



FlashCommerce:

Empowering sellers to build their
online stores

A Real-time customer trend &
Business analysis.



Problem Statement ?

- Sellers on e-commerce platforms don't get quick insights about their customer behaviour and product sales.
- It's hard for them to track which products are performing well in real time.
- Traditional sales reports are delayed and static, limiting sellers decision making ability in real-time (stocks, pricing etc)

Goal

- To create a real-time dashboard that helps sellers analyze their sales and trending products using AWS.

Objectives

- Help sellers see their product performance in real time.
- Capture and process customer interaction events (e.g., product views, add-to-cart, purchases) in real time.
- Show trends like best-selling products, total sales, and geographical revenue generation
- Build a live dashboard using AWS tools for easy access and actionable insights.
- Make the system fast, reliable, and scalable for many sellers.



Service 01
Kinesis

Service 02
Amazon S3

Service 03
Athena

Service 04
AWS Glue

Service 05
Lambda

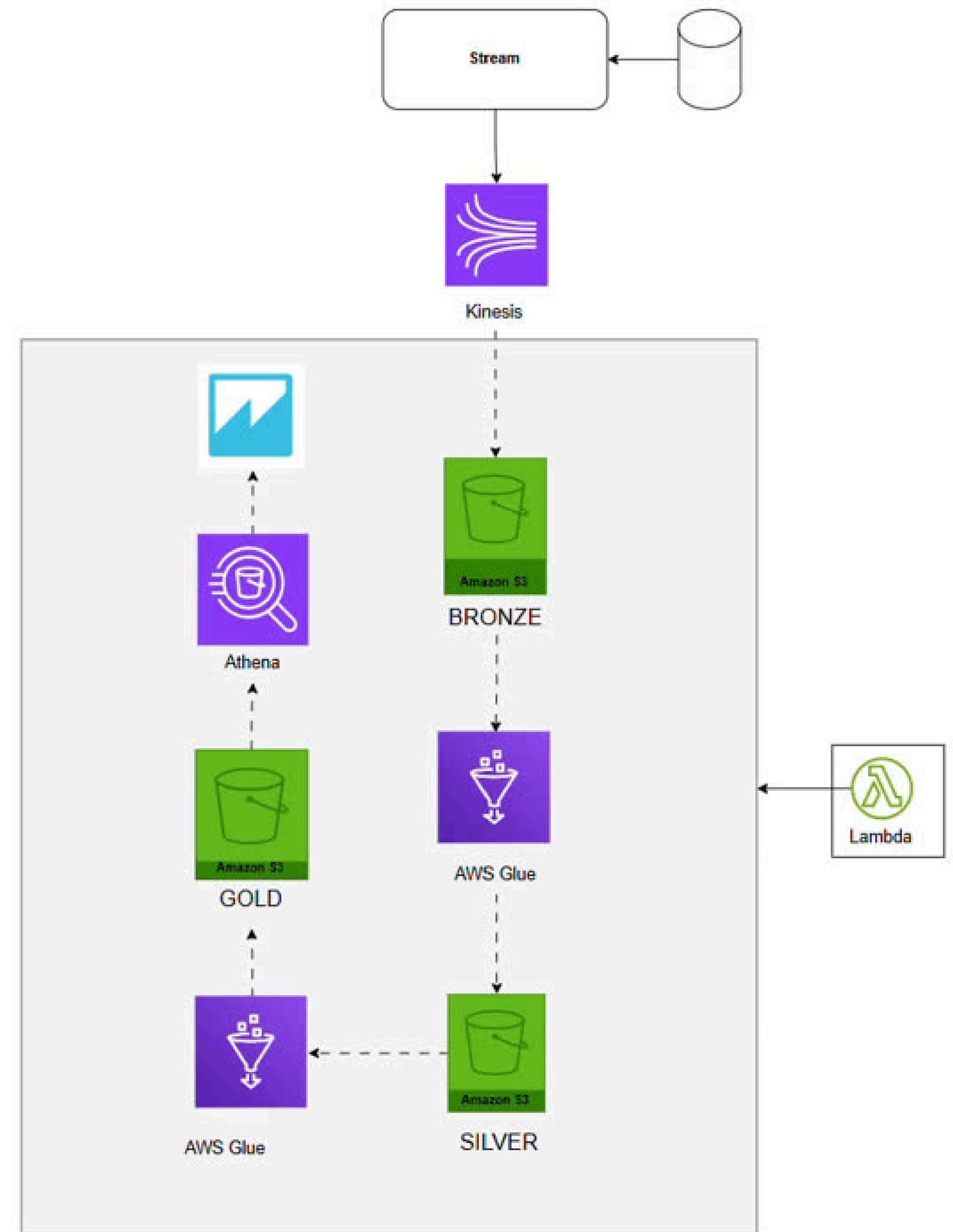
Service 06
Quicksight



AWS Services Used



AWS Architecture Diagram

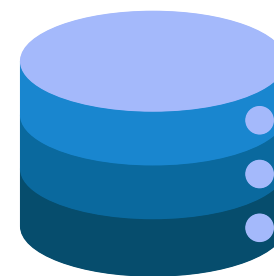


Data Pipeline Layers



Bronze 01

Raw data ingestion layer storing unprocessed or minimally processed data.



