

# EchoMart

Where Every Click Matters

## Made by

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# Introduction

What is EchoMart?

## Project Overview

EchoMart is an innovative e-commerce platform that enhances online shopping with **personalized product recommendations**, and an **intuitive interface**. By leveraging machine learning, the platform tailors shopping experiences to individual preferences.



## Key Features

- **Personalized Recommendations:** Tailored product suggestions using machine learning algorithms.
- **Intuitive Interface:** User-friendly navigation designed for a smooth shopping experience.
- **Scable System:** By providing recommendations on demand it help the website to cater more user as it help in reducing excess server load.



# Methodology

- **Data Collection:**

Collect and preprocess product and user activity data, including attributes like **ID**, **Name**, **ReviewCount**, **Brand**, **ImageURL**, and **Rating**.

- **Recommendation System:**

Build a recommendation engine using:

- Content-Based Filtering
- Collaborative Filtering
- Hybrid Filtering

- **System Design:**

- Backend: Flask for lightweight API service
- Frontend: Angular, HTML, CSS, and Bootstrap
- Database: SQLite to store user activity and product details.

- **Integration:**

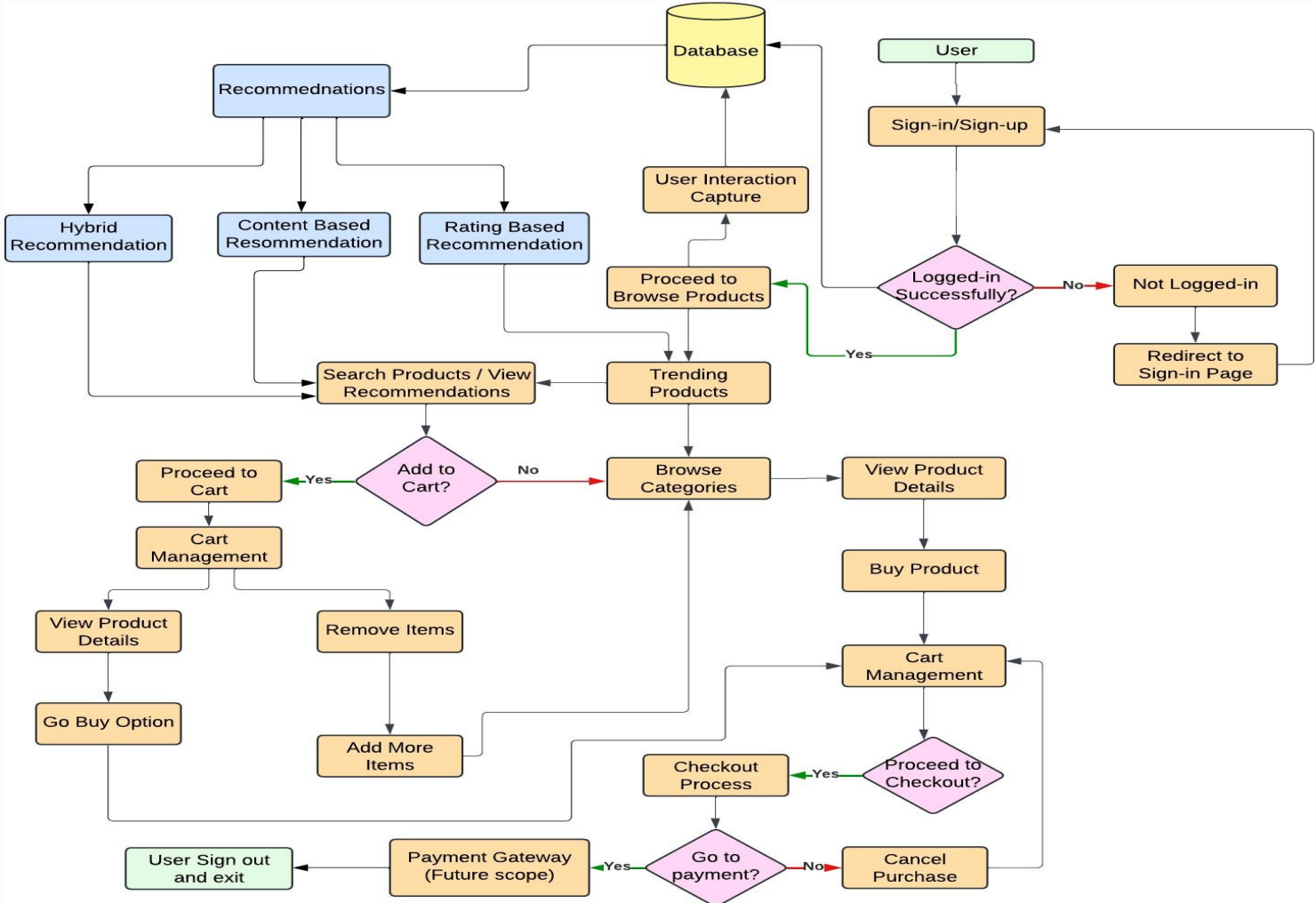
Seamlessly integrate the recommendation system with the main application.

