

Crafting the Core of

Ecommerce Marketplace Vision

1- General E-Commerce

Primary Purpose

To provide a versatile platform offering a wide range of products, ensuring convenience, competitive pricing and reliable delivery for everyday needs.

2- Business Goals

Problem Solved

Fragmented shopping experience and delayed deliveries hinder convenience. Our marketplace ensures seamless access, fast delivery, and a user focused experience.

Target Audience

Our marketplace caters to urban and suburban consumers seeking convenience and variety, busy professionals with limited time for shopping and families relying on dependable delivery for daily essentials.

Products & Services We Offer

Our marketplace offers a wide range of products, including groceries, fashion, home essentials, and health & wellness items.

Additionally, we provide services like subscription-based deliveries, exclusive discounts, and hassle-free returns.

This way, "electronics" is naturally integrated towards the end without sounding abrupt.

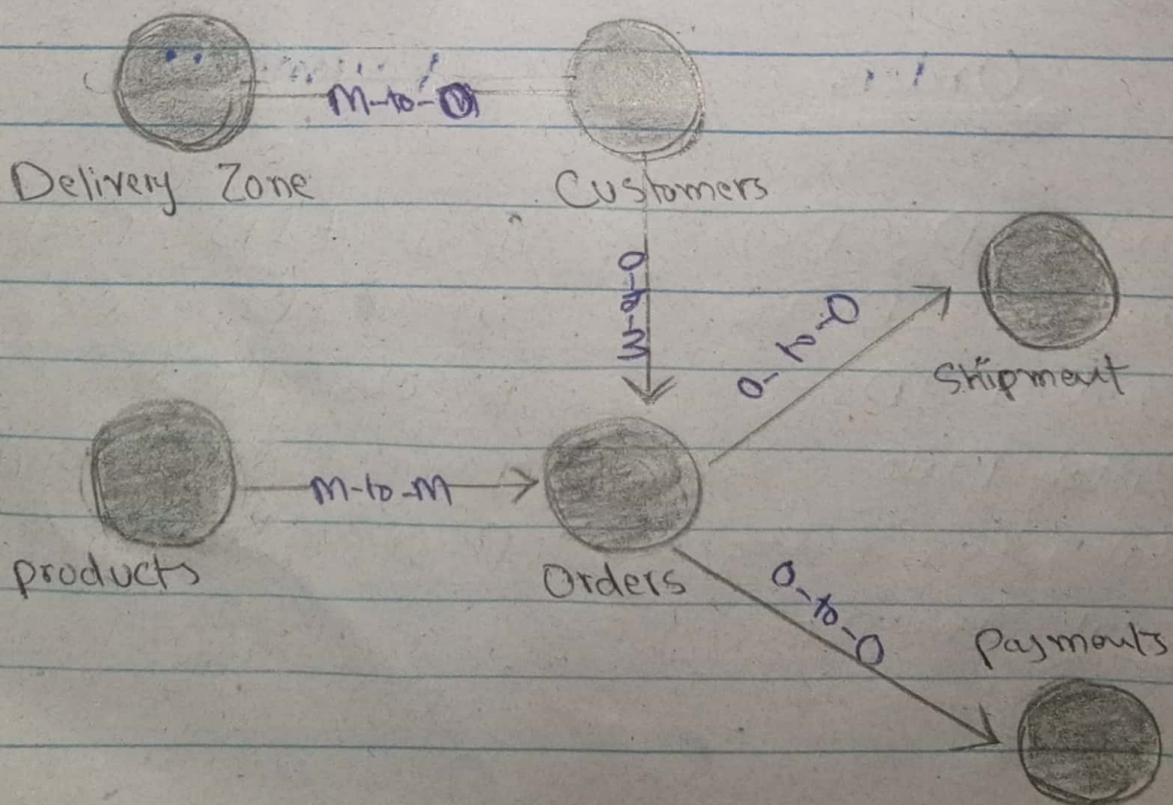
3. E-Commerce Marketplace Data Schema

| <u>Products</u> | <u>Customers</u> |
|--------------------------|--------------------------|
| Product ID (PK) | Customer ID (PK) |
| Name | Full Name |
| Description | Email |
| Category (e.g., Fashion) | Phone Number |
| Price | Address |
| Stock Quantity | Order History |
| Rating & Reviews | Loyalty Points |
| Discount (if applicable) | |
| <u>Orders</u> | <u>Payments</u> |
| Order ID (PK) | Payment ID (PK) |
| Customer ID (FK) | Order ID (FK) |
| Product ID(s) | Amount Paid |
| Order Date | Payment Method (UPI) |
| Status (e.g., Pending) | Payment Status (Pending) |
| Total Amount | |

| <u>Shipment</u> | <u>Delivery Zones</u> |
|-------------------------|-------------------------|
| Shipment ID | Zone ID |
| Order ID | Region Name |
| Carrier Service | Delivery Charges |
| Tracking Number | Estimated Delivery Time |
| Estimated Delivery Date | |
| Shipment Status | |

4-

Relationships



Key Features of Marketplace

1- Products

Dynamic Filters :

Search and filter by category, Price, ratings, and availability.

Real-Time Inventory Management :

Automatic stock updates to avoid overselling.

Customer Reviews & Rating :

Enable informed purchasing decisions.

Personalized Recommendations :

AI-powered suggestions based on user behaviour.

2. Orders

Order Tracking:

Live updates on the order status from placement to delivery.

Bulk Ordering Options:

Simplify multiple purchases in a single checkout.

Automated Status Notifications:

Email/sms alerts for key milestones like shipment or delivery.

3. Customers

Loyalty Programs:

Points and rewards for repeat purchases.

Personalized Dashboards:

view past orders, track ongoing ones, and save favorites.

Seamless Onboarding:

Easy account setup with secure data storage.

4. Payments

Multiple Payment Gateways:

Support for cards, wallets, UPI and COD

Fraud Detection Systems:

Secure and reliable payment processing.

Flexible Payment Options:

EMI, pay-later services, and one-click payments.

5. Shipment

Real-Time Tracking:

GPS-enabled tracking
for accurate updates.

Carrier Integration:

Tie-ups with multiple
delivery partners for efficiency.

Delivery Time Customization:

Let customer choose
preferred time slots.

6. Delivery Zones

Dynamic Delivery Charges:

Adjust fees based on
distance and order size.

Zone Optimization:

prioritize deliveries
based on geography and traffic.

ETA Updates:

Accurate delivery estimates
for better customer planning.

These features ensure the
marketplace is user-friendly, reliable,
and optimized for modern
consumer needs.

Day 1 Task

Completed

Challenges in a Marketplace and their Solutions

Fragmented Shopping:

Create a platform that offers all types of items in one place and provides recommendation to shoppers based on their interest with the help of AI.

Delay in Delivery:

Optimize logistics, manage real-time tracking and fast delivery with multiple courier partnerships, and introduce same-day delivery facility.

Lack of Customer Support:

Implement 24/7 AI chatbots and expert support teams to resolve customer issues quickly.

Security Concerns Solution:

Increase customer confidence through advance encryption and fraud detection systems.