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Online Shopping Portal

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Abstract:
E-commerce is quickly becoming a recognized and widely used business model. An increasing number of companies are putting websites into place that offer the ability to conduct business online. It is plausible to argue that online purchasing is becoming a common occurrence.

"Our god is our customer." This formula serves as the foundation for this webpage. After making his selections, he completed the Pay Pal process using any debit card or credit card that is accepted on this website, such as VISA or MasterCard. The customer is contentedly shopping at his rest stop.

When a customer logs in using his unique username and password, a shopping cart is instantly formed, and when the user selects an item, it is added to the cart. If the user decides that the item they have chosen is not beneficial to them, they can remove it from their shopping cart.

The customer made a few selections, but there wasn't much money in his credit or debit cart. He then logged off the internet, and the products he had chosen were kept in a cart assigned to him along with other users. A few days later, he bought the items, which were then automatically removed from the cart.

Keywords **—E-commerce, Online purchasing, Customer-centric, Cart persistence, Shopping cart.**

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I. INTRODUCTION

E-commerce is quickly becoming a recognized and practical business model. An increasing number of companies are putting websites into place that have the ability to conduct business online. It is plausible to argue that online purchasing is becoming a standard practice. The goal of this project is to create a general-purpose online store where customers may purchase any kind of product—including books, CDs, computers, mobile phones, electronics, and home appliances—from the comfort of their own homes. Nonetheless, this paper will deal with an online book store for implementation purposes. An online store is a digital storefront where clients can peruse the inventory and choose items that catch their eye.

A shopping cart may be filled with the chosen goods. The goods in the shopping basket will be shown as an order when it comes time to check out. At that point, additional data will be required to finish the transaction. Typically, the buyer will be prompted to provide payment details including credit card number, billing and shipping addresses,

and shipment options. As soon as the order is placed, the customer receives an email notification.**Objective:**

The shopping cart is primarily helpful for people who don't have time to go shopping; they can just shop online and purchase anything they want.

Regardless of the time of day, customers visited this website and selected a variety of products, including home appliances, computers, mobile phones, CDs, books, and electronics.

Shopping Cart 7: "The customer is our god" is the basic formula upon which this website is built. After making his selections, he completed the Pay Pal process using any debit card or credit card that is accepted on this website, such as VISA or MasterCard. The customer is contentedly shopping at his rest stop.

Overview of the Project:

When a customer logs in using his unique username and password, a shopping cart is instantly formed, and when the user selects an item, it is added to the cart. If the user decides that the item they have chosen is not beneficial to them, they can remove it from their shopping cart.

The customer picked out a few things, but there wasn't much money in his credit or debit cart when he logged out of the website. The items he had chosen were kept in a cart with a specific user, and when he bought them a few days later, the cart automatically erased them.

II. EXISTING SYSTEM

The current approach is manual; users keep records to record information such as product descriptions, purchase history, sales information, and monthly accounting. Maintaining historical data is really hard. The current system has the following drawbacks. Maintaining critical data in books is challenging. Creating essential reports requires more human labour hours. Managing historical data is laborious and requires a lot of storage space to house all of theprior year's ledgers, books, etc. It is quite tough to preserve the daily sales and purchase details that need to be entered into the books.

III.   PROPOSED SYSTEM

Several essential elements must be included when building an online shopping portal to guarantee a seamless and effective experience for administrators and customers alike.

User Interface: Create an intuitive user interface that is compatible with mobile and online browsers. The user interface ought to be responsive, eye-catching, and easy to use.

Authorization and Authentication of Users: Put in place safe login and registration procedures to verify user identity. Set up distinct roles for customers, administrators, and vendors, and grant the necessary access rights for each.

Product Management: Establish a framework for adding, modifying, and classifying goods. Provide options for managing inventory, prices, pictures, and product descriptions.

Shopping Cart: Create a feature for the shopping cart that lets users examine their cart, add and delete goods, and easily check out. Include features such as the ability to save cart contents for later use.

Payment Gateway Integration: To enable safe online transactions, integrate with a reputable payment gateway. Accept a range of payment options, including PayPal, digital wallets, and credit/debit cards.

Order Management: Create a framework to oversee orders from placing to completion. Order monitoring, progress updates, and notifications for administrators and customers are all included in this.

Let people rate and review the things they have bought by providing review and rating options. Put in place a moderating system to properly handle and present reviews.

