iJRASET
International Journal For Research in Applied Science and Engineering Technology



INTERNATIONAL JOURNAL FOR RESEARCH

IN APPLIED SCIENCE & ENGINEERING TECHNOLOGY

Volume: 13 **Issue:** VI **Month of publication:** June 2025

DOI: https://doi.org/10.22214/ijraset.2025.72128

www.ijraset.com

Call: 08813907089 | E-mail ID: ijraset@gmail.com

International Journal for Research in Applied Science & Engineering Technology (IJRASET)
ISSN: 2321-9653; IC Value: 45.98; SJ Impact Factor: 7.538
Volume 13 Issue VI June 2025- Available at www.ijraset.com

AI Enabled E-commerce Platform

Prof. Dnyanesh Gaikwad[1], Payal Ingale[2], Parth Divekar[3], Sahil Changede[4], Siddhesh Bhuwad[5]
[1]*Assistant Professor,* [2, 3, 4, 5]*Students, Department of Computer Engineering Dr. D. Y. Patil College of Engineering and Innovation Varale, Talegaon, Pune*

Abstract: ***An overview of AI-based e-commerce plat forms and their effects on the online retail sector is given in this survey. Businesses are starting to use artificial intelligence (AI) to improve customer experience, streamline processes, and boost revenue development in the e-commerce industry as a result of the technology's rapid advancement. This research offers a thorough ex amination of the state of AI-based e-commerce platforms today, stressing their salient characteristics, advantages, difficulties, and potential. The first part of the poll introduced artificial intelligence (AI) and how it relates to e-commerce. It looks at how artificial intelligence (AI) technologies— like computer vision, machine learning, natural language processing, and recommendation systems—are being incorporated into e-commerce platforms to provide intelligent customer support, enhance product search and discovery, and offer personalized shopping experiences. Additionally, it explores the role of AI in enhancing customer engagement through chatbots, virtual assistants, and personalized marketing campaigns.***
Keywords: Artificial Intelligence, Smart shopping, Ecommerce, Personalization, Emerging Technologies.

I. INTRODUCTION

The landscape of e-commerce has witnessed a transformative evolution in recent years, driven by the rapid advancements in artificial intelligence (AI) technology. AI-enabled e-commerce platforms rep resent a new era in online shopping, revolutionizing the way businesses interact with their customers and optimizing the entire shopping experience. These platforms leverage the power of AI to enhance personalization, satisfying shopping journey for consumers. AI in e-commerce encompasses a wide array of applications, from recommendation engines that suggest products based on a user's preferences and behaviour, to chatbots and virtual assistants that provide real-time customer support, to predictive analytics that optimize inventory management and pricing strategies. These intelligent systems have the potential to decode consumer behaviour, preferences, and intent, allowing e-commerce businesses to cater to their customers with remarkable precision. In this era of AI-powered e-commerce, businesses can make data-driven decisions to increase sales and customer satisfaction.

The ability to process and analyse vast amounts of data in real- time enables retailers to tailor their offerings, marketing, and services to individual customers, resulting in a more personalized and engaging shopping experience. Moreover, AI streamlines operational processes, such as inventory management and order fulfilment, reducing costs and enhancing overall efficiency. This introduction will explore the various facets of AI-enabled e commerce platforms, delving into the technologies and strategies that empower these systems, their impact on customer experiences and business operations, and the potential challenges and ethical considerations that accompany this technological shift. As AI continues to evolve and integrate further into the e-commerce landscape, it promises to re shape the industry, presenting businesses with both unprecedented opportunities and novel challenges in the pursuit of growth and success in the digital marketplace.

II. MOTIVATION AND OBJECTIVE

A. Motivation

The motivation behind developing an AI-enabled ecommerce platform stems from the desire to create a seamless and personalized shopping experience for users. In today's fast-paced digital world, customers expect tailored recommendations and instant support, which AI can deliver effectively. By automating tasks like inventory management and customer 1 inquiries, the platform can enhance operational efficiency, reduce costs, and allow businesses to focus on growth. Additionally, leveraging AI for data driven insights helps understand customer behaviour and trends, giving businesses a competitive edge. The primary objectives of this project are to implement personalization features that cater to individual user preferences, automate customer support with AI chatbots, and utilize predictive analytics for better inventory management. The platform aims to engage users through innovative features like voice and visual search, ensuring a modern shopping experience. Moreover, by integrating robust security measures and establishing key performance indicators, the project will ensure a safe and efficient platform that continuously adapts based on user feedback. Ultimately, the goal is to create a dynamic e-commerce environment that meets the evolving needs of consumers while driving business success.

