

## ABSTRACT

"The 'Aqueon' initiative is committed to developing a store online that serves the requirements of passionate aquarists searching for an alluring variety of imported and unusual fish species. This project recognizes the growing popularity of rare and exotic fish species and offers enthusiasts a unique opportunity to access an incredible range of aquatic life from all over the world. In order to create a diverse collection of fish that would thrive in aquarium surroundings, we will carefully choose a variety of fish species, both uncommon and common.

Establishing strategic partnerships with reputable suppliers will help us realize this objective by providing a steady supply of these intriguing aquatic species that is of the highest caliber. Additionally, 'Aqueon' strives to be a one-stop shop for aquarium fans by providing a variety of additional goods, such as aquatic plants, fish food, and necessary extras like ornamental stones, fishing rods, fishing lures and effective filtering motors.

Our marketing strategy matches the rising interest in rare and unusual fish and draws devoted clients who are sincerely devoted to the pastime. We understand the value of providing outstanding customer service, knowledgeable guidance, and ensuring the welfare of the fish under our care in order to prosper. Furthermore, our dedication to maintaining the integrity of natural ecosystems will be guided by ethical and sustainable procurement procedures.

Main Project:

Modules:

User:

- Filter products: Enable users to filter product search results based on given criteria.
- Sentiment analysis on comments: Analyze comments and reviews and highlight top- rated products using this for customers.
- Chatbot: Provide instant assistance to users by answering their queries through a chatbot.
- Subscription: Offer early access to products or special deals for subscribed customers.
- FishCare App (Mobile app development): Develop a mobile app for fish care
- AqueonBlog: Create a platform for aquatic enthusiasts to share and interact with aquatic photography.
- Aquarium Events
- Artemia culture : Provide a detailed guide for cultivating artemia (brine shrimp).
- Aquascaping designs : Offer a wide range of aquascaping design ideas and associated costs for aquarium enthusiasts.
- View order history

Sellers:

- Discounts: Provide customers with special prices and promotions to encourage purchases and lower costs.
- Order management: Ensure a seamless purchasing process by effectively managing and supervising customer orders from placing through delivery.
- Include information on fish quarantine: Give thorough directions and instructions on how to quarantine newly acquired fish in order to preserve their health and stop the spread of sickness.

Admin:

- Show the total number of users who have signed up.
- Manage events
- Product and Inventory Metrics:
  - Display the total number of products .
  - Display the number of products currently in stock
- Sales and Revenue:
  - Display the number of orders placed and completed.
  - Include a comparison of monthly or yearly sales data over time
  - Display the most-reviewed products and their average ratings.
  - Display the most-reviewed products and their average ratings.
  - Display the number of subscription members
  - Use charts and graphs to represent data visually.