4th National Level Technical Project Competition-cum-Conference – CREATE 2025

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RESEARCH ARTICLE OPEN ACCESS

AN E-COMMERCE WEB APPLICATION BASED ON PRODUCT RECOMMENDATION

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Abstract:

This paper describes an e-commerce web application designed to offer personalized product recommendations using collaborative and content-based filtering techniques. By analysing user preferences, purchase history, and browsing behaviour, the system provides relevant suggestions to enhance user engagement and increase sales. Machine learning algorithms further refine these recommendations over time, ensuring a more personalized shopping experience. The application aims to improve customer satisfaction and boost business outcomes by offering tailored product discovery in real-time.

Keywords **—E-commerce, Product recommendation, Recommendation algorithm, Customer preferences, User experience (UX).**

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I. INTRODUCTION

Our online shopping platform improves the shopping experience with a smart product recommendation system. It uses machine learning and data analysis to customize user experiences by suggesting products based on browsing history, preferences, and behaviors. This system increases customer satisfaction, boosts sales, and makes decision-making easier. By using collaborative filtering, content-based filtering, and a mix of both, our platform provides accurate recommendations, making shopping simpler and more efficient. This development ensures a smooth, personalized, and engaging e-commerce experience

II COMPONENTS AND DESIGN

Components:

Frontend: Home page, product pages, search and filter options, user dashboard, cart, and checkout.

Backend: User authentication, product database, order management, and a recommendation engine.

Recommendation System:

Collaborative Filtering – Suggests products based on the preferences of similar users.

Content-Based Filtering – Recommends products based on their features.

Hybrid Model – combines both collaborative and content-based methods for improved accuracy must be set as follows:

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Design:

Structure: The system has three main parts: the frontend (using React or Angular), the backend (using Node.js or Python), and the database (using MySQL or MongoDB).

Data Flow: When users interact, the data gets processed, then makes recommendations, and finally, suggestions are displayed.

User Interface: The design is clean, responsive, and easy to use, ensuring a smooth shopping experience

I. FABRICATION AND ASSEMBLY

In an E-Commerce Web Application, fabrication and assembly refer to how we develop and connect different parts of the system.

Fabrication means creating individual pieces like the frontend (the user interface), backend (server functions and database), and the recommendation engine. This includes writing code, setting up databases, and creating algorithms.

Assembly happens after we build the components. We integrate them to ensure they work well together. This involves linking the frontend to the backend, connecting the recommendation system with user data, and making sure all parts communicate properly.

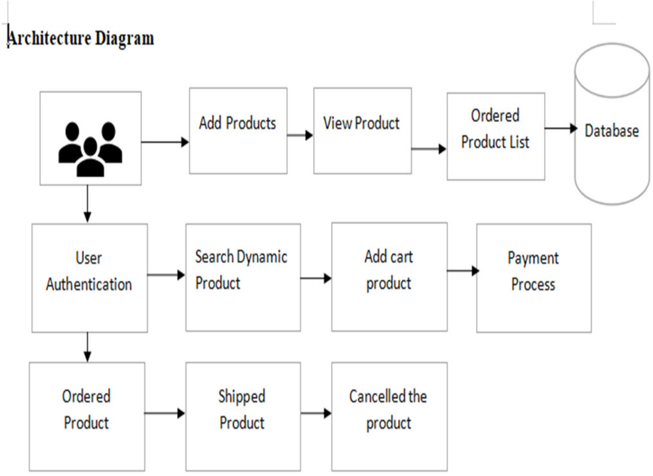
The final step is testing and deployment. This ensures the system runs smoothly and gives users accurate product recommendations.

II. WORKING

The e-commerce web application works by collecting and analysing how users interact with it to provide personalized product recommendations. When a user visits the site, we track their browsing behaviour, search history, and purchase patterns to understand what they like. We use advanced machine learning algorithms to process this data. For example, collaborative filtering suggests products based on what similar users have liked, while content-based filtering recommends items based on product features and the user’s preferences. We may also use a hybrid model that combines both methods to improve accuracy.

After the recommendation engine provides product suggestions, these suggestions appear on the homepage, product pages, and user dashboard. As users engage with the platform, the system updates its recommendations to make them more accurate over time. This creates a smooth and personalized shopping experience, which enhances customer satisfaction and boosts sales.

III. SYSTEM ARCHITECTURE



IV. MODULES

a. User Authentication module:

The User Authentication Module helps manage secure access to the platform. It allows users to register, log in, and recover their passwords. This module ensures that only authorized users can access the platform by using encryption and multi-factor authentication. To register, users must provide their name, email, phone number, and password. A verification process, often through email or SMS, confirms the user's identity. After registering, users can securely log in with their credentials. To improve security, the platform can use CAPTCHA, two authentication (2FA), and biometric authentication where possible. For password recovery, users can request reset links via email or answer security questions. The system stores user passwords in an encrypted form to keep them safe from unauthorized access. It also manages user sessions to track activity and restrict multiple logins from different locations if needed. A role-based access control system enhances security by ensuring that different users, such as customers, admins, and vendors, can only access the features they are allowed to use. By combining these security features, the authentication module provides a secure and smooth user experience.

b.Add Product:

The Product Management Module is designed for efficient handling of product operations, including adding, viewing, editing, updating, and deleting products. Users can enter essential product details such as name, ID, price, quantity, and brand, all of which are validated and securely stored in the database. This module allows sellers or administrators to input product information with both mandatory and optional fields. Each product is given a unique product ID for easy identification. Price validation mechanisms are in place to prevent the entry of unrealistic values, while stock tracking features help avoid overselling products that are not available. Users benefit from sorting and filtering options to quickly locate products based on attributes like price range, availability, brand, or category. The module also supports batch processing for bulk uploads and updates of product information. During promotional periods, sellers can easily adjust product details, such as prices, and these updates are reflected in real time. To maintain data integrity, product deletion is approached with caution. Rather than being permanently deleted, products are typically archived or marked as unavailable to preserve historical transaction records. Additionally, the system is capable of integrating with inventory management systems to efficiently monitor stock levels, thereby ensuring a seamless supply chain process.