©IJRASET: All Rights are Reserved

B. Objective

1) Technology integration: Explore and experience the integration of VR, AR technology and e-commerce platforms to offer users shopping experience and interactivity on products.
2) Advanced hyper-personalization: Design the system to handle sensitive data securely, addressing privacy concerns related to biometric and personal information.
3) Ethical AI Framework: and tools that promote algorithm transparency, mitigate bias, and ensure user privacy, ultimately supporting the responsible use of AI technology. This framework should aim to uphold trust in AI by implementing measures to safeguard user data and foster accountability throughout the lifecycle of AI systems.
4) AI-enhanced content creation Discover how AI can help create content that inspires and engages customers, aligns with brand values, and improves the overall user experience.
5) Sustainable e-commerce strategy: Using artificial intelligence to optimize logistics, promote sustainable products and reduce environmental impact, aligning e-commerce practices with environmentally friendly principles

III. METHODOLOGY

The evaluation of artificial intelligence (AI) in the context of e-commerce has become important in today's education discussions. As the digital environment evolves, understanding the interplay of intelligence in online businesses has become important for researchers and practitioners. A. Methodology Experimenters are exploring the elaboration of artificial intelligence with a focus on perfecting client experience. This includes in depth analysis of individualized recommendations used by AI algorithms and shows how these systems use client data similar as purchase history and tend to ameliorate client satisfaction and increase transformations. also, the exploration also explores the impact of intelligence on the overall stoner experience one commerce platforms. Experimenters are examining the adaptive capacity of intelligence, how relations, content, and recommendations can be acclimated grounded on client geste. The thing is to produce a harmonious and informed shopping terrain that not only meets current requirements but also increases client loyalty. Advanced hunt, AI- powered chat bots, visual hunt, virtual testing, prophetic analytics in force operation, and AI's part in combating commerce fraud are vital inventions shaping ultramodern online business operations. Advanced hunt systems use natural language processing (NLP) to deliver more applicable and individualized results, enhancing stoner experience. AI- powered chatbots give effective, real- time client service, perfecting engagement and satisfaction. Visual hunt enables druggies to search products through images, streamlining product discovery. Virtual testing al lows guests to" try on" or pretend products before purchase, reducing return rates. Prophetic analytics in force operation ensures optimal stock situations by vaticinating demand, minimizing waste, and perfecting logistics. Eventually, AI- driven fraud discovery systems dissect transactional data patterns to identify and help fraudulent conditioning, securing both businesses and guests. inclusively, these AI operations produce a more effective, secure, and client- centric-commerce terrain

IV. SYSTEM ARCHITECTURE

The diagram shows a customer-facing architecture for a subscription service that offers smart bundle products. The customer-facing architecture includes a website, API, gateway, and microservices. The website provides the user with information about the service and the products, the API provides the user with access to the service and the prod ucts, and the microservices provide the user with different features of the service, such as search, recommendations, and order status. The gateway provides a single point of entry for all traffic to the microservices and handles authentication and authorization.

The following are some of the key components of the architecture:

1) Client Website: This is the public-facing website that users interact with to learn about the service and the products, and to subscribe to the service.
2) API Gateway: This is a single point of entry for all traffic to the microservices. It handles authentication, authorization, and routing.
3) Microservices: These are individual services that provide different features of the service, such as search, recommendations, and order status.
4) Database: This stores data about the users, the products, and the subscriptions.
5) Message Broker: This system functions as a messaging infrastructure that facilitates seamless communication between microservices, enabling them to exchange data, coordinate operations, and maintain synchronization across different processes. By acting as an intermediary, it ensures that various services within the architecture can interact efficiently, even if they are independently deployed, thereby promoting scalability, fault tolerance, and modularity within the overall system.

