

# Developing Software for Online Users, Predicting User Behaviour for Selection of Consumer Goods According His/her lifestyle

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**Abstract** - Approach to design system that provide different consumable goods to user as per his/her lifestyle. In daily life human required many products like cosmetics, home appliances etc. user cannot understand which product is suitable so human get confuse which product is good and suitable for his lifestyle. Human may purchase product which does not match his/her lifestyle and waste money on such item. Sometime human buy product because of different advertisement that are shown on TV, poster etc. So our system provide list of product that are suitable to his/her lifestyle. Also user may find all types of product in one site with their expenses so they do not require to visit different site for that user need to register to the site with his basic information so that system provide Product as per lifestyle. This System provide more benefits to user. User can purchase product as per his requirement. This System can provide 1000 daily need product only.

**Key Words:** Keywords: E-commerce, Artificial Intelligence, web mining.

## 1. INTRODUCTION

People standard of living has been increased and changed due to technology. For making life easier and effective online shopping is introduced. Today online shopping is very big trend in market, where people can buy product without wasting energy. Online shopping made human life easy but people can buy product by the effect of advertisement. They were confused while buying product they can't

understand, the product is really suitable and affordable to them. In market many products are available and existing systems provide all types of products i.e. expensive and less expensive so obviously customer may be confused because as per cost highly expensive product is best so our system can display only the product which can be affordable to user by using prediction. The system can use historical data for analysis so that predict best product for each user. This System based on E-commerce website.

## 2. LITERATURE SURVEY

Early many approaches were developed over traditional Shopping system such like Amazon, Flipkart, snapdeal, etc., to manage online shopping of different Products. These systems are attractive, user friendly and easy to operate but still do not meet the expectation that they not predict exact product for user. Following explain above approaches in detail.

Flipkart: Flipkart is very famous E-commerce website. This website provide all types of products. This system allows customer to buy product online as well as using mobile app. When customer wants to buy product online they visit website or mobile app and search product then add to cart and buy product. This is better approach over buying product from shops but this system provide all the products so that people may not be confused while buying product. This system provide all

the product to all customer because of this customer may get confuse which product to buy.so this sytem doesn't make prdictions.

Amazon:Amazon is E-commerce website for online shoping.Amazon also provide mobile app for online shopping.while buying product customer need to visit website and buy the product.Amazon provide prdediction but still they not provide exact product which can be suitable for human.they provide prediction such as when user visit for website,they enter product which they want to buy while entering sytem provide options related to search but cant provide exact product which can be match user lifestyle.so still this system cant provide exact match of product.

To overcome the above problems our perdition system is proposed to manage the overall online shopping. The goal is to save customer effort and provide exact match product to customers by providing facilities like prediction system, suitable product without searching different product, expenses of product and fast delivery service which will result in customer satisfaction. This system saves time, reduce human effort, and gives customer satisfaction, thus beneficial customer to get product.This system provides efficiency and accuracy with cost effectiveness.

### 3. PROPOSED SYSTEM

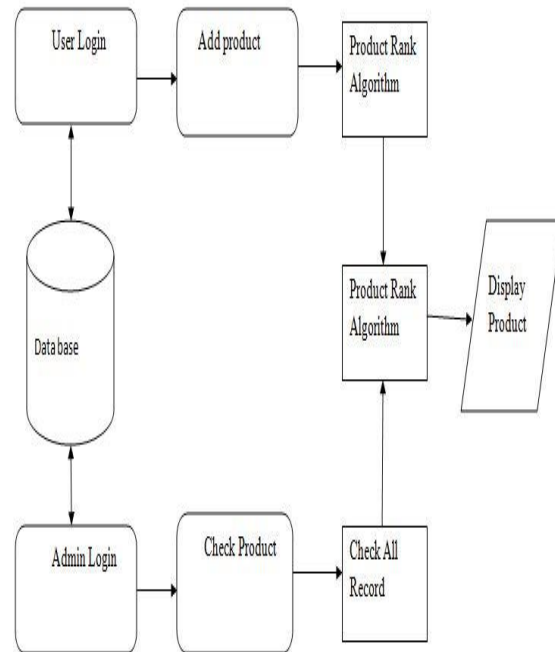


Fig 1: System Architecture

This System based on E-commerce which consists of E-commerce module in this customer can enter their basic information,like,name,adress,email,id,locality,area,financial detail etc.in perticular format,so by using this basic information system can also predict product which can suitable for lifestyle.It is very important for user to clearly provide required details so that system can predict best product for user.Alongwith these details,system can use historical data for analysis i.e which product is mostly used daily,depending survey system can predict the value and stored in database.Also system make use of locality of user to predict, is product suitable as per locality. System make use of product expenses and compare them with financial condition of user if it can be affordable then predict the product.System provide limited product which are mostly used in dailyife.System can provide module,by using this module user can update profile so system

clearly understand requirement so provide best suitable product.

