DATA MINING WITH E-COMMERCE WEBSITE

Payal Sangolkar¹, Prof. Bharti Purusharthi², Manjusha Mirashe³

¹(B.E.Student, CE, M.P.C.E.Bhandara, India)
²(Assistant Professor CE, M.P.C.E, Bhandara, India)

Abstract:
An online shopping system that permits a customer to submit online orders for items and/or services from a store that serves both walk-in customers and online customers. The online shopping system presents an online display of an order cut off time and an associated delivery window for items selected by the customer. The system accepts the customer's submission of a purchase order for the item in response to a time of submission being before the order cut off time. The online shopping system does not settle with a credit supplier of the customer until the item selected by the customer is picked from inventory but before it is delivered. Therefore, the customer can go online and make changes to the order. In addition, available service windows are presented to the customer as a function of customer selected order and service types and further, the order picking is assigned in accordance with a picker's preference. When ordering goods, many shopping systems provide a virtual shopping cart for holding items selected for purchase. Successive items selected for purchase are placed into the virtual shopping cart until a customer completes their shopping trip. Virtual shopping carts may be examined at any time, and their contents can be edited or deleted at the option of the customer. Once the customer decides to submit a purchase order, the customer may print the contents of the virtual shopping basket in order to obtain a hard copy record of the transaction.

Keywords: – E-shopping, Shopping cart, Home based services providers.

I. INTRODUCTION

E-commerce is a form of electronic commerce which allows consumers to directly buy goods or services from a seller over the Internet using a web browser. Consumers find a product of interest by visiting the website of the retailer directly or by searching among alternative vendors using a shopping search engine, which displays the same product's availability and pricing at different e-retailers. Customers can shop online using a range of different computers and devices, including desktop computers, laptops, tablet computers.

An online shop evokes the physical analogy of buying products or services at a regular "bricks-and-mortar" retailer or shopping center; the process is called business-to-consumer (B2C) online shopping. When an online store is set up to enable businesses to buy from other businesses, the process is called business-to-business (B2B) online shopping. A typical online store enables the customer to browse the firm's range of products and services, view photos or images of the products, along with information about the product specifications, features and prices.

Humanity always require the real time utility which provide fast, efficient and dynamic access to the world. This project will be real life and time service based. This idea is something unique which is useful in this rapidly changing world. This idea have a socio economic touch as well as it generates huge amount of money to developers of this project.

The older system develops for all globe. The buyers and sellers are from different geographic location, due to this many problems are arries such as Quality is major issue, Home delivery and try on faculties will not be provided for all product. Buyer cannot get guaranteed easy replacement or Exchange facilities its time consuming on worldwide online shopping.

The new system develops for district level, the buyers and sellers are from local area so there is perfect competition in market, Home delivery and try on faculties will be provided so fitting, quality issues will be solved on same time, Buyer can got guaranteed same product and easy replacement or exchange facilities are provided.

This is the unique feature of this project is provide services like plumbing, carpenter, electrician, driver etc. to their customer, so people can easily got the particular service very instantly from their local area.
II. LITERATURE SURVEY

This chapter will mainly discuss on the study that are done by previous research of other authors in the similar area of the present study. Throughout this chapter, there will be comprehensive discussion on theoretical and practical views of previous studies done in online shopping and offline shopping for apparels. This study combines factors that other studies have done that will influence the consumer's purchasing decision in online and offline stores for apparels. It includes the price attractiveness, time saving, perceived risk, enjoyment and excitement, tangibility and high interactivity. All of these factors will contribute to the study of customer's purchasing intention for apparels on both stores which includes online and offline shopping.

USE CASE DIAGRAM

III. FLOW OF SYSTEM DEVELOPMENT

Our Online application is module oriented because the application have many different activities as follows:

- Super Administrator module.
- Vendor Module.
- User Module.
- SMS gateway and offer module.
- Items Management Module
- Invoice Module

IV. ADVANTAGES

Due to rapid growth of technology, business organizations have switched over from the traditional method of selling goods to electronic method of selling goods. Business organizations use internet as a main vehicle to conduct commercial transactions.

