

INDICART : E-COMMERCE WEBSITE*

BY

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From the last few years, people are working more and more to earn more. According to a study held in 2018, 70 per cent of the Indian population work 12hrs a day by this it is the fact that people are able to save less time from their hectic schedule. People tend to work more and get less time for their day-to-day work, such as shopping. As Indians, we like shopping, but from a strict schedule of the city, we can't spend much time in it. Even buying a product online buyer firstly gets the news about the product then they choose the product, then compare it, review it and then buy the product. But this is also a time taking process where a buyer will visit three different portals for this work. Our system will provide buyers with these three features in one portal, there will be no need for galloping around different websites. This project simply works on the phenomenon of "shopping made easy".

KEYWORDS

Indian, Product, Shopping, Schedule, Buying, Websites.

1 Introduction

Shopping has been a fundamental demonstration since the beginning of human advancement. Nonetheless, from point of reference days till not throughout the entire that prior - say the last 100 years about - the chief significant changes to require place in the retail world needed to attempt to do with the item realistic to U.S.A.. we tend to went from having the option to get to exclusively those things made or full grown in our nearby space to having the option to look for things made everything considered corners of the world. Notwithstanding, regardless of the gigantic development inside the scope of items reachable to U.S.A., the demonstration of glancing in 1900 was fundamentally the equivalent since it was in 1600, 800, and 500 BC. people visited a nearby market to analyze what was accessible, they did their investigation at

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the market, so they decided whether they expected to search for the product or not. Whenever they'd made their call, a trade was made between the customer and merchant. Today, we will in general actually do indistinguishable factor, anyway due to the web, a larger than usual bit of the looking for technique will show itself inside the solace of our own homes. It will even happen though we're in a hurry in view of portable perusing and cell phones. This has gem rectifier to a looking transformation, and we're just toward its beginning. Beneath we've printed every one of the different manners by which the web has altered the way we will in general look.

An inquiry consistently emerge to us that "How internet shopping has become a particularly colossal commercial center?" And the response to it is that it relies upon numerous variables like, 'steady ad' Advertising as an arrangement is the same old thing. it has been around in some sort or another without a doubt everlastingly, anyway it very took off inside the Fifties and Sixties once TVs got thought. In any case, these days, because of the net, we tend to are really encased by promoting. regardless of whether you are appreciating a game, recognition a video on YouTube, being mindful to Spotify or Pandora, looking through online media, or just perusing your most mainstream news site, you're being presented to advertisements, and since most promotion administrations, as Facebook and Google, utilize your own insight to get a handle on your inclinations and interests, these promotions ar normally easier than those you see on TV or hear on the radio.

Another significant change inside the methodology we tend to look brought out by the web should do with examination. inside the new days, to a few item, you needed to go to entirely unexpected stores and raise a business talented to help you. This unmistakably wasn't ideal because of a sales rep is continually wanting to blessing the product they're promoting inside the best light-weight, regardless of whether it's anything but the best chance. Likewise, to really get A comprehension of the market and what's out there to you, it had been important to side trip different stores, which wasn't exclusively an agony anyway moreover unrealistically long. The build of outsider surveys got kicking going with distributions like customer Reports. anyway inside the time of this magazine, one required a membership to encourage admittance to the organization's yearly surveys and proposals. pin cash essentially to have the option to pay extra wasn't AN opportunities for everyone. In any case, in view of the web, outsider audits square measure everywhere. A few people even commit their whole lives to giving genuine, unprejudiced surveys with respect to standard item. Along these lines, we tend to as of now get the opportunity to be plentiful more up to date clients. This proves to be useful whether you search on-line or not. For instance, a large number of us wish to examine audits before they go

to a store so they'll comprehend what to appear for and also to bring up the appropriate issues. Others make out backward: they are going to the shop to imagine what is out there so they filter surveys in regards to those they agreeable to imagine in the event that it's anything but a keen buy or not.

