E-Commerce Web Application Using Machine Learning

[1]Gudivada Asrith, [2]Madhavarapu Vishnu Chowdary, [3]Navuluri Yaswanth Kumar, [4]Gulla Dinesh, [5]Vasireddy Sai Bhargav

[1]Team Leader, [2]Software Developer, [3]ML programmer, [4]Software Developer, [5]Automation Testing
[1,2,3,4,5]Computer Science and Engineering,
[1,2,3,4,5]S.R.M Institute of Science and Technology, Chennai, India.

***Abstract*—E-commerce is a type of business that involves buying and selling services and goods over the Internet. It has many advantages, such as lower transaction costs. When it comes to calculating transaction costs, offline retailers have to take into account various factors such as the number of transactions and business expenses. The cost per transaction is higher if fewer transactions are made. On the other hand, if large numbers of transactions are made, this can overwhelm the distributors and staff members of an e-commerce business. E-commerce eliminates the need for manual processing that can lead to errors E-commerce can improve the buying/selling process. Communication takes place very quickly if the business is done over the Internet. Both buyers and sellers benefit from e-commerce. After experiencing all the problems and flaws of the offline shopping system, Designing an E-commerce web application is essential for exploring and shopping in any store. Nowadays we have seen so many e-commerce websites like Flipkart, Amazon, and Myntra being created through which one can effortlessly buy the desired things using these websites. With these types of websites, it is possible to shop for their products from the comfort of your home.**

***Index Terms*—**e-commerce, transactions, retailers, distributors, web application.

I. Introduction

Even In today's peer group, people use technology to lead their day-to-day lives and fulfill their everyday necessities. In these days, many of us use electronic commerce web applications to shop for garments, food, and gadgets. To establish the electronic commerce web application to be completely functional with dissimilar views for users and administrators, further integrate with an amount gateway for checkout. We can buy different kinds of products using this website. Attach unalike products and remove them from this project. We have advanced admin features for the website like product creation, category creation, Admin dashboard, Product Management, and Category management.Customers can rapidly add-on their things to the cart. depending on the objects in the cart, an invoice is created and the consumer can pay to utilize the stripe.

II. Literature Survey

The work started by analyzing [7] the main objective of the work was to use the clustering technique to improve the existing It is more comprehensible than the existing system and the noticeable remark of this work or paper is the outputs cannot explain themselves using any other techniques. It also gives an outline of the extent of the effect of electronic commerce on people in terms of socio-economic commerce strategy can promote e-commerce implementation efficiency[6],[8], and the noticeable remark of this work is an in-depth analysis of various forms and requirements of e-commerce[5]. After gathering the required information on the best tools to build, we needed to train ourselves in the same, hence the work [2], [5], and [1] were referred to.

III. Proposed System

We will create 3 datasets and run them against 3 different ML models (Popularity, Cosine Similarity Collaborative Filtering, and Pearson Similarity Collaborative Filtering). This creates 9 different models, where we evaluate the RMSE and recall accuracy and choose the best one. The selected model is then tuned. Finally, we evaluated the tuned model against the selected model before the final model selection. As our final model for further tuning, we choose the ML model using cosine similarity on the normalized purchase volume approach based on the following rationales which are shown in figure 3.1:As shown in Figure 3.5 Collaborative filtering algorithms allow for personalization rather than serving the most popular items to all users (see note for a basic summary).This model has the highest accuracy and generates statistics. Although the RMSE for this model is not the lowest at 0.19, we find that it is acceptable. The model with the lowest RMSE at 0.15 has significantly lower precision and recall and is therefore not a favorable trade-off. The recommender product has more weight to have high accuracy and recall.

We can modify or tweak the traditional residuals to improve sales according to the algorithm as shown below

1) It takes net size as input
2) There is a pre-defined size to estimate daily usage
3) Calculate how many days it would take to use the entire product
4) Provide alerts and timely residuals

As shown in figure 3.4 denotes the structure of this work and figure 3.3 shows the sequence in which the architecture of the work goes so is the case with figure 3.2 which demonstrates and illustrates the flow of actions that takes place in this work. Two web applications (business logic and client-side application) run on both sides of the architecture. Business application logic can go on both sides of the architecture, but client actions work on the further side, making the overall application duties more efficient for the consumer. A client-side application usually runs on a client computer and collects data from the client and sends it to the database server. This ensures a stable interaction between the two levels.

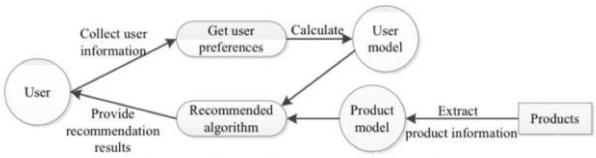
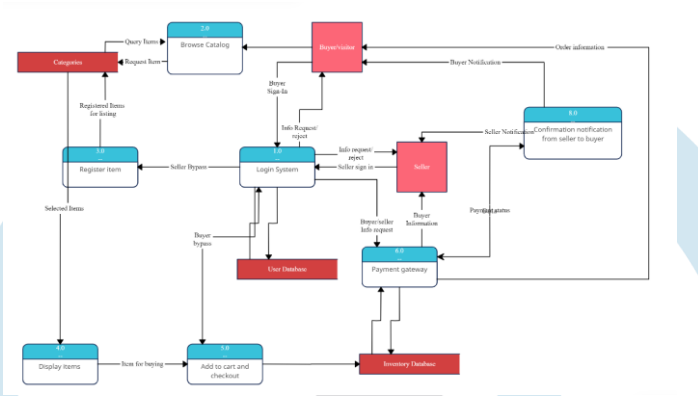
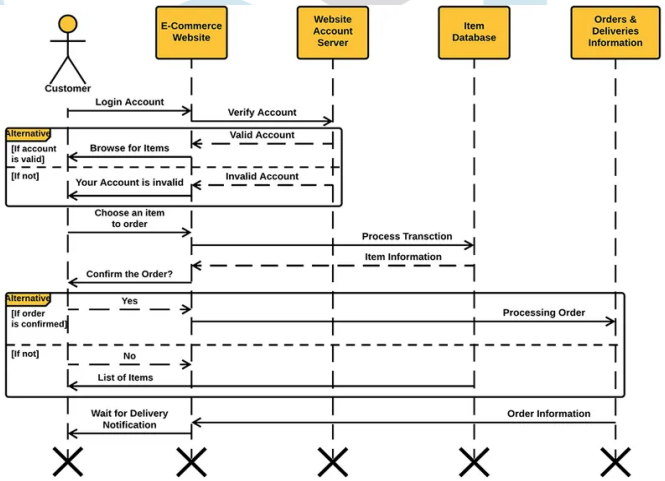


