCA-2021

Date: 16/04/2022

Approval Status : Approved / Not Approved

Signature of
Committee Members } _____

Comments of the Guide

Dated Signature

Initial Submission : _____

First Review : _____

Second Review : _____

Comments of the Project Coordinator

Dated Signature

Initial Submission: _____

First Review _____

Second Review _____

Final Comments :

Dated Signature of HOD

Introduction and Objectives:

E-commerce is fast gaining ground as an accepted and used business paradigm. More and more business houses are implementing web sites providing functionality for performing commercial transactions over the web. It is reasonable to say that the process of shopping on the web is becoming commonplace.

The objective of this project is to develop a general-purpose e-commerce store where any product (such as books, CDs, computers, mobile phones, electronic items, and home appliances) can be bought from the comfort of home through the Internet.

An online store is a virtual store on the Internet where customers can browse the catalog and select products of interest. The selected items may be collected in a shopping cart. At checkout time, the items in the shopping cart will be presented as an order. At that time, more information will be needed to complete the transaction.

The System takes review of various users, based on the review, system will specify whether the products and services provided by the E-commerce enterprise is good, bad, or worst. We use a database of sentiment-based keywords along with positivity or negativity weight in database and then based on these sentiment keywords mined in user review is ranked. This system is a web application where user will view various products and purchase products online and can give review about the merchandise and online shopping services. This system will help many E-commerce enterprises to improve or maintain their services based on the customer review as well as to improve the merchandise based on the customer review.

AR allows ecommerce customers to preview products or experience services in their own environment and on their own time, before electing to make a purchase. Using AR, your customers can preview products and be more likely to pick the right product the first time

Problem Definition:

EXISTING SYSTEM

The existing system recommends product to the user based on the users often search history and it will recommend low quality product to the user. So many users end up buying the low-quality product through the websites.

PROPOSED SYSTEM

In this project the Products are recommended to the customer in the base of most rated and positively reviewed product. Product ratings are actually the user feedback about that product if a product has very poor rating it won't be recommended at first to the customer need to buy good product from a store so that the store should recommend best product to the user rather than the low rated bad products.

Basic functionalities:

A product recommendation is basically a filtering system that seeks to predict and show the items that a user would like to purchase. It may not be entirely accurate, but if it shows you what you like then it is doing its job right.

Recommender systems have become increasingly popular in recent years, and are utilized in a variety of areas including movies, music, news, books, research articles, search queries, social tags, and products in general. Mostly used in the digital domain, majority of today's E-Commerce sites like eBay, Amazon, Alibaba etc make use of their proprietary recommendation algorithms in order to better serve the customers with the products they are bound to like. There are a lot more benefits too, which we cover in the next blogs.

And if set up and configured properly, it can significantly boost revenues, CTRs, conversions, and other important metrics. Moreover, they can have positive effects on the user experience as well, which translates into metrics that are harder to measure but are nonetheless of much importance to online businesses, such as customer satisfaction and retention.

All this is only possible with a recommendations engine. Recommendation engines basically are data filtering tools that make use of algorithms and data to recommend the most relevant items to a particular user. Or in simple terms, they are nothing but an automated form of a “shop counter guy”. You ask him for a product. Not only he shows that product, but also the related ones which you could buy. They are well trained in cross-selling and upselling

Augmented Reality Can Help Grow Your Store

One of the greatest limitations in ecommerce is the difficulty of representing a physical, three-dimensional product in a virtual, two-dimensional environment. AR can help bridge the gap between shopping at a physical location and shopping online by making it easier to represent merchandise and giving the consumer a better understanding of the product they’re purchasing.

Here are some of the things AR can help you do:

1. Increase customer engagement.

AR is inherently interactive, making it easy for customers to get hooked on your site. And, the longer they stay on your ecommerce website, the more chance they have to make a purchase! Even if they don’t buy during their visit, the improved engagement means they’ve developed a relationship with your brand and your product, and likely made a memory — making them more likely to remember you in the future.

2. Reach new customers.

To get people’s attention in a noisy world, you’ll have to create a buzz. Creating an engaging AR campaign can be one way to do it.

3. Reduce returns.

With AR, you can give customers a lot more information about a product than with a static image or even a video. Along with offering 3D views, you can show what a product would look like in a consumer’s space, making it less likely that they receive the product only to find it doesn’t look as anticipated.

USER MODULE:

- Admin
- User
- Shop

ADMIN

- Approve shop
- View users
- Block/Unblock users
- View ratings
- View complaints and reply

USERS

- Registration
- View products
- Add reviews
- view offers
- Book products

- Send complaint and view reply
- View booking status
- Send feedback

SHOP

- Registration
- Add and manage products
- Add offers
- View rating
- View booking
- Update status
- View feedback
- View complaints and send reply

Tools / Platform, Hardware and Software Requirements:

HARDWARE REQUIREMENTS

The selection of hardware is very important in the existence and proper working of any software. Then selection hardware, the size and capacity requirements are also important.

<input type="checkbox"/> Processor	-	Intel x86
<input type="checkbox"/> Speed	-	1.1 GHz
<input type="checkbox"/> RAM	-	700 MB (min)
<input type="checkbox"/> Hard Disk	-	150 MB
<input type="checkbox"/> Key Board	-	Standard Windows Keyboard
<input type="checkbox"/> Mouse	-	Two or Three Button Mouse
<input type="checkbox"/> Monitor	-	SVG

SOFTWARE REQUIREMENTS

One of the most difficult tasks is selecting software for the system, once the system requirements is found out then we have to determine whether a particular software package fits for those system requirements. The application requirement:

<input type="checkbox"/> Operating System	-	Windows 7 or Above, Android
<input type="checkbox"/> Technology	-	Python, Java

- ☐ Backend
 - MySQL

- ☐ Platform used
 - JetBrains, PyCharm, Android Studio

- ☐ Web Browser
 - Google Chrome, Fire fox, Microsoft Edge

- ☐ Front End
 - HTML, CSS, JAVASCRIPT

- ☐ Frame work
 - Flask

