**ABSTRACT**

This project deals with an online shopping site that provides support for the buyers and sellers by giving them online profiles with separate pages for registering and logging into their accounts. The data of the products purchased, i.e., information regarding the number of products sold, user reviews, time spent viewing the product and wish-lists are analyzed and notified to the seller. The admin acts as the business analyst and provides more information to the seller regarding the products purchased. The data which is mined is based on number of products sold, reviews and customer interest. The reviews are categorized based on different age groups. The time-stamp for each product that is viewed is also mentioned to the seller, however there is a threshold on the time stamp in case of no human activity. Products purchased by the users are tracked and arrangement of products are changed based on their priority and displayed to the user.