Silver 02

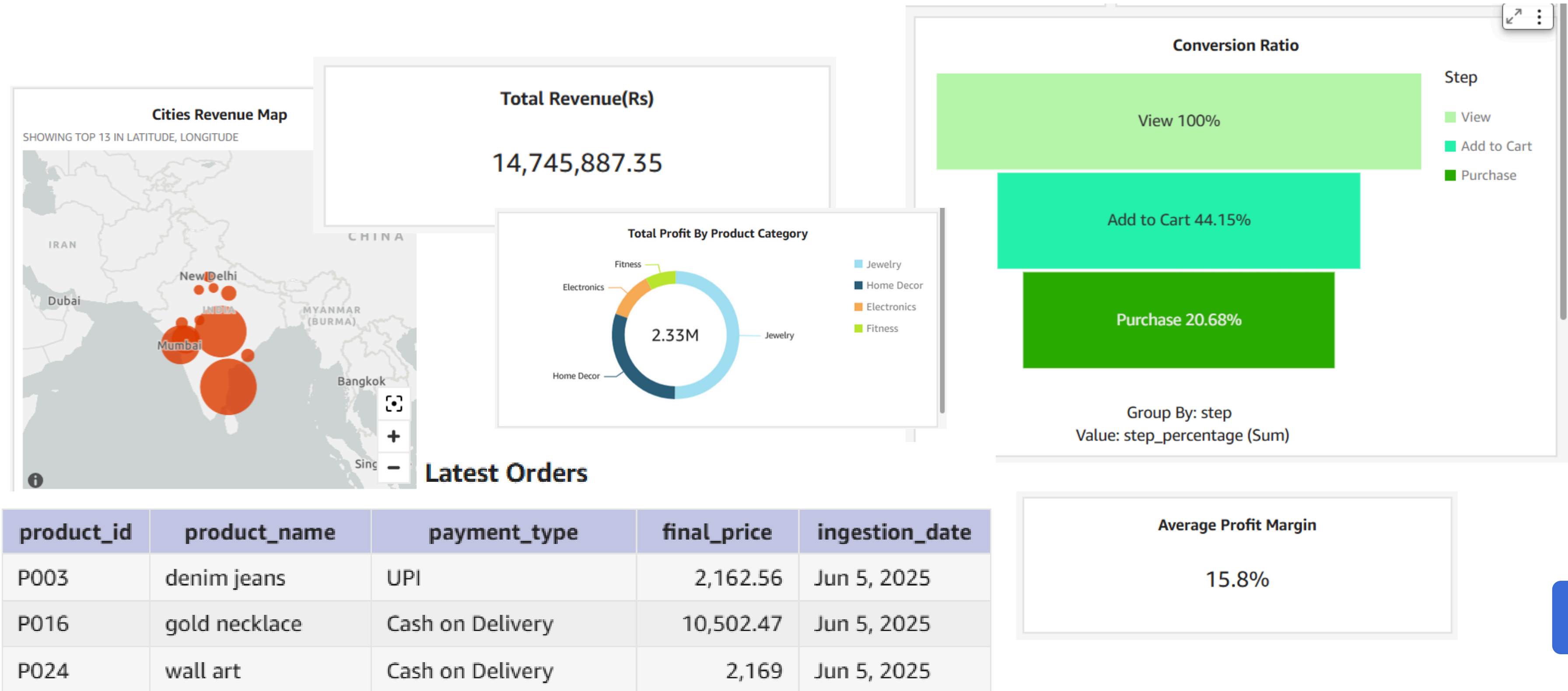
Cleaned and structured data layer for querying and transformations.



Gold 03

business-ready data layer optimized for analytics and reporting.

Dashboard Snapshots





Future Scope

- Integrate machine learning models for demand forecasting and dynamic pricing recommendations.
- Add customer sentiment analysis from reviews to track customer satisfaction.
- Expand dashboard to mobile-friendly UI or embed in seller portals.

Thank You

