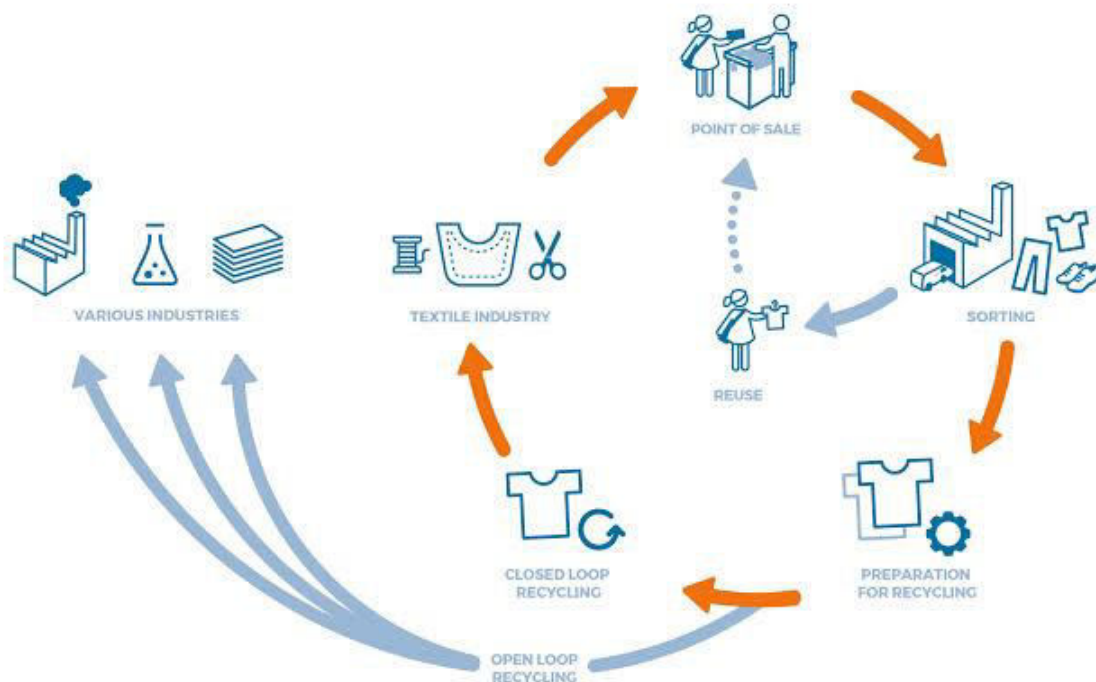


## Project Design Phase-||

### Technical Architecture

TEAM LEAD	S.KARTHIKRAJ
NM ID	B2DF7E4FB2160FDA23848332D658AAE7
PROJECT NAME	Creating a social media ad campaign in facebook

1. Web Hosting: Choose a reliable web hosting provider, such as Amazon Web Services (AWS), Microsoft Azure, or a managed hosting service, to host your e-commerce website. Consider factors like scalability, performance, and security.



2. Content Management System (CMS): Select a CMS that suits your needs, such as WordPress, Shopify, Magento, or custom-built CMS, for managing your website's content and products.

3. **Analytics and Tracking:** Integrate tools like Google Analytics to monitor user behavior, track website performance, and make data-driven decisions.
4. **Payment Gateways:** Set up secure payment gateways (e.g., PayPal, Stripe, or Square) for handling online transactions.
5. **Inventory Management:** Use inventory management software or tools to keep track of product stock levels and manage restocking.
6. **Order Management:** Implement an order management system to efficiently process and fulfill customer orders.
7. **Backup and Disaster Recovery:** Establish robust backup and disaster recovery procedures to protect against data loss and minimize downtime.
8. **Performance Optimization:** Continuously monitor and optimize your website's performance, focusing on speed and reliability.
9. **Monitoring and Alerts:** Implement monitoring tools and set up alerts to proactively address potential issues.
10. **Compliance:** Ensure compliance with relevant e-commerce and data protection regulations to safeguard customer information and maintain legal standards.
11. **Maintenance and Updates:** Regularly maintain and update your technical infrastructure to stay current with technology trends and security requirements.