



PROJECT TOPIC : E-Commerce Website

Project Group Members:

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Project Supervisor: Mrs. Robin Khurana, Assistant Professor

About the Project:

- 1: An e-commerce website is an online platform that facilitates the buying and selling of goods and services over the internet.
- 2: These websites enable businesses to reach a global audience, breaking down geographical barriers and expanding their customer base.
- 3: Users can browse through a wide range of products or services, view detailed descriptions, and make purchases with the click of a button.
- 4: E-commerce websites often provide secure payment gateways to ensure the safety of online transactions, fostering trust between buyers and sellers.
- 5: They utilize advanced technologies such as SSL encryption to protect sensitive information like credit card details and personal data.
- 6: Product reviews and ratings on e-commerce websites play a crucial role in helping potential buyers make informed decisions about their purchases.
- 7: Many e-commerce platforms incorporate features like personalized recommendations and targeted marketing to enhance the user experience and increase sales.
- 8: Mobile responsiveness is a key aspect of e-commerce websites, allowing users to shop conveniently from their smartphones or tablets.

Motivation:

1: The scope of e-commerce websites is expansive, encompassing a wide array of industries and product categories, from electronics and fashion to services like online education and digital subscriptions.

2: E-commerce websites offer businesses the opportunity to tap into global markets, reaching customers beyond traditional geographical limitations and opening doors to international trade.

3: The continuous integration of new technologies, such as artificial intelligence and machine learning, broadens the scope by enhancing user experiences through personalized recommendations and efficient search functionalities.

4: As consumer preferences evolve, the scope of e-commerce websites adapts, embracing trends like mobile shopping, social commerce, and innovative payment methods, ensuring a dynamic and ever-expanding landscape for online commerce.

Project Planning:

I contribute to group projects by actively engaging in collaborative discussions, sharing ideas, and ensuring effective communication among team members.

My approach involves understanding individual strengths, delegating tasks based on expertise, and maintaining a coordinated effort to achieve project goals within the specified timeline.

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Project Synopsis
B.Tech. (CSE) Session 2023-24

Tools required:

- **Software Requirements: HTML , CSS , JAVASCRIPT**

Signature of Project Supervisor: _____