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Portal

Research in Shopping Online

Presentation

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Introduction

Summary!

The quantity of online shopping portals, the range of items offered online, and the availability of fast internet have all increased steadily during the past ten years. This transition has had a significant impact on people's purchasing habits as well as the maturation of online shopping as a retail channel. Online sales were predicted to reach 3.36 trillion in 2019, accounting for 13.6percent of all retail sales globally, a 20.2percent rise from 2018. (Cramer-Flood et al., 2020). This includes 11.5percent in the US, 21.8percent in the UK, and 34.1percent of all retail sales in China. Online sales are anticipated to have increased much more as a result of the COVID-19 outbreak.

Overview

In this article, we referred to online purchasing, also known as B2C, as a purchase made by a customer from a business through an online channel. Prior to making a purchase, customers may or may not conduct an internet information search. This definition is more limited than the one used in a previous review article by Rotem-Mindali and Weltevreden (2013), which focused on consumer and business-to-consumer (C2C) transactions as well as passenger and freight transportation Our definition's more limited emphasis aids in defining the paper's scope and is in accordance with the purview of many other transportation-online shopping investigations (e.g Cao, 2009; Zhou Wang, 2014).

Objectives

- The key objective to support the aims are :
  - The objective of the soppinge systems is to increase the point of customer choice .
  - Reduce time used in shopping.
  - efficiencey in buing product.

Image processing is very important in medical field.

Main contributions

1. time and efforts.
2. The convenience of shopping at home.
3. Wide variety/range of products are available.
4. Good discounts / lower prices.
5. Get detailed information about the product.
6. We can compare various models/brands.

Related work

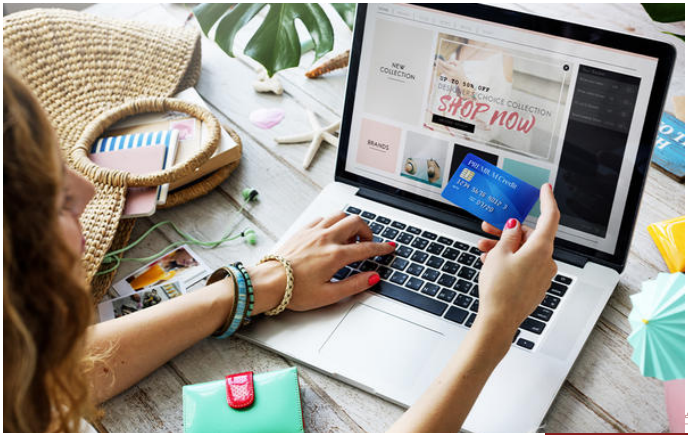
1. Research in E-commerce by Andre L. Carrel.
2. Research in online store by Agus Purwanto.

Methdology

1-**Preprocessing and preliminary data analysis:**
This study's objective is to apply machine learning to predict shopping cart abandonment. The best classifier for this assignment is determined by compar- ing the machine learning models described in section "Machine learning tech- niques for classification." The server log files of a well-known German online store that predominantly sells fashion were used to collect the clickstream data. The data were produced by the online store by taking the sequential log files containing the consumers' chronological online shopping activity and Each en- try in the log file represented a single customer action or activity (such as a click), such as adding an item to the shopping basket or selecting an item to examine its details. Then, each client's session-specific actions were allocated to summary variables. As a result, all of a customer's behaviours were com- bined into a single observation with several characteristics defining the session.

Results

Life will be easy and we will ease the crowds



Conclusion and Future work

Online shopping cart abandonment can hinder corporate growth and, as a result, undermine a company's ability to succeed in a cutthroat market. In addition, as commercial use of the Internet grows, it becomes possible to follow customer online activity and activities, producing clickstream data.Therefore, we suggested several machine learning algorithms to identify online shopping cart abandoners by extracting useful information from such clickstream data. We examined 821,048 observations from a German online retailer's data, and we fitted the models using 10-fold cross validation.

References

[1]

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[2]

Any Questions?