### 3.1 System Components:

#### 3.1.1 Product module:

In this module customer can enter only product category which they want to buy.

#### 3.2.2 Edit module:

In this module, User can edit profile because needs can be changed or financial condition are change so makes change in basic information,so system can predict product as good as possible.

#### 3.3.3 Search Module:

The searching of the product can be done using predicted value in database.And use product rank associated with them.

#### 3.3.4 Analysis Module:

In this module, product which can be displayed will be decided with help of predicted value associated with them.Only the product which can be suitable can be displayed on user side.

#### 3.3.5 Clustering module:

In this module clustering can be done.According to the user's locality,area and financial condition clustering can be done.So product list can be assigned to each cluster.According to cluster user can identified and product can selected and provide to use.

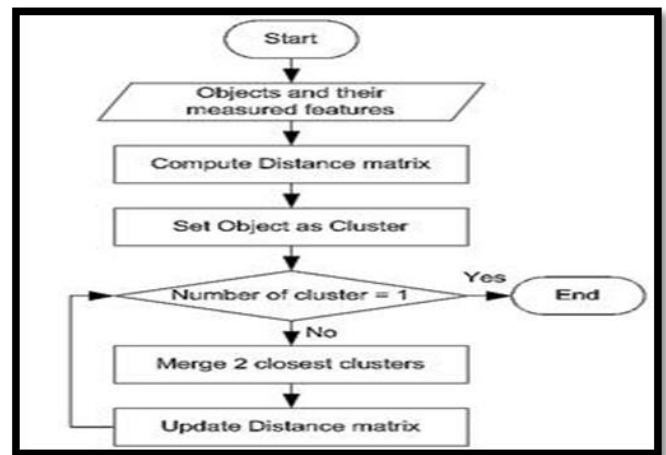
#### 3.4.Algorithm

Ranking became a crucial factor because for provide only predicting product to user rank algorithm is used and also provide few list of product this algorithm can

be used.customer are Interested to view top list sites on the search engine.

K-means Clustering:

This algorithm can be used to classify user as per lifestyle.According to locality where the customer can live we can classify customer.



### 4.Result Analysis:

Figure 2. shows a graph of features of the system vs. rating scale for the 3 different methods in online shopping system namely, the flipkart, snapdeal and Amazon online shopping system . The user interface of prediction based online shopping system is more attractive than the snapdeal and flipkart. Comparing the processing speed of these three systems we find that speed of prediction based online shopping system is good. Hence prediction based online shopping system is the cheapest automation solution for the online shopping.

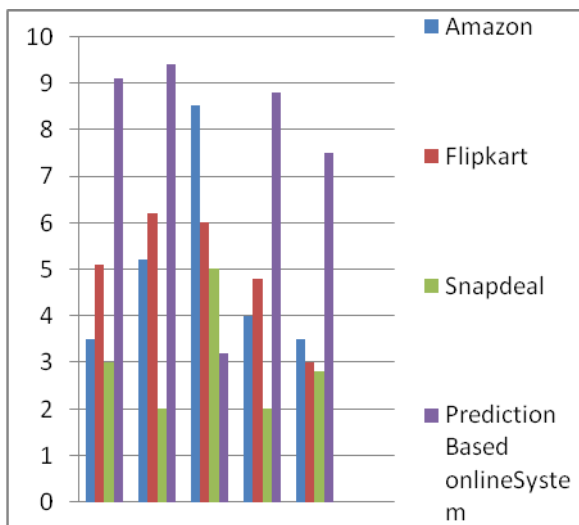


Fig 2: Comparison Of Various Online Shopping System.

### 5 Conclusion

In this paper, an automated prediction system for the online shopping is proposed to overcome the traditional method of online shopping. This system changes the process of online shopping thus reduce efforts and confusion while buying product. It eliminates human confusion while shopping due to prediction system. It saves time. It also simplifies the overall online shopping process with real time feedback from customers making the system more dynamic. It saves time of customers by providing facilities like search different product, reduce effort of human to select suitable product, online shopping, expenses of product, provide product which can be affordable to user which will result in customer satisfaction. This System can give offers on product to increase the use of online shopping. This system provides customers a user-friendly, convenient and attractive user interfaces with images of every product item by which they can easily add them into cart for buy. Customers can give feedback to the system, so that system can analyze the prediction. Thus, the proposed system is advancement in the field of online shopping by automatically managing the system and provide suitable product using E-commerce technology. This automated system saves time, reduce human efforts, reduce manpower and gives customer satisfaction,

thus beneficial for customer. This system provides efficiency and accuracy with cost effectiveness for user.

### 6. FUTURE SCOPE

In future more functionalities like payments through credit cards and debit cards by using same E-commerce can be implemented. Also these prediction system can be used to predict all type product used in daily life.

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