c.Upload Image:

The Upload Image Module allows users to add images of products on an e-commerce platform. Images are important because they help attract customers and give them a clear idea of the product. Users can upload images in formats like PNG, JPG, and JPEG, ensuring they work on different devices. The module checks the size, resolution, and format of images before allowing uploads. If images are too large, the system automatically compresses them to improve loading speed while maintaining quality. Images are stored either on a dedicated server or in a database as Binary Large Objects (BLOBs). Each image is linked to a specific product, so users can see it alongside product descriptions and prices. Users can upload multiple images for each product to show different angles or variations. To enhance customer experience, the module includes a zoom feature, which allows users to enlarge images for better detail. It also has an image moderation system to filter out inappropriate content. If a product changes, sellers can update or replace existing images to show new designs or packaging.

d. Add Cart the Product:

The Add to Cart Module helps users choose products to buy, manage items, and review their choices before checking out. It features a dynamic cart system for smooth shopping and a better experience. When users add an item to the cart, the system instantly updates the quantity and shows the total cost, including taxes and discounts. The cart keeps products even if the user leaves the page, so they don’t lose their selections. If users are logged in, their cart data is saved in the database, allowing them to access it on different devices and sessions. Users can change the quantity of items, remove items they don’t want, or apply promotional codes before checking out. The module checks that only available products can be added to the cart. If an item is out of stock, the system notifies the user to avoid order issues. For easier shopping, the cart module connects with the wish list feature, letting users save items for later. Real-time updates and interactive design make the cart user-friendly, improving the overall shopping experience.

e. Payment Process:

The Payment Process Module is an essential part of the e-commerce platform that ensures secure transactions. It starts when a user confirms their cart and goes to checkout, where they select a payment method. The platform offers various payment options, including credit/debit cards, net banking, digital wallets, and UPI payments. All transactions are processed through a secure payment gateway, which encrypts payment information to protect it. Users need to enter payment details, like card number, CVV, and expiration date, which are handled securely. For additional security, users may need to verify their payment with a One-Time Password (OTP). The system also checks that billing and shipping addresses are valid before moving forward. If a payment fails, users can either retry the payment or choose a different payment method. After a successful transaction, a digital receipt is generated, and users receive order confirmation via email and SMS. Refunds for cancelled or returned products are processed using the same payment method.

f. Ordered Product:

The Ordered Product Module helps you track your purchases and check your order status. When you place an order, it gets a unique order ID and is added to your order history. You can see important details like the product name, quantity, total price, estimated delivery date, and shipping address. Your order will go through several statuses: "Processing," "Shipped," "Out for Delivery," and "Delivered." You will receive notifications at each stage. The module also lets you download invoices, track your shipments in real-time, and contact customer support if you have any issues. It connects with courier services to provide automatic tracking updates.

g. Cancelled The Product:

Customers can cancel their orders before they are processed or shipped. The system shows whether an order can be cancelled in the user's order history. When a user wants to cancel an order, the system checks if it is still "Processing." If the order has already been shipped, the user may not be able to cancel it. Instead, the user can choose to start a return.

h. Return The Product:

The Return Product Module lets users return items that are damaged, incorrect, or unsatisfactory. Users can start a return request within the time limit set by the return policy. To begin, the user selects the order from their purchase history and states the reason for the return. The system might ask users to upload images of the damaged item as proof. Once the request is submitted, the system creates a return authorization and a shipping label. After the returned item is received, a quality check takes place. If the item passes the check, a refund or replacement is processed. The return policy may differ based on the seller's rules.

i. Billing Process:

The Billing Process Module creates invoices that summarize transaction details. It clearly shows product prices, discounts, taxes, shipping charges, and the total amount due. After a purchase is made, the invoice is sent to the customer via email. Customers can also download previous invoices from their order history. The module calculates GST, handles tax exemptions, and supports corporate invoicing. For businesses, the module allows bulk invoicing, making it easier to manage many transactions. It also ensures secure record-keeping to comply with tax laws and audit needs.

V. CONCLUSION

Adding a product recommendation system to an online store improves the shopping experience by suggesting products that fit each customer's tastes. The system uses machine learning, analyzes user behavior, and processes data in real time to show customers items they are likely to buy. This leads to more engagement and higher sales. The recommendation engine keeps learning over time, which makes its suggestions better and the platform more efficient.

VI. ACKNOWLEDGMENT

This project relies on research about machine learning-based recommendations and e-commerce development. We have referred to important research papers, articles, and online resources. First, we want to thank our project guide, **Mrs. P. Sindhuja,** for her valuable guidance, ongoing support, and helpful feedback throughout this project. Her expertise and encouragement have played a key role in shaping our ideas and solving technical issues. We also want to express our gratitude to **Murugappa Polytechnic College** and the faculty members of the Department of Computer Engineering for providing the resources and environment needed for research and innovation. We especially appreciate our peers and friends for their constant motivation, meaningful discussions, and technical help. Their support has been crucial to the successful completion of this project. Lastly, we thank our families for their unwavering support and patience during this journey. This project could not have been achieved without the collective efforts of this project. Lastly, we thank our families for their unwavering support and patience during this journey. This project could not have been achieved without the collective efforts of everyone mentioned.

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