There's a ton of justification individuals moving towards internet shopping are Comfort. The accommodation is that the greatest advantage. any place else would you say you are ready to well support season of day though in your night robe? There are no lines to go to in or look partners to go to on to help you along with your buys, and you'll do your glancing in minutes. on-line outlets offer US the opportunity to purchase all day, every day, and moreover reward US with a 'no contamination' looking ability. there could be no higher spot to search for educational product like digital books, that square measure offered to you in a split second, as by and by in light of the fact that the installment goes through. Downloadable things bought on-line take out the necessity for any very material product in the smallest degree, too, that helps the climate! You can send blessings a great deal of essentially. making blessings family members and companions is basic, in spite of any place they're. Presently, there's no had the opportunity to construct distance A pardon for not causing a present on events like birthday events, weddings, commemorations, Valentine's Day, Mother's Day, Father's Day, so forward. Value correlations. investigation and exploring stock and their expenses is such much simpler on-line. Likewise, we've the ability to impart information and audits to elective customers United Nations organization have essential skill with an item or merchant. No groups. In case you're similar to American state, you disdain swarms once you're looking. especially all through celebrations or uncommon occasions, they'll be a particularly colossal migraine. Additionally, it will in general be a ton of tumultuous once there square measure a great deal of groups out and this commonly causes US to feel surge or flying. Testy, irritating, and out of control people also get to American state once I'm out looking. Additionally, stopping turns into a gigantic issue. Those issues might be stayed away from after you look on-line. No had the opportunity to travel. people don't now and then really like to move stores to ask what they require. Obviously, nothing will compete with skill of advancing to a material dress shop and looking for what you wish, anyway usually people essentially don't have to travel. Clients don't here and there leave near the power source they'd wish to go to, anyway nowadays they need A decision to visit the look on-line.

1.1 Approach

We have started the approach of the project identifying and analyzing the problem people face while doing online shopping and took a survey to get in-depth knowledge about the problem

they face. After the results were analyzed, we were in the place to understand the problem and identify its solution. Then we approached the ideation stage of the project creation. After the proper idea, we created the project and added the required projects to solve the problem.

2 Literature Review

Literature Review Table

Sr. No.	Title of Research Paper (Year of Publication)	Author	Strengths	Drawbacks	Future Scope
1.	Key Factors for Developing a Successful E-commerce Website (2010)	Osama Mohammad and Fawad Ahmed	The strengths are usability, conceptual reliability and representative reliability.	Help availability and Localizability	Implement Help Centre
2.	Study & Development of E-Commerce Website (2020)	Aftab Allam, Shivansh Mishra, Satyam Sharma and Richa Gupta	Benefits the company to achieve (B2C) and (B2B).	None	Connectivity to remote rural location. (villages)
3.	A Study on Impact of E-commerce on India's Commerce (2016)	Dr. Rajasekar S. and Sweta Agarwal	Availability of marketplace with clicks	Affects the offline sellers.	To help small businesses
4.	E – Commerce in India: An Analysis of Present Status, Challenges and Opportunities (2018)	Dr. Naveen Kumar	Connecting sellers to buyers	Business growth in rural is not appreciating	Increase B2C in rural areas
5.	Understanding E-Commerce: A Study With Reference to Competitive Economy (2020)	Neha Wadhawan and RK Arya	Helping in countries economy	None	To lead countries economy
6.	E-Commerce –A Study of Benefits	Nisha Mittal and Pooja Malik	Faster option of shopping with	Payment fraud and	More secure payment options

	and Challenges (2019)		various payment options	authentication threat	
7.	Efficient Way of Web Development Using Python and Flask (2019)	Vangala Rama Vyshnavi and Amit Malik	Flask provides a virtual environment for development	Complex setup for virtual environment	Low Complexity in development
8.	Python to learn Programming (2013)	A Bogdanchikov, M Zhaparov and R Suliyev	Non-complex object oriented programming	None	Library extension
9.	New technologies for web development (2010)	Grega Jakus, Matija Jekovek and Jaka Sodnik	More creative and interactive web development	None	Reducing cost
10.	Consumer Behavior in Online Shopping (2013)	Dr. Amit Kumar Singh and Malsawmi Sailo	Analyzing customer behavior to attract them	Analyzing customer behavior is not effective for scale business	Increase in number of surveys
11.	Digging in the Digg Social News Website (2011)	Siyu Tang, Norbert Blenn, Christian Doerr and Piet Van Mieghem	Analyzing news patterns	Wide spread of fake news	Increase in number of authentic news
12.	Type Analysis for JavaScript (2009)	Simon Holm Jensen, Anders, Møller, Peter Thiemann	Best for web development	None	Increase in functionality
13.	The Empowered Internet Payment Gateway (2007)	Ved Prakash Gulati and Shilpa Srivastava	Fast and easy way of payment	High chances of e-theft	Increase the security
14.	A Tool of Conversation: Chatbot (2017)	M. Dahiya	Communication made fast and easy	None	Implementation of Artificial Intelligence in chatbots