Search and Filtering: Provide users with efficient search capabilities so they can locate products fast. Provide sophisticated filtering choices according to brands, categories, costs, and so on.

Customer Service: Make available channels for customer service, including email, live chat, and ticketing software. Assure prompt resolution of questions and concerns.

Analytics and Reporting: Use analytics technologies to monitor inventory levels, sales

performance, and user behaviour. To evaluate trends and make data-driven choices, create reports.

Security: Put strong security measures in place to safeguard user information, such as PCI compliance for payment processing, secure authentication, and SSL encryption.

Mobile App: To improve accessibility and user engagement, think about creating a mobile app for the iOS and Android operating systems.

SEO and marketing: To increase visibility and get more visitors, optimize the platform for search engines. Put marketing tactics like loyalty programs, discounts, and promotions into practice.
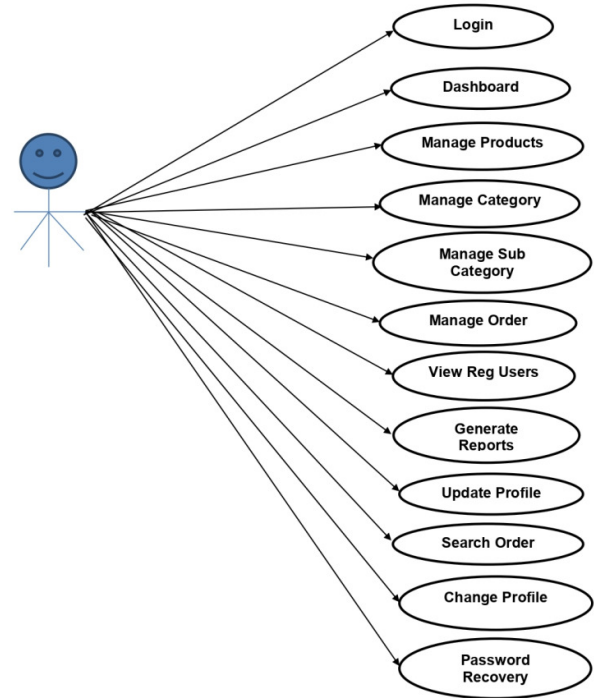
Scalability and Performance: To handle an increase in users and transactions, the system should be designed with scalability in mind. Improve performance to guarantee quick loads and little downtime.

