E Commerce Website using Web Mining Techniques

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Abstract— Today internet is the best medium of communication in modern business. Many retailers are redefining their business strategies to increase the business output. Most of them opt to work in collaboration to work with the massive E-commerce websites present today such as amazon.com, ebay.com orflipkart.com and many such famous companies in the pure desire to make their products get marketed and sold through these respective platforms mentioned above. On the other hand retailers who do not opt for this option considering facts such as the competition of retailers of the same domain and they already being infamous on the website, do create a website of their own by themselves or by any outside means. Solely with the intension of avoiding the reasons mentioned above and any third party profit share. These personalities get their entire business on the web to break the barrier of space and time as compared to the physical office. To improve business of this very website created by retailers a certain method of web mining is important for providing better results to the end users on the basis of past records of any product in terms of views, sales and how long has the product been on the website.

Key words: Data Mining, Web Mining, E Commerce

I. INTRODUCTION

The World Wide Web has an enormous amount of data present and is increasing day by day. The main benefit made by the World Wide Web is one and only E commerce. Electronic commerce is commonly known as e-commerce. Electronic Commerce is basically focused on trading and providing services related to all the gadgets or equipment which we use in day to day life for example air conditioner to your mobile phones. Main agenda is to keep this as user friendly as possible. Electronic commerce indulges its interest in various different online activities like online banking, online cashing, online transaction anything we used to do found very difficult but gets easier by these websites.

In this project we are going to use various kind of algorithms which will help us to make this a way to be different than other E commerce websites. In this project we are going to build a website which will contain all the products at one place and user friendly too so that end user will not have any problem in finding the desired product as his or her choice will be made specific. Product algorithm will play a key role in this as it will help in certain ways to keep the most searched products at top list.

There are going to be other techniques also which will help end users to be very specific n their choices as we have table comparer and online CPU assembler.

II. PROBLEM STATEMENT

E-commerce is a very efficient and fast in selling products to a very large customer base. As there are a large numbers of E-commerce websites in the market now the competition has got fierce. The main objective of a user once he opens an e-commerce website is to find everything he needs easily and quickly without a lot of fuss. Not all the users are well aware of all the brands and the related products they want to buy. Their idea about the product they need is quite broad. Customers nowadays find google very convenient and prefer to search for products on the search engine rather than checking out different sites hoping that they would directly end up on an E-commerce website through google Helping the customers to narrow down their ideas and enabling them to finalize their products is the main purpose of E-commerce websites.

III. SCOPE

Electronic commerce or E-Commerce refers to all kinds of buying and selling of products or services using the electronic systems like the Internet and other computer networks. People in India have now turned to buying almost everything ranging from books, lifestyle accessories, electronic equipment, beauty products and even household items from the online shopping websites. The introduction of Smartphones and tablets in the Indian market as well as easy available of internet increased the online shopping throughout the years.

This is the one but a little different e-commerce website focused on trading and providing services related to all the household electronic gadgets for example air conditioner to your mobile phones. Main agenda is to keep as user friendly as possible.

IV. DIFFERENCE FROM OTHER E COMMERCE WEBSITES:-

A. Comparer Of Electronic Gadgets:

This concept would be applicable if user wants to compare electronic gadgets or any other household appliances (maximum 4) with one another with the fact that they are same product like mobile to mobile comparer or air conditioner to air conditioner. It would consist of a detailed table to compare products according to their specifications with other products of the same category.

B. Online CPU Assembler:

This concept would be rich in Artificial Intelligence with the basic idea of helping users to assemble their CPU (Central Processing Unit) online according to their need. This would consists of four basic priority which are:-

1) Home Oriented
− Processor
− Motherboard
− SMPS
− 4gb RAM or More
− Graphics Card

2) Office Oriented:
− Processor
− Motherboard with on board Graphics Card
− SMPS
− 4gb RAM or More

3) Gaming Oriented:
- Graphics card
- Motherboard
- Processor according to chipset
- SMPS
- 8gb RAM or More

4) Server Oriented:
- Processor
- Motherboard
- 8gb RAM or more
- SMPS

V. ACKNOWLEDGMENT

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