15.	Startup management (1970)	Nicholas Baloff	Effective startup management	None	Smooth working of startup
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Literature Review Description

1. Key Factors for Developing a Successful E-commerce Website

That factors on which the development of such as were E-commerce website based on the website should be attractive and easy to understand, there should be more and more products which are related with the requirements of the customers who are constantly visiting the website, There should be only original news and information about the product on the website, There should be presence of reviews about the products as the customer can make his decision whether to buy it or not, For proper successful E-commerce website proper advertisement should be flown on the market channels to gain more and more attention about the website.

2. Study & Development of E-Commerce Website

The main objective of the web based business websites I to sell huge variety of products and also not to compromise the quality of it. Internet shopping can be a type of electronic shopping where a client can be a vendor or a individual vendor who wants to buy products at a good rate to make profit out of it. A person or a buyer is the one who just sits in front of a mobile device, laptop, pc, etc. and with just with a few clicks of buttons he is able to select over a huge variety of products and can choose from the list of valid payment options. Successful e-commerce website is also a website where there is an option for a cart which is simply a option where a customer can add the products which he is going to buy in the future or can add items it for buying bulk quantity. An e-commerce website is not only from the perspective of an individual byer or a vendor but also from a seller because whole e-commerce website can't depend on one individual seller so there are many opportunities provided by e-commerce to support individual sellers.

3. A Study on Impact of E-commerce on India's Commerce

India has arisen as a significant player on the new International business scene. Its brilliant monetary development Because in 1991 the attention was on changes Researchers in the field of worldwide business and Management. The reason for this paper is to survey the impact E-C of Mars distributed on Indian Commerce Top Business and Management Journal with Objective Knowing what the most great papers are, what are The issues that stand out enough to be noticed, that is as far as key discoveries or what all the more should be done Research.

4. E – Commerce in India: An Analysis of Present Status, Challenges and Opportunities

The main goal of web-based commercial websites is to sell a wide variety of products, not to compromise on product quality. Internet shopping can be a kind of electronic shopping, in which the customer can be a supplier or an individual supplier who wants to purchase products at a preferential price for profit. A person or a buyer is just a person sitting in front of a mobile device, laptop, PC, etc. With just a few clicks of a button, you can choose from a wide variety of products and choose from a list. A valid payment method. A successful e-commerce website is also a website with a shopping cart option, which is just an option, customers can add products they want to buy in the future, or they can add products to buy a large number of products. An e-commerce website is not only a seller from the perspective of individual buyers or suppliers, because the entire e-commerce website cannot rely on individual sellers, so e-commerce provides many opportunities to help individual sellers.

5. Understanding E-commerce: A Study With Reference to Competitive Economy

Web based business vendor implies electronic trade and the trading of items, administrations and data through it Internet. Electronic trade is something beyond purchasing and selling on the web items. It incorporates total on the web and disconnected The way toward creating, promoting, selling, dispersing, serving and paying for items and administrations. He is working together on the web. It incorporates any business movement that happens straightforwardly between the business, its accomplices or its clients through electronic correspondence and advanced data preparing innovation. Internet business is an advanced business strategy that tends to the necessities of associations, traders and clients to improve the nature of labor and products and lessen costs while speeding up assistance conveyance. India has E-Commerce showed enormous development in the MERS section. Online business has become a significant device for the little And huge organizations all throughout the planet, not exclusively to offer to clients, yet additionally occupied with it. Albeit the progress The Indian market was at first delayed because of the decrease in web based shopping going from conventional shopping Number of Internet clients because of absence of web office and public mindfulness. In any case, presently the circumstance has come Changed and online business industry is filling quickly

6. E-commerce—A Study of Benefits and Challenges

E-commerce has benefitted India's growth as it has extend its margins to not only to internet but also in a few years it has gone from just a few little markets to a larger market and even it is predicted that in the coming future most of the big cities, modern towns and smart cities will have more than 50% of their population values e-commerce as a shopping medium. This e-commerce business is not only providing its customers huge variety of products but also

constantly and rapidly changing the response to the consumer trends and market demands and this lets them get more into selling their products which are more trending in the current time.