- **Testing:**

Test the application for performance, accuracy, and scalability.



# Flow Diagram for EchoMart



# Tech Stack

- **Backend:** Flask
- **Frontend:** Angular, Bootstrap, TypeScript, HTML, CSS
- **Database:** SQLite
- **Machine Learning Algorithms:** Python
- **Design Tool:** Figma



# IMPLEMENTATION :

EN-US info.com 1-800-123-1234 Shipping Policy

HOME RECOMMENDATIONS ADMIN ABOUT SIGN UP CART LOGIN

Welcome to GEAR SHOP

**Sign In**

USERNAME

Username

PASSWORD

Password

Sign In

☒ Remember Me [Forgot Password](#)

**Welcome to login**

Don't have an account?

Sign Up

Figure: Sign In Page of EchoMart



Search

HOME

RECOMMENDATIONS

ADMIN

ABOUT

🛒 CART

👤 LOG-OUT

Filter By Price

0

# Products

An awesome Products collection with variant content.

GEAR SHOP [GEAR SHOP](#)



Figure : Home Page of EchoMart



Search

HOME

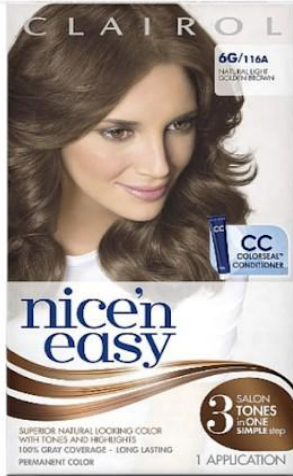
RECOMMENDATIONS

ADMIN

ABOUT

CART

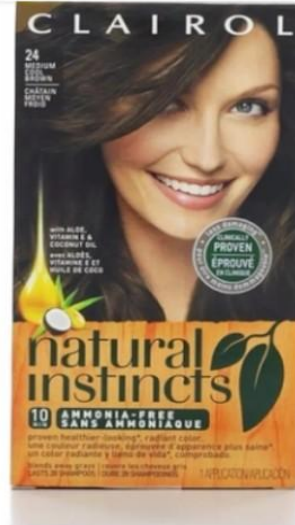
LOG-OUT



Nice n Easy Permanent Color, Natural Light Golden Brown [116A] 1 ea (Pack of 4)

Price:

easy



Natural Instincts Non-Permanent Color - 5A (Medium Cool Brown) 1 Each (Pack of 3)

Price:

natural, instincts



Sorry, photo not available

Nice N Easy 112a Reddish Brown Hair Clr

Price:

nice, n, easy



[View](#)



Sorry, photo not available

Clairol Nice n Easy Permanent Hair Color Creme 5 Medium Brown, 1 Application

Price:

clairol



[View](#)

Figure : Recommendation Page of EchoMart



[HOME](#)[RECOMMENDATIONS](#)[ADMIN](#)[ABOUT](#)[CART](#)[LOG-OUT](#)

## HP 15.6 HD CHROMEBOOK LAPTOP, INTEL PENTIUM SILVER N6000



41 reviews

Product Description

**CURRENT PRICE: \$100.00**

91% of buyers enjoyed this product! (87 votes)

**SIZES:**    **S M L XL**

**BUY**

**REMOVE FROM CART**

Figure : Product Detail Page of EchoMart

# Result

- EchoMart is a transformative e-commerce platform tailored to meet the needs of modern consumers.
- Its unique approach to need-based recommendations optimizes server usage, addresses diverse user preferences, and ensures a seamless shopping experience.
- By integrating advanced machine learning models and intuitive design, EchoMart promises to set a new standard for online retail, making every click matter.



THANK YOU

