**ABSTRACT**

**Glow-Glam (E-commerce)**

E-commerce web app for Cosmetic Products.

The cosmetics industry has witnessed a significant shift towards digital platforms, with e-commerce emerging as a primary channel for consumer engagement and sales. This project aims to develop a comprehensive cosmetics e-commerce website that caters to the evolving needs and preferences of beauty enthusiasts. The site integrates user-friendly interfaces, secure payment gateways, and personalized recommendations to enhance the online shopping experience. Leveraging data analytics and market trends, the platform seeks to offer a curated selection of cosmetics products, ranging from skincare essentials to makeup innovations. The project includes essential pages such as Homepage , Product Listing Page , Product Details Page , User Account Page , Shopping Cart , Checkout Page , Contact Us Page.

This project presents the development of a sophisticated cosmetics e-commerce website integrating both front-end and back-end technologies to enhance user experience and streamline operations.

* Front-end : React.js
* Back-end : Node.js , Express.js , MongoDB
* Leveraging RESTful APIs, the back-end facilitates smooth communication between the client-side interface and the server-side logic, ensuring efficient data flow and real-time updates.

Furthermore, the project incorporates essential features such as personalized user accounts, product reviews, and recommendations based on user preferences and browsing history. Additionally, the e-commerce platform integrates analytics tools to track user behavior, monitor sales trends, and optimize marketing strategies.