7. Efficient Way of Web Development Using Python and Flask

There are many stacks to go with for developing web application but only some of them are efficient and are greatly compatible to each other, one of them is the Python stack which includes Python and Flask or Python and Django. But in the research we have examined Python with Flask, Python is one of the most efficient object oriented programming language and choice of many because of its easy to understand syntax. For web development python includes framework like Django and Flask and it is more efficient and fast for web development experience. Flask allows creating an virtual environment which in simple words is a local server for deployment and live share of the application.

8. Python to learn programming

The Python programming language is the most suitable language for beginners as well as working professionals. Many students and non IT professionals choose python as their first programming language because of its short and easy to understand syntax. Python is also popular among working professionals who are looking for a career transition as python is one of the most applied programming language among the Data Science and Artificial Intelligence Industry which is growing rapidly and providing large number of high paying jobs. As a object oriented programming language python is used in many product based firms. According to a study, python is the second most growing programming language followed by JavaScript. Python also supports features like File Handling and Exception Handling and as having a big community python is updating day by day.

9. New technologies for web development

The idea of the World Wide Web is inseparably connected to the Hypertext Markup Language (HTML) – The language which is known as the backbone of any web development-based application and on which the whole structure of a web application is supported. If we know HTML as the backbone of the web application then CSS should be known as the body of the web application. CSS not only supports the web application but also enhances the appearance of a basic HTML structure with its never-ending styling options. If we call CSS as the body of the web application then JavaScript should be known as the brain of the web application. People also address these programming languages as a human body where HTML is the skeleton, CSS is the skin and JavaScript is the brain. Basically, JavaScript is the component-based

programming language and is referred from Java. These three languages are considered as the basic structure of the web application.

10.Consumer Behavior in Online Shopping

Shopping Online shopping is a type of web based business that empowers customers to buy merchandise straightforwardly from venders utilizing the Internet. Different names are: e-shop, e-store, web shop, web-store, virtual store and store online store. A shop online advances the actual likeness of purchasing on the web shop items just as the assistance of a web shop and this cycle of purchasing is called client internet shopping from business. Web based shopping is a training wherein purchasers choose to purchase an item through the web.

11.Digging in the Digg Social News Website

The rise of social media websites have increased the number of users who post and consume data . In this paper, the authors present a large-scale experiment about “Dig.com”, which is one of the largest social media website. The analysis is based stories and posts published on Digg by 1.5 million users.

12.Type Analysis for JavaScript

Is a programming language commonly used in web development despite of having objects-oriented programming capabilities. It highly influenced with Java. It was originally developed by Brendon Eich of Netscape as a tool to add dynamic and interactive elements to websites. It was first appeared on 4 December 1995. There are many languages which influenced by JavaScript like, TypeScript, CoffeeScript, Assembly Script, ActionScript, Dart, Objective-J, etc.

13. The Empowered Internet Payment Gateway

Electronic appropriation of items/administrations and taxpayer driven organizations is being accomplished because of this Reachable and reasonable. Web internet business is a significant installment entryway. Primary part to guarantee that such exchanges happen with no hits and Full security on the electronic organization. This fixing has various advantages. Numerous significant installment alternatives, secure transmission, multi-money Settlements and quick preparing while numerous installment doors, paper National Internet web based business proposes mercury installment passage that can uphold all banks And dealings. Numerous gatherings are engaged with the door, however the public authority has a To assume the part of collaborator, proprietor and client.

14.A Tool of Conversation: Chatbot

Chatbot as a PC correspondence application is broadly famous in a day and velocities up. A few Programs react as insightfully as people. This sort of program is known as a chatbot. This paper tends to plan and Implementation of the chatbot framework. We will likewise contemplate

another application where chatbots can be helpful and specialized Used when planning chatbots.

15.Startup Management

The causes and outcomings of new companies of new creation and assembling models are researched comparable to models drawn from various, distinct businesses. It has been discovered that failed-advised administration activities and suggestions can regularly affects and hinders critical deviations from expected outcomes, bringing about short-and long stop to the efficiency of the business. In view of the conversation, a few rules for compelling startup the executives are recommended.

