**ABSTRACT**

**Topic:** **Online Shopping Site**

“**Online shopping site**” it provides an extra ordinary shopping experience for the users. We can easily buy a product by registering to this site. A guest can easily checkout the cart. This helps people who are busy with their works and have no time to get their desired goods. This site provides all the best and suitable places for sale. This is used to advertise the product with high resolution images and videos on shopping site. It also provides features like mobile friendly and web friendly pages, user generated reviews, special offers, social proof provide security features, advanced payment features and search functions including voice search, image based search. Fast checkout options and some advanced features are available. Some of them are:

* Pay later
* EMI
* Voice based and image based search
* Recommended list-using data mining algorithm such as apriori
* Deal of the day ,festive offers
* Providing loyalty –customer get point and using this point to shop again
* Guest checkout options
* Providing prime features

**EXISTING SYSTEM**

The existing system for the online shopping site provides shopping facility but it does not provide the features like pay later and the voice based search. So there is no option for the blind people to interact with this system. And also the customers who have the ready cash in hand can only do the purchases.

**PROPOSED SYSTEM**

Proposed system provides more flexible searching users can easily shop the items according to their needs. It provides advanced features like pay later different types of searching facilities, prime features Additional EMI options.

**MAIN USERS**

**Administrator:**

Done the overall control of the system.

**Customers:**

The registered users can shop the materials and they can become the prime users by doing the extra payment on yearly. They get the extra features like fast delivery free shopping etc….The guest users can check out the materials available on the site. The registered users get the notification if the stock is not available and all users can attend any flash sale on the site. The site has an add on feature like bill payments and online recharging and also the users can easily track and return the products.

**FUNCTIONAL MODULES**

* CATEGORY MANAGEMENT

Category management handles all the product that are needed for the customers.

Sub modules -

* Home appliances
* Electronic devises
* ITEM MANAGEMENT

Adding, deleting and updating of the item and user can also search item using search filters. Customers get the recommended list for purchase using the apriori algorithm.

Voice based search functionality is also available for searching different items. Guest users can check out the items that are available.

* SALE MANAGEMENT

Managing the sales. Daily sales details will be recorded for the future reference. Different festive offers are provided for attracting the customers. Providing loyalty card for customers then they will get point and using this point to shop again.

Sub module – Return policy

* BILLING/PAYMENT

Users can purchase the item on site and add those products to the cart then after completing the purchase paid for it or pay-later functionality is also available. User can pay for the product with in one month of purchase. User will get the EMI service also.

* DELIVERY TRACKING

Track the delivery to identify whether it reaches the correct destinations. Providing the prime features for the customers to get fast delivery of the materials.

* REPORT GENERATION

Generating a daily, weekly monthly reports for the future reference. It will help to identify the customers buying pattern.