## Project Title:E-commerce Application on IBM Cloud Foundry

Phase 2: Innovation

Product Review

1. Put your reviews front and center.
2. Get on the same sites as your customers.
3. Follow up with buyers.
4. Ask the right questions.
5. Contact those who leave you glowing reviews.
6. Contact those who leave you negative reviews.
7. Run a contest.
8. Reward those who review.

Wishlist

E-commerce best practices are those that can bring more new customers and optimize revenue. You can add a Share button to the wishlist page allowing shoppers to introduce their desired items to others. This excellent free method helps you attract more visitors, make them aware of your brand, and promote your products.

### Personalized Recommendations

Ecommerce personalization lets you treat each customer like a VIP. Personalization platforms use AI and machine learning-driven algorithms to track onsite behavior and customer data points in real-time to deliver a unique experience to each site visitor.

* Strategic product recommendations.
* Streamlined shopping.
* User-generated content.
* Suggested searches.
* Abandoned cart follow up.
* Feedback.
* Additional product emails.
* Special deals.

E-Commerce personalization tools increase sales, customer engagement, and customer loyalty. 45% of consumers say they are more likely to shop on an E-Commerce site that offers personalization.

Personalized product recommendations are when a site shows a selection of product recommendations that's unique to the individual visitor, based on their behaviors and profile. This is almost always based on a machine learning algorithm.

* Provide personalized recommendations.
* Suggest additional relevant products.
* Tailor the digital shopping journey.
* Offer consultative customer service.
* Design a personalized email campaign.
* Offer continuous shopping for returning customers.

#### Conclusion

E-commerce still represents one of the business methods that take advantage if done the right way, even if the stock market and commodities fell, but E-Commerce still able to survive and receive high transaction.

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