Online stores do not have space constraints and a wide variety of products can be displayed on websites. It helps the analytical buyers to purchase a product after a good search.

1. Convenience of online shopping

Customers can purchase items from the comfort of their own homes or work place. Shopping is made easier and convenient for the customer through internet. It is also easy to cancel the transactions.

The following table depicts the factors which motivate the online shoppers to buy products online.

Top 6 reasons given by shoppers in buying through internet.

1. Saves time and efforts.
2. Convenience of shopping at home.
3. Wide variety / range of products are available.
4. Good discounts / lower prices.
5. Get detailed information of the product.
6. We can compare various models / brands.

Source: I-Cube 2006, a syndicated product of IMRB International.

2. No pressure shopping

Generally, in physical stores, the sales representatives try to influence the buyers to buy the product. There can be some kind of pressure, whereas the customers are not pressurized in any way in online stores.

3. Online shopping saves time

Customers do not have to stand in queues in cash counters to pay for the products that have been purchased by them. They can shop from their home or work place and do not have to spend time traveling. The customers can also look for the
products that are required by them by entering the key words or using search engines.

4. Comparisons
   Companies display the whole range of products offered by them to attract customers with different tastes and needs. This enables the buyers to choose from a variety of models after comparing the finish, features and price of the products on display. Sometimes, price comparisons are also available online.

5. Availability of online shop
   The mall is open on 365 x 24 x 7. So, time does not act as a barrier, wherever the vendor and buyers are.

6. Online tracking
   Online consumers can track the order status and delivery status tracking of shipping is also available.

7. Online shopping saves money
   To attract customers to shop online, e-tailers and marketers offer discounts to the customers. Due to elimination of maintenance, real-estate cost, the retailers are able to sell the products with attractive discounts through online. Sometimes, large online shopping sites offer store comparison.

V. EXISTING SYSTEM
   • The older system develops for all globe.
   • The buyer’s and seller’s are from different geographical location.
   • Quality is major issue.
   • Home delivery and try on faculties will not be provided for all product.
   • Buyer cannot get guaranteed easy replacement or exchange facilities its time consuming.

VI. PROPOSED SYSTEM
   • The new system develops for district level.
   • The buyer’s and seller’s are from local area so there is perfect competition in market.
   • Home delivery and try on faculties will be provided so fitting, quality issues will be solved on same time.
   • Buyer can got guaranteed same product and easy replacement or exchange facilities are provided.
   • Services like plumbing, rental accommodation, car hire, carpenter, electrician etc. so people can easily got the particular service very instantly from their local area.

VII. MYSQL DATABASE
   MySQL is a fast, easy-to-use RDBMS being used for many small and big businesses. MySQL is developed, marketed and supported by MySQL AB, which is a Swedish company. MySQL is becoming so popular because of many good reasons –
   • MySQL is released under an open-source license. So you have nothing to pay to use it.
   • MySQL is a very powerful program in its own right. It handles a large subset of the functionality of the most expensive and powerful database packages.
   • MySQL uses a standard form of the well-known SQL data language.
   • MySQL works on many operating systems and with many languages including PHP, PERL, C, C++, JAVA, etc.
   • MySQL works very quickly and works well even with large data sets.
   • MySQL is very friendly to PHP, the most appreciated language for web development.
   • MySQL supports large databases, up to 50 million rows or more in a table. The default file size limit for a table is 4GB, but you can increase this (if your operating system can handle it) to a theoretical limit of 8 million terabytes (TB).
   • MySQL is customizable. The open-source GPL license allows programmers to modify the MySQL software to fit their own specific environments.
VIII. CONCLUSION

- The website is useful for people who got less price and quality product with time saving.
- Shop owners would not have to display many items.
- Easy way of comparing product online.
- Offers made the shopping interesting and useful services provide important role in day to day life.

IX. REFERENCES


2. Chian Chiang, Smith Martin, Kula Desila,”MY SQL ”.


