**Analysis and Prediction of Profitable Web Shopping**

**ABSTRACT:**

E-commerce is a process of buying and selling of products or services, making money transfer and transferring data over electronic medium. Ecommerce has evolved to make products easier to discover and purchase through online retailers and marketplaces. Food Products sector is the largest retail category. There are many leading food ecommerce sites available in the market, which leads to high competition among food retailers. Online food retailers face many problems like coming new trends, food quality, etc. because of this the sales graphs fluctuates. Hence there is a wide need for sales prediction system. And that’s exactly the problem companies struggle with collecting data. To overcome this problem, we have proposed an ecommerce food products sales forecasting system which helps by maintaining the previous sales data and on the basis of previous sales it predicts the upcoming year sales. There are 2 modules in this sales forecasting software namely, Admin and User. Admin can add products and view products; list of users and users order and view the generated sales predictive analysis report. Users can view the products added by admin, he/she can add products to cart for buying purpose. He/she can track the order and view the previous order history.