**ABSTRACT**

This report follows the Idea and development of a fourth year computer science major project from inception to completion. The project involved creating an Android application, which displays offers available for various products like T-shirts, shoes, Pants in various Shopping Malls.

We often see many shopping apps which will display all the offers available for the products, in the android application that we have developed prioritizes the customer requirements and displays offers of the products for which user is interested in. Our android application analyzes user’s click pattern and tries to suggest the user only those products, which matches the user’s interest instead of giving him a random advertisement suggestion.

The brief objective of the project is as follows. Through this project we have developed an android app which first needs user information like username and password for logging in to app, then app displays offers available for various products in shopping malls located at different places. When app user clicks on any offer displayed, the detailed description of the product appears along with the location indicating where the product is available with that particular offer. Our android app also tracks users location so that whenever they are nearer to shopping malls, they will be pushed with various information about the events occurring at the mall, updated list of offers which are available in that mall, so he gets mood to visit the mall and purchase some products and thereby helps in increasing the sales of products in shops at that particular mall.

The key technical features are a user friendly interaction interface that identifies users click patterns, the use of a Cloud computing environment for storage and accessing information makes the app more efficient. Infrastructure as a service (IaaS) is a form of cloud computing that provides virtualized computing resources over the internet. In our project, storage is used as a service from public cloud providers. We believe providing offers to the user based on user’s previous searches may lead to the user having an inclination to buying those products.