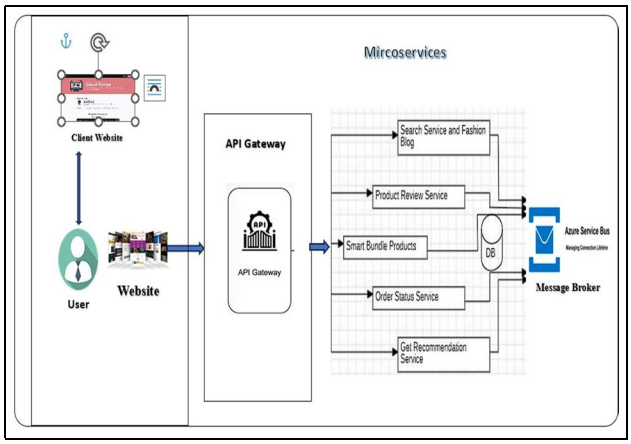


Fig1. System Architecture for AI Ecommerce Platform

V. METHODOLOGY

The methodology for developing an AI-enabled ecommerce platform involves several strategic steps to ensure the effective integration of artificial intelligence technologies while enhancing user experience and operational efficiency. Initially, the process begins with a comprehensive market analysis to identify user needs, preferences, and current trends in e-commerce. This analysis informs the design of the platform, ensuring that it aligns with consumer expectations and industry standards.

A. Initial Research and Planning

• Conduct market analysis and gather user requirements.

B. System Design

• Create architectural blueprints and system work f lows.
• Design user interface (UI) and user experience (UX) mock-ups.
• Develop data schemas and structure.

C. AI Algorithm Development

• Develop machine learning models for personalized recommendations.
• Train and validate models using historical user data. - Implement AI.
• Algorithms for smart bundle

D. Frontend and Back Development

• Develop responsive and user-friendly web pages.
• Integrate user input forms and interactive elements.
• Set up the SQLite3 database and create tables according to schema.
• Develop backend functionalities using appropriate programming languages.

E. Integration and Testing

• Integrate AI algorithms with the backend to provide personalized recommendations.
• Connect frontend elements with backend services through APIs.
• Ensure seamless data flow between user interactions.
• Conduct unit testing for individual components and modules.
• Perform integration testing to ensure all parts work together.

F. Deployment

• Deploy the website to production servers.
• Monitor the deployment process and resolve any issues.
• Ensure all services are running smoothly.

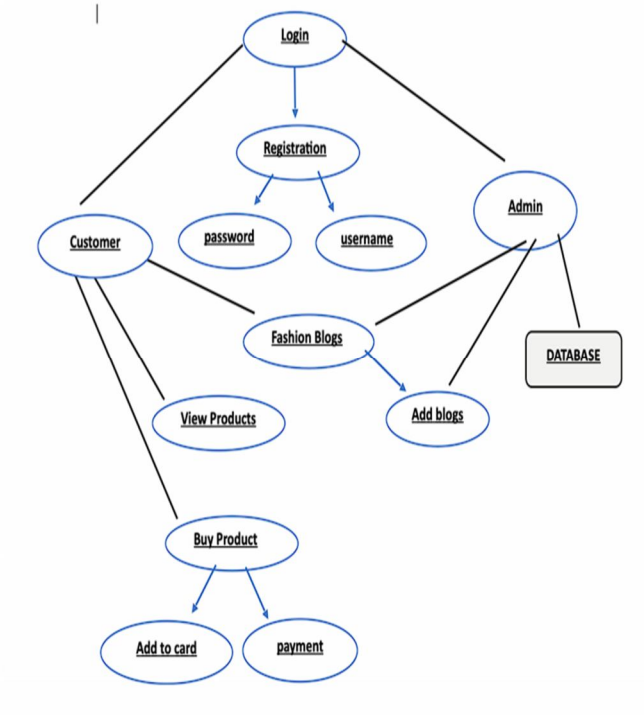
©IJRASET: All Rights are Reserved

G. Continuous Improvement

- Analyze performance metrics and user feedback for ongoing improvements.
- Update AI models and algorithms to enhance personalization.
- Plan and implement new features based on emerging trends and user needs.

H. Post-Deployment Monitoring and Optimization

- Continuously monitor website performance and user interactions.
- Collect user feedback and make necessary ad adjustments.
- •algorithