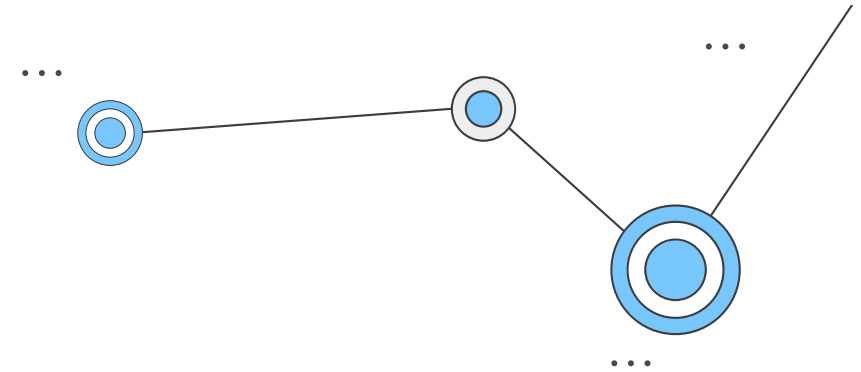
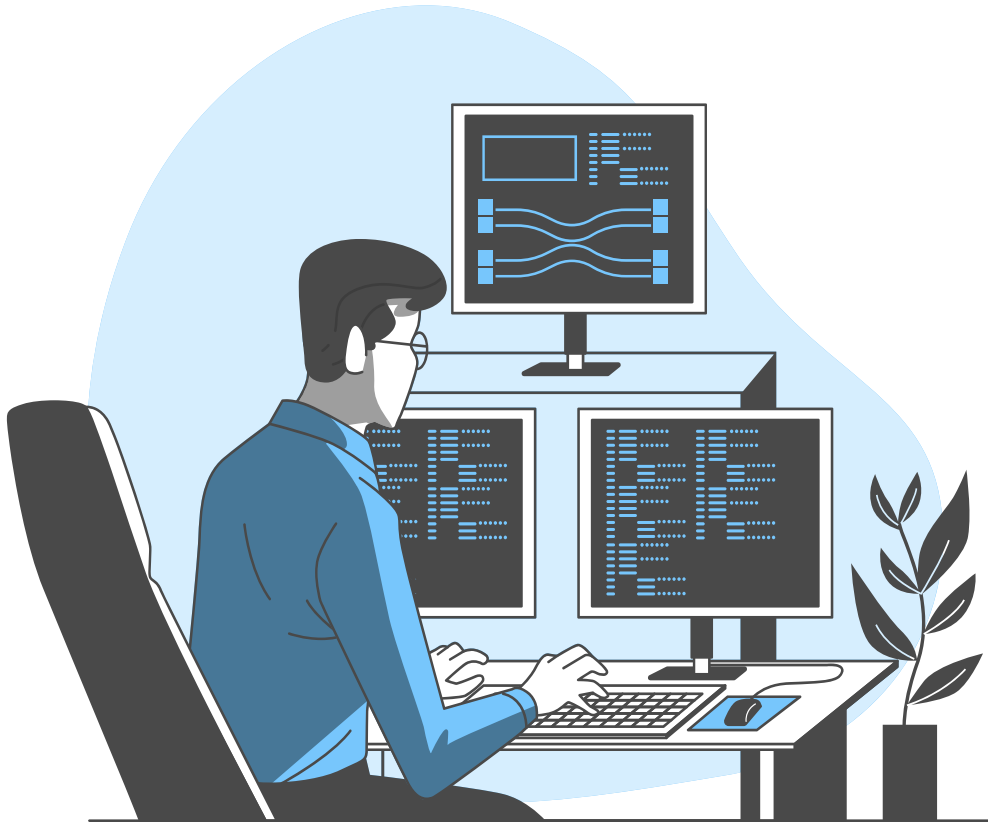


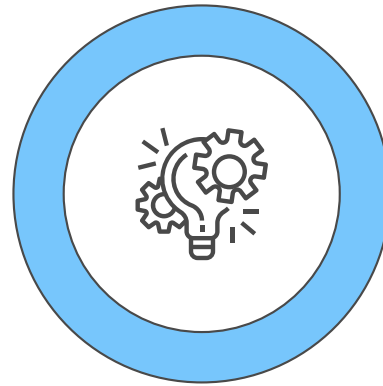
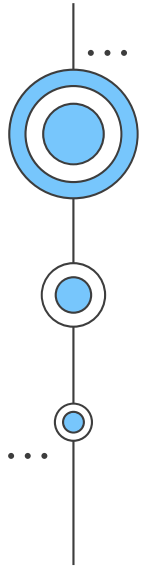
**Presented By:**

Vidit Bansal,  
Kartik Sharma,  
Yashraj Rawani,  
Aditya Kumar Singh



# Unified Marketplace

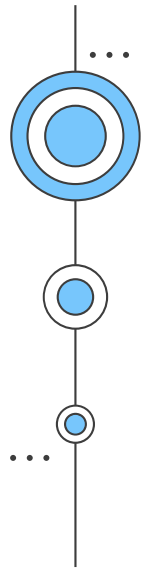
A Comprehensive Solution for E-commerce  
Comparison



# Introduction

...





# 01

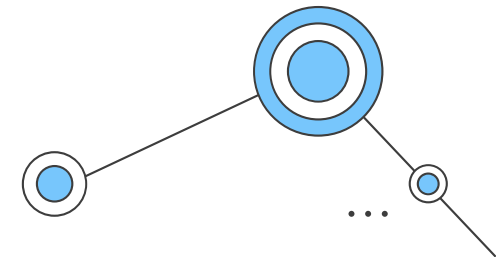
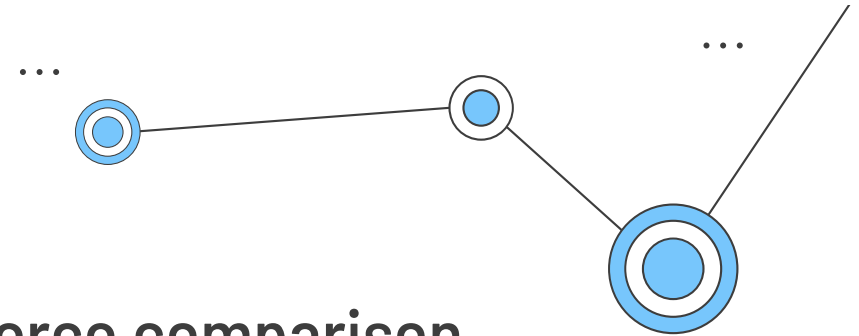
## Problem

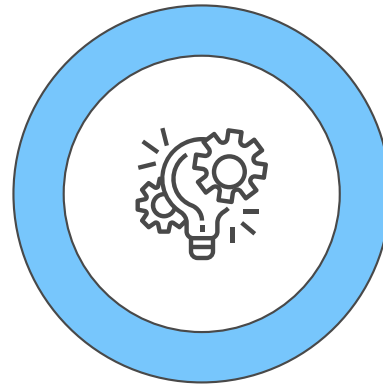




## E-commerce comparison challenges

Consumers often struggle to compare products across various e-commerce platforms due to the sheer number of options available, leading to confusion and decision fatigue. A unified platform can streamline this process, providing users with a simplified shopping experience.

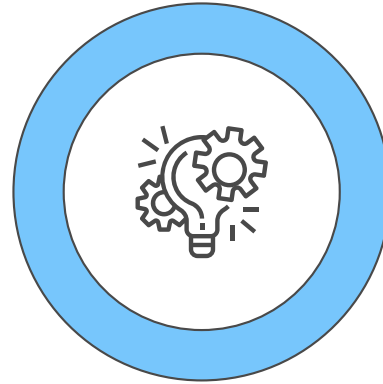




# Inconsistent interfaces

Different e-commerce sites have varying layouts and interfaces, which can make it difficult for users to navigate seamlessly from one platform to another. A consistent, user-friendly design is essential for improving usability.

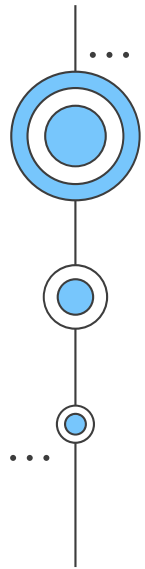
...