2.1 Diagrams

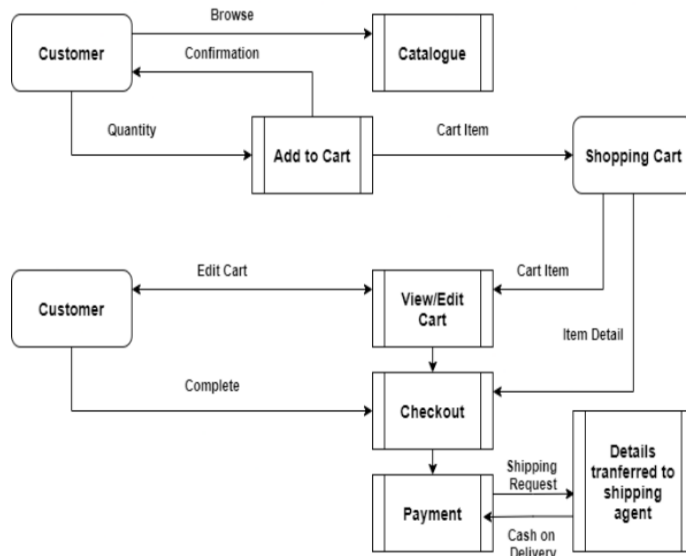


Fig 1.1 Show the DFD of the ecommerce marketplace

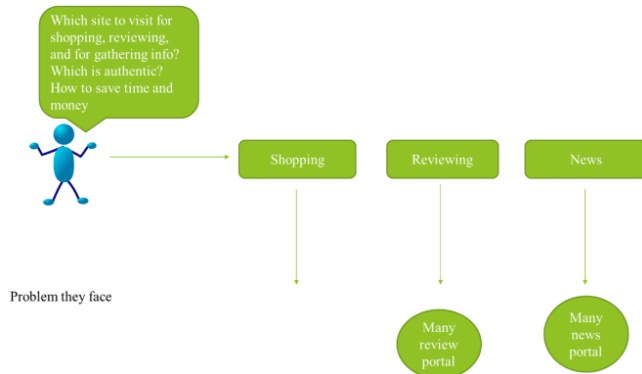


Fig 1.2 It shows the problem faced by a user while shopping

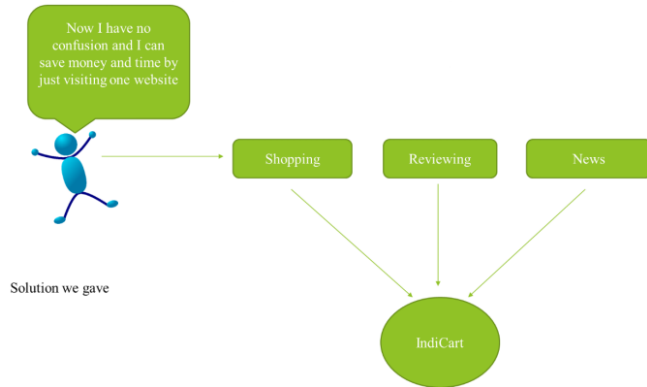


Fig 1.3 Shows the solution we provide for the problem

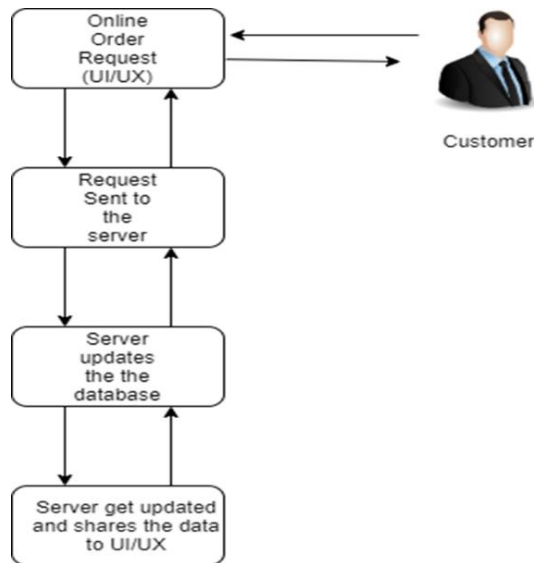


Fig 1.4 Show a easy to understand DFD diagram of the system

3 Proposed Methodology

The proposed system brings out all the features of a modern fully-fledged e-commerce website. The proposed system includes features such as a review portal, a technology news portal in addition to an e-commerce portal. The proposed system is also focused on less capital investment while developing the system and also for maintenance. The proposed system also solves the problem of customer. The system makes the process of reviewing the product before buying, getting updates about technology and buying products.