Regulatory Compliance: Comply with all applicable laws and rules pertaining to online shopping.
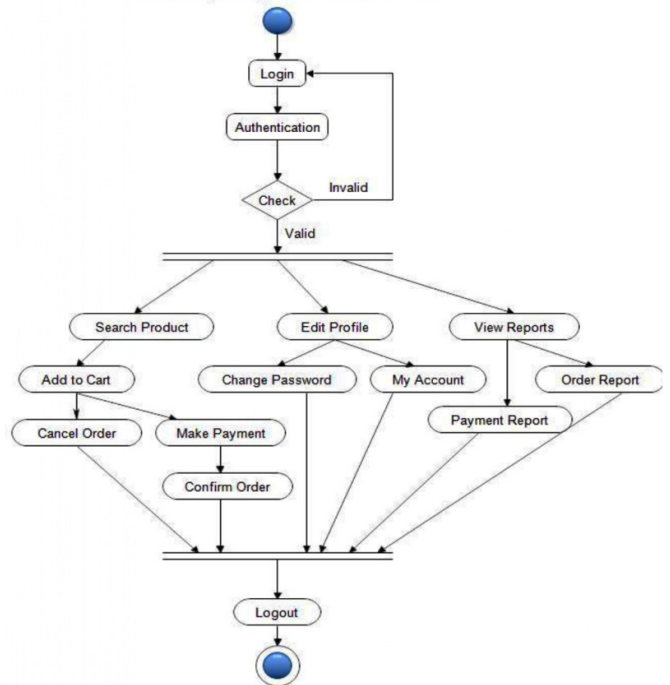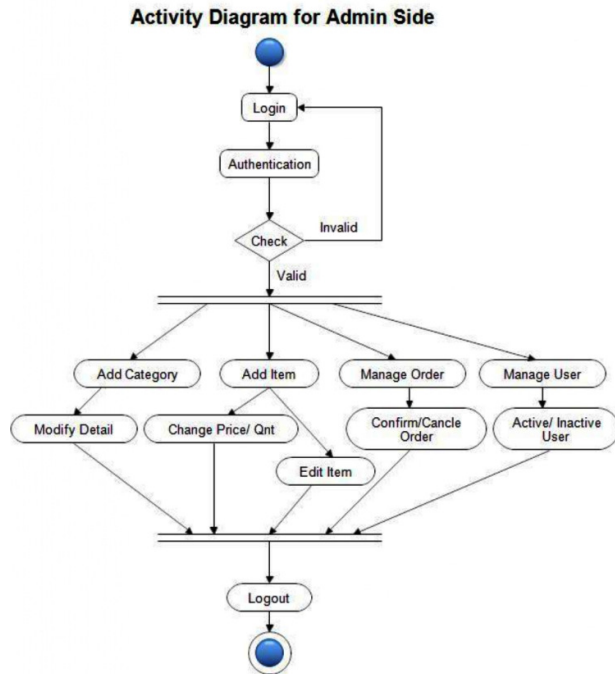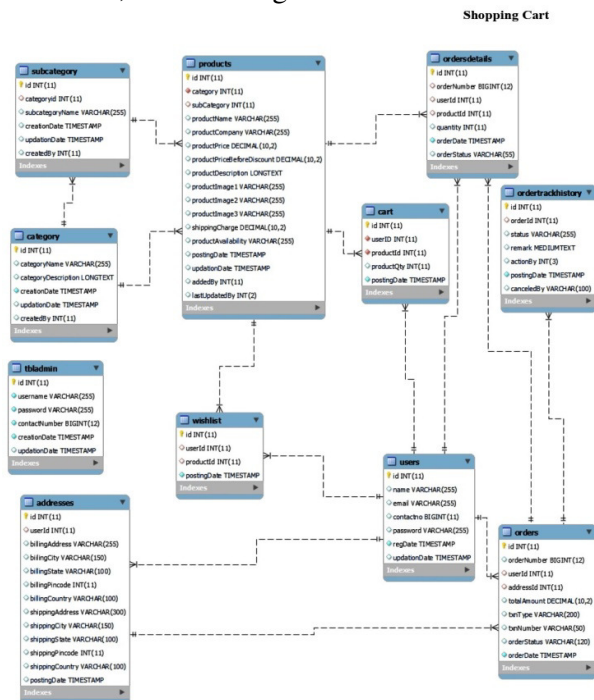
Use Case Diagrams: User Side:
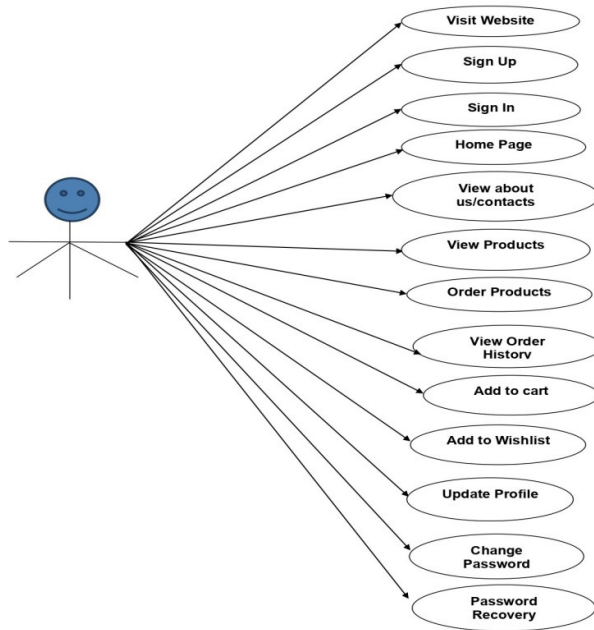
Admin:

Activity Diagram for Admin Side

Class Diagram:

A class diagram is a description of a group of objects with similar properties, functions, connections, and meanings.

IV. CONCLUSIONS

The package was created in a way that makes it simple to modify in the future. The project's development has led to the following conclusions.

- Entire system automation increases efficiency
- It offers a user-friendly graphical user interface that is superior to the current system.
- Depending on their permissions, it grants authorized individuals the proper access.
- It successfully gets over the communication lag.
- Information updating gets much simpler.
- The most notable characteristics are dependability, data security, and system security.
- The system has enough room to be modified in the future if needed.

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