## Limited filtering options

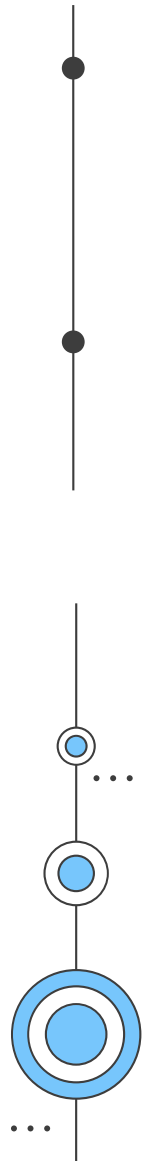
Many platforms lack sophisticated filtering capabilities, making it hard for consumers to narrow down their searches effectively. Advanced filtering options, including price ranges, product conditions, and reviews, are critical for enhancing user experience.

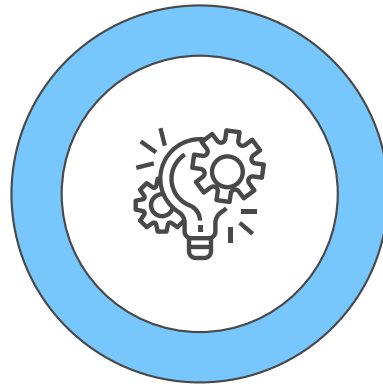
...



# 02

## Objectives





## Data aggregation from platforms

The primary objective was to aggregate product data from multiple e-commerce platforms into a single interface. This will allow users to view a variety of products and prices at once, enabling smarter purchasing decisions.

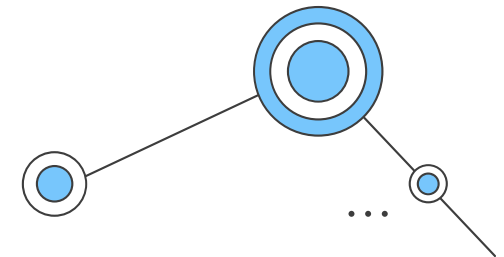
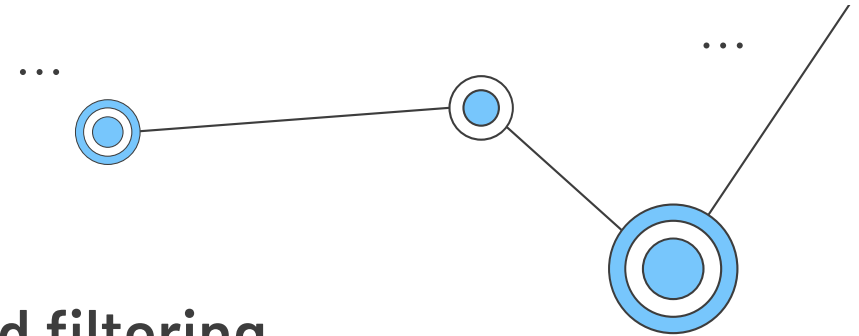
...

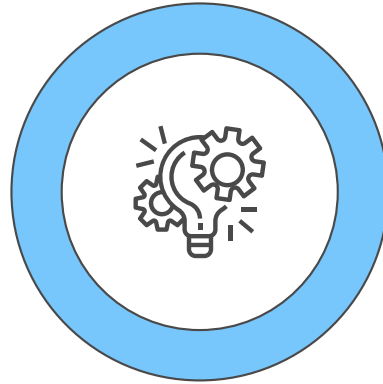




## Advanced filtering functionalities

Implementing robust filtering and sorting functionalities will empower users to easily sift through product listings according to their preferences, such as by price, rating, or condition, thereby enhancing the overall shopping experience.

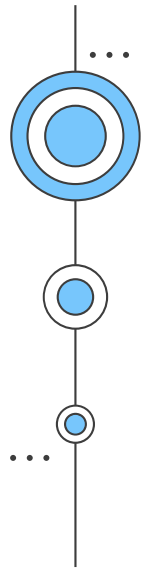




## User authentication and security

To ensure user trust and data integrity, our platform will incorporate secure authentication methods and session management. This will protect user accounts and sensitive information from unauthorized access.

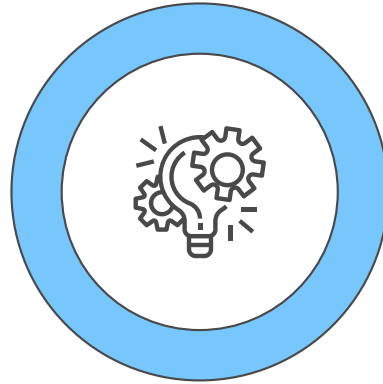
...