Few features of the proposed system

1.Simple Add to Cart feature is used in the e-commerce portal of the website and the working includes adding of the product details, product Id and quantity of the product in the database.

The items and item details are shown on the final order page for final order confirmation from the customer.

2.Item Tracker feature is also included for easy shopping, this feature include the tracking of the product and updated the status of the product. The

Technology used in this system

1.Python is a high-level programming language created in February 1991 by Guido Van Rossum. The ideology of creating of python was to the code readability and using easy to understand syntax and using valid indentation. The language also supports Object Oriented Programming and Data Structures. It also consists of its own predefined data structures which includes list, sets, tuple, dictionary. Python is most popular between data science domain as it consists of some predefined libraries like Matplotlib, Pandas, Numpy, Sklearn, Seaborn, etc.

2.Django is a free and open source web development framework based on python. It supports the backend of any web application. It was created in 21 July 2005 and is maintained by Django Software Foundation (DSF) which a non-profit organization based in US. The ideology behind the creation of Django was to simplify the creation of complex database-based websites. Development in Django is simply based on less code and rapid development phenomenon. Django also provides a free testing sever for testing the application.

3.CSS meaning "cascading style sheet." Cascading style sheets are used to design and add styling to a website. It was initially released on December 17, 1996 by World Wide Web Consortium (W3C). CSS provides many styling methods to change color, font and layout. It is a division-based language which requires predefined divisions (<div>) before applying methods.

4.HTML Hypertext Markup Language is a basic structure on which the website depends. It consists of many predefined components to add the structure of the web application. These components include labels, text fields, buttons, heading, checkboxes, radio buttons, etc.

5.JavaScript is a programming language commonly used in web development despite of having objects-oriented programming capabilities. It highly influenced with Java. It was originally developed by Brendon Eich of Netscape as a tool to add dynamic and interactive elements to websites. It was first appeared on 4 December 1995. There are many languages which influenced by JavaScript like, TypeScript, CoffeeScript, AssemblyScript, ActionScript, Dart, Objective-J, etc.

6.Bootstrap is a free and open-source frontend development framework for building websites and web applications. The Bootstrap framework is built on HTML, CSS and JavaScript (JS) to facilitate the development of responsive, mobile-first sites and applications. Responsive design

makes it possible to find the visitor's screen size and orientation for a web page or application and automatically adapt the display

accordingly; The mobile first approach assumes that smartphones, tablets, and mobile applications specific to the task are the primary tools of employees to get the job done and design the technical requirement.

4. Expected Outcome

The expected outcome of the system created is that it will solve all the issues faced by the customers who purchase goods online. As the aim of the project is to save its customers time and money. The project is also expected to work fine for and be responsive to both PC and mobile users. The system should be hosted and work efficiently. In the review and portal of the website, it is expected to give a user-friendly experience to the readers as well as the bloggers and reviewers. The blog and review portal also includes a chatbox where customers ask questions and their queries are solved. The chatbox is expected to work efficiently and smoothly with no communication gap in between from both the end-user side and the representative side.

5. Results

The project resulted solving the problem faced by huge number of the online shopping customer base. As it results in saving their time while shopping. It also saves the time of people who were not good in market research and also were not able to manage their time due to their hectic schedule. The system also keeps large and large number of customer base updated about the trending tech and products by providing them with a news and a review portal.

6. Conclusion

Hence, online shopping is becoming more and more popular with more and more people. A study shows that e-commerce will grow 52% by 2025. People like to buy products because it saves them time rather than going to a physical store, and the product can be delivered to their doorstep with just a few clicks. But with the increasing growth of e-commerce, the number of options is also increasing, leading to more and more confusion and loss of time. So far, the steps to buy products online are [1]. Find a solution to the problem. [2]. Determine the best solution on the Internet. [3]. Read the article about the product and select it. [4]. Compare products on various portals to find the best price. [5]. I finally bought it. This result will take time and, more importantly, will cause confusion for buyers. Our system eliminates steps [1] and [3] in the online shopping experience. IndiCart's e-commerce website is designed around the "Shopping Made Easy" phenomenon. The website was created using modern technologies such as JavaScript, CSS, HTML, and Django, and it was written in Python.

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