Figure 1. The flow of personalized recommendation

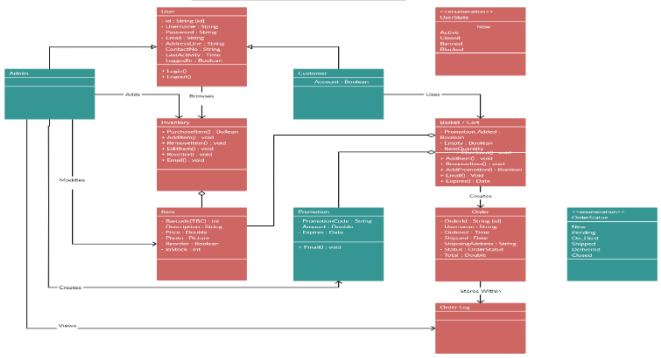
3.1 Recommendation Diagram



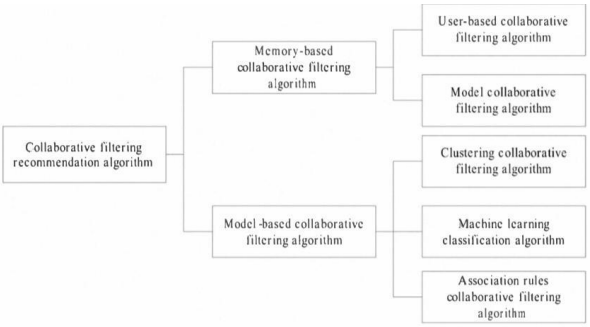
3.2 Data flow Diagram



3.3 Sequence Diagram



3.4 Class Diagram



3.5 CFT Technique

IV. Description and Implementation of the Application

In a technology product or website, user interface design is primarily concerned with the visual layout of the elements that interact with the user. This is what the website could look like visually. whether they are radio control buttons or user interfaces, the designs of these elements must be both useful and aesthetically pleasing to the user. The registration interface and the products that customers can purchase are mentioned in Figure 4.1 and Figure 4.2.

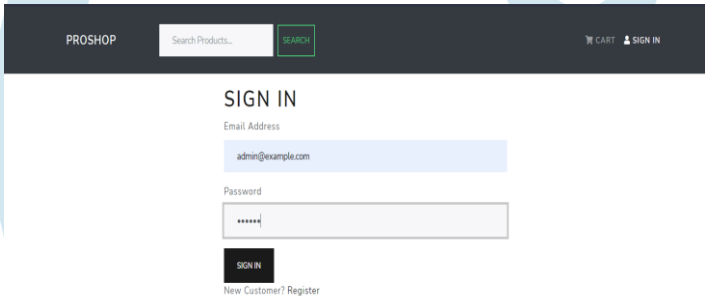


Figure-4.1

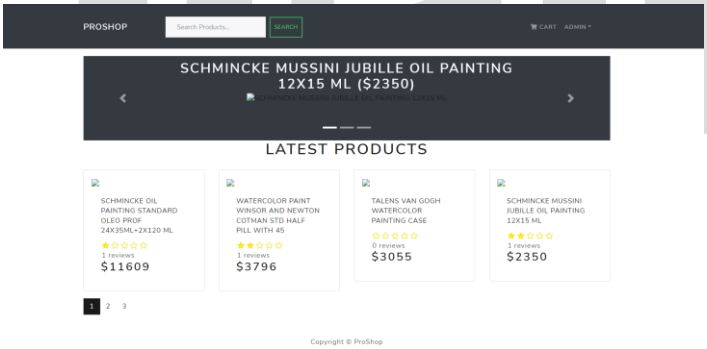


Figure-4.2

V. Result and Discussion

This section discusses the outcome of our work. In our work we have successfully built a robust application that provides a platform for purchasing products online, It also significantly helps the user to save time and gives user numerous variety of products at a discounted price than that the traditional price, and its impact has been already discussed in previous works [7],[8]

VI. CONCLUSION

E-Commerce is not only about performing business proceedings over the Internet. Its effect will be wide-ranging and more significant than we presently know. The uprising in information technology takes place at the same time as other expansions, mainly with the globalization of business. The new age and worldwide e-commerce are designing an entirely new economy that will change our routines immensely, modify rivalry in numerous industries and change the economy globally. As companies are making high money,

more and more other companies are advancing their websites to raise their gains. As progressively business is managed online, the result is a highly economical development of technology.

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