# 03

## Methodology

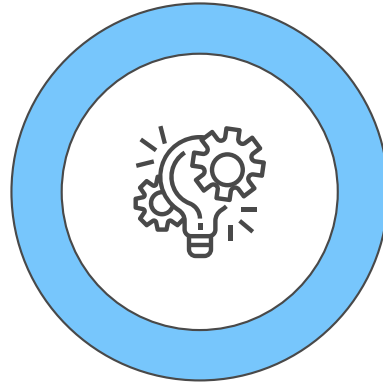




## Frontend and backend

The frontend of the Unified Marketplace has been developed using HTML, CSS, Bootstrap, and JavaScript to ensure a responsive and engaging user experience. The backend has been made using Python with Flask to create a robust server-side application that manages data requests and API integrations efficiently.

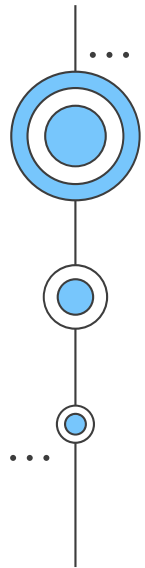
...



## Database and deployment strategies

PostgreSQL is deployed as the database, using Supabase to simplify database management and connectivity. Deployment will be done using platforms like Render or Vercel, which provide suitable environments for efficient application hosting.

...



04

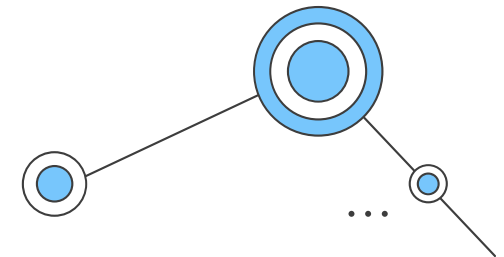
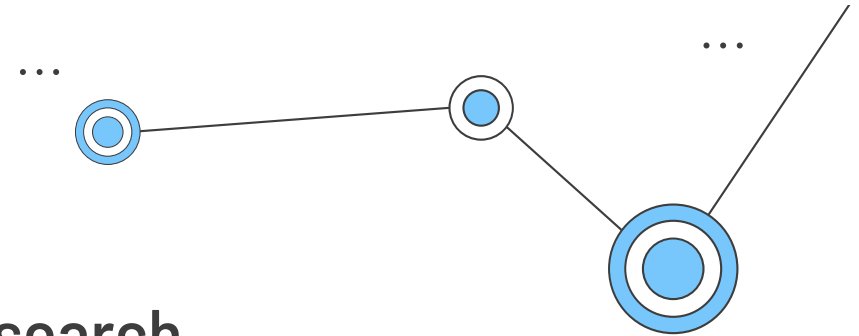
## Key Features

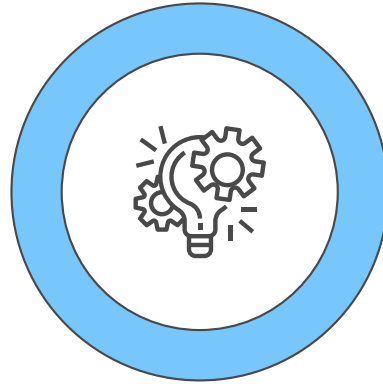




## Product search functionalities

The product search feature will support multi-store searches with customizable filters such as price, condition, and rating. This functionality is aimed at providing users with quick access to products that meet their specific criteria.



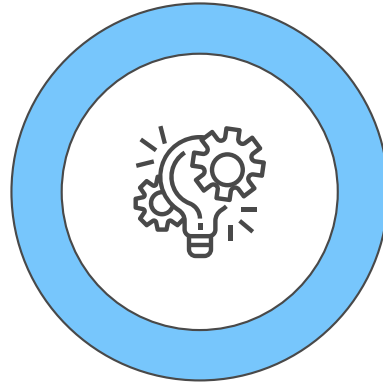


## User authentication and account management

The platform will offer secure user authentication processes including registration and login functionalities. Users will have the ability to manage their accounts seamlessly, ensuring a personalized experience while maintaining high security standards.

