**Chapter 6** - **Conclusions**

**6.1 Future Scope**

The current level of empirical research done on retail in the Indian context is miniscule. This study is concentrated on perceptions and evaluations of wholesale stores and seeks to build on the very little research done in retailing in general, and data mining in retailing in particular. In the future, researchers can seek other relevant research problems from the industry and from existing literature.

In terms of future scope, a variety of data mining techniques can be used by researchers to simplify customer perceptions and attitudes. Every day, every hour and every minute, tera-bytes of data gets generated from millions of shoppers, yet, wholesale managers/ business executives always grapple with relevant information that can help wholesale/ researchers design strategies to generate customer loyalty. Some of the world’s largest retailers such as Wal-Mart, Tesco’s, Carrefour etc. utilize this data to generate certain knowledge that can help them in modeling and predicting customer behavior and further in order to know their customers better. Thus data mining can not only be applied in retailing but also can be applied in the other sectors such as banking, medicine, education, tourism, insurance and so on. Data mining is the task of finding useful information/ knowledge from huge volume of data. Data mining can be applied through a variety of other techniques such as concept description, cluster analysis, factor analysis, classification and prediction, association analysis, evolution analysis, outlier analysis and many other different tools such as Clementine, Weka, Statistica, SAS, MINITAB, etc. can be used for the application of various data mining techniques.

In terms of managerial and technical approach, researchers can research certain niche customer segments such as the elderly, only students, only male professionals etc. Additional sectors, such as apparel retailing, fashion products, consumer electronics, luxury brands, mobile retailing etc. can be researched. Emerging formats such as airport retailing, online-retailing, vending machines, membership clubs, multi-level marketing etc. are also very under-researched areas. Even within Bangles retailing, specific formats such as supermarkets, hypermarkets, convenience stores and traditional open markets etc. are very relevant areas of research for future.

**6.2 Conclusion**

The project entitled Swarup Agency Shop was completed successfully.

The system has been developed with much care and free of errors and at the same time it is efficient and less time consuming. The purpose of this project was to develop an android application for purchasing items from a shop.

This project helped us in gaining valuable information and practical knowledge on several topics like designing of xml pages, usage of responsive templates, designing of android applications, and management of database using SQLite . The entire system is secured. Also the project helped us understanding about the development phases of a project and software development life cycle. We learned how to test different features of a project.

This project has given us great satisfaction in having designed an application which can be implemented to any nearby shops or branded shops selling various kinds of products by simple modifications.

There is a scope for further development in our project to a great extend. A number of features can be added to this system in future like providing moderator more control over products so that each moderator can maintain their own products. System may keep track of history of purchases of each customer and provide suggestions based on their history. These features could have implemented unless the time did not limited us.