**E-commerce using Artificial Intelligents**

**Md Akram**

**31/03/2023**

**Introduction**

In this report, I have proposed the idea of using E-commerce sector. E-commerce unlocked new opportunity and scope for retailers. Retailer also have never seen such growth in their sales. Artificial Intelligence is taking e-commerce to the next level.

E-commerce (electronic commerce) is the buying and selling of goods and services, or the transmitting of funds or data, over an electronic network, primarily the internet. These business transactions occur either as business-to-business (B2B), business-to-consumer (B2C), consumer-to-consumer or consumer-to-business.

By using AI, eCommerce sites are able to create personalized online experiences and recommend products uniquely suited to each shopper. Personalized marketing using AI has proven successful for companies like Amazon and Netflix, who were early adopters of the technology.

**Problem Statement**

The problem statement of this project is to E-commerce provides an easy way to sell products to a large customer base. However, there is a lot of competition among multiple e-commerce sites. When users land on an e-commerce site, they expect to find what they are looking for quickly and easily.

A problem statement is a tool to help guide your team toward building the right product. Defining AI problem statements well is important in pointing a path to a worthwhile AI product. AI problem statements fall into one of two traps.

**Market/Customer/Business need Assessment**

In market E-commerce is the process of selling goods and services over the internet. Customers come to the website or online marketplace and purchase products using electronic payments. Upon receiving the money, the merchant ships the goods or provides the service.

**Target Specification**

An eCommerce target market is a group of people or institutions that are most likely to share the same shopping interests and might be willing to buy a company’s products and services.

As these folks are the most potential prospects for an eCommerce store that’s dealing in its respective niche, it makes more sense for that eCommerce store to focus on these groups in terms of marketing and keeping them hooked with their online store.

e-Commerce refers to various business activities carried out by means of servers and browsers in the context of the current network environment, so that merchants and consumers can realize online transactions and directly realize shopping and transactions through electronic payment and the like.

**External research-**

The sources I have used as reference for e-commerce an informational website is one that gives details about a company's products and services. In contrast, an e-commerce website allows customers to buy products and services directly from a company regardless of their location.

### Web Tracking - Your ecommerce site is constantly **gathering all kinds of data for you**. Every customer that visits your online store is leaving behind valuable data for you to analyse, as long as you know where to look for it.

### Customer Registration - **Inviting customers to sign up** to your newsletter or register for an account with your online store are great ways to capture customer data. These registration forms can include questions about age, gender, shopping preferences, and others that will help you better identify the demographics of your customers.

### Categorise Customers - This will help when organising targeted marketing. If you have a special discount event coming up on sportswear, you can send out an email to those who have expressed an interest in purchasing sportswear in a survey or as part of their account registration.

**Social Media -** Customer data doesn’t have to be pulled from your own website. Your [social media accounts](https://www.eurodns.com/blog/social-media-alternatives-to-facebook-instagram-pinterest) can also provide valuable information about those interested in your brand.

You can gain insight by seeing who has interacted with your posts and which specific posts gathered the most attention. This will help you to know what kind of content to focus more on producing in the future.

### Marketing Analytics - Analysing the response to your marketing can provide valuable customer data. Email marketing tools, [backend platform](https://www.back4app.com/), and advertising platforms should be able to provide you with a wide range of information that you can use.

### Benchmarking

### Benchmarking is a technique used by businesses to measure the performance of various functions, such as operating a division's desktops, and the cost of supporting those functions. E-commerce benchmarking is used to help companies compare the costs and performance of their online operations with those of other companies.

### Applicable patents-

### E-Commerce patents protect the method of buying or selling something, in an offline store or through an electronic medium. They can be used to protect various types of business practices on internet.

### Applicable Regulations

### E-commerce entities must comply with the Information Technology (Reasonable security practices and procedures and sensitive personal data or information) Rules, 2011. Intermediary websites and the content they display will be governed by the Intermediary Rules 2011, under the IT Act.

* [Foreign Direct Investment](https://vakilsearch.com/online-company-registration/fdi-in-india) Policy
* Further, the Foreign Exchange Management Act, 1999  Companies Act, 2013
* Payment and Settlement Act, 2007 and other RBI regulations on payment mechanisms
* Labelling and Packaging
* Sales, Shipping, Refunds and Returns
* Information Technology Act, 2000
* Information Technology Act, 2000 (IT Act) and General Data Protection Regulations (GDPR).
* Consumer Protection Act, 1986

### Applicable constraints-

### E – commers has become one of the most popular mediums of transactions in recent years. While it does offer quite a lot of benefits to both buyers and sellers, it is not totally free from disadvantages. By having an idea of t limitations, we can address them and come up with a solution.

* Security.
* Lack of Privacy.
* Tax Issue.
* Fear.
* Product Suitability.
* Cultural Obstacles.
* High Labour Cost.
* Legal Issues.

### Business model-

### Electronic commerce, or eCommerce, is a business model that lets businesses and consumers make purchases or sell things online. There are six major eCommerce business models: Business to Consumer (B2C) Business to Business (B2B) Business to Government (B2G).

### 

**Prototype of Products** –

The purpose of this prototype is that company can sell their product online and earn cash. E-commerce is buying and selling goods and services or data over an electronic network, primary as internet.

There scope is e-commerce is more then just buying and selling products online, it also include the entire online process of developing, marketing, selling, delivering, servicing and paying for services and products.

**Conclusion-**

E-commerce is a great way for business and consumers to interact internationally.

The future of E-commerce will drastically progress over the years as the amount of internet users among businesses and consumers grows drastically every year.

As people are not able manage extra time from there busy schedule for their day to day. So they need a quick fix and easy way to solve these problem. The project helps people in getting update about the technology by news, reviewing the products and buying the products on the same portal. This eases their work on visiting different website from different stuff. They can save more and more time from there hectic schedule.