...

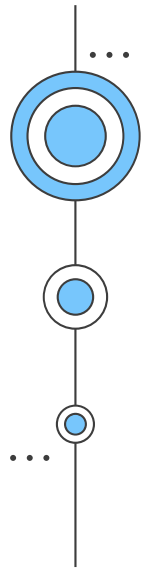




## Data privacy and compliance measures

The Unified Marketplace will be committed to data privacy, implementing strict cookie management and adherence to privacy policies to ensure compliance with relevant regulations. This will help in earning user trust and ensuring safe data handling practices.

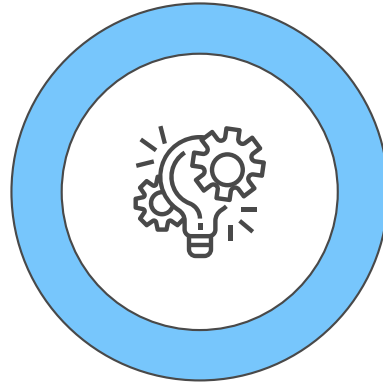
...



# 05

## Future Work





## Integration with more platforms

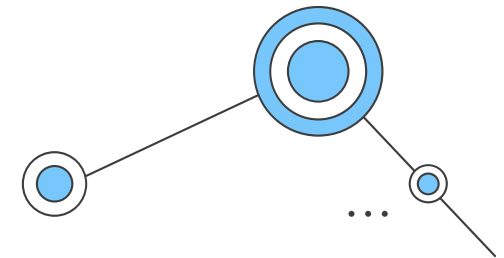
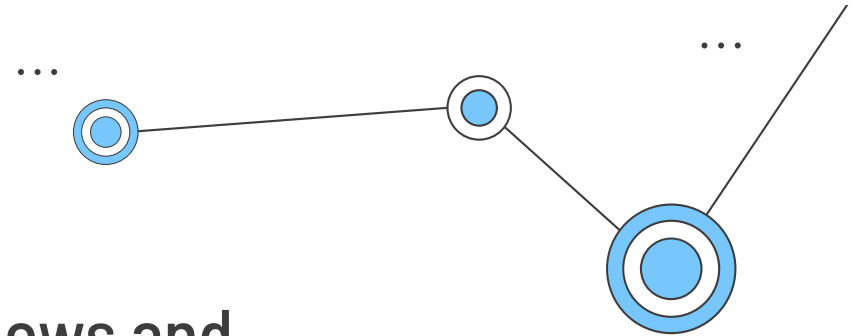
Future development will focus on integrating additional e-commerce platforms to enhance product variety and availability, further improving the shopping experience for users.

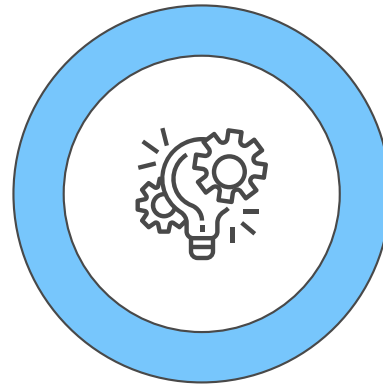
...



## User reviews and bookmarking

Plans also include the incorporation of user-generated reviews and bookmarking functionalities to allow users to save products for later consideration and share insights on product experiences, thus fostering a community-driven environment.

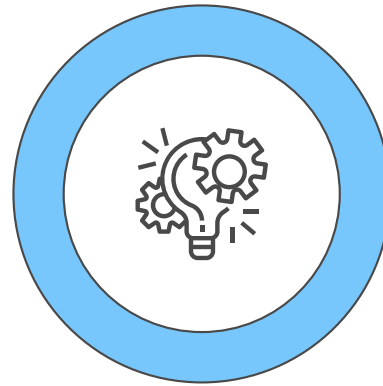




# Mobile application development

The goal is to develop mobile applications for both Android and iOS platforms to provide users with full access to features and product listings on-the-go, ensuring a seamless shopping experience across devices.

...



## Conclusions

The Unified Marketplace presents a promising solution to the fragmentation of the e-commerce experience. By consolidating product listings and enhancing search functionalities, it aims to simplify consumer shopping while prioritizing security and user satisfaction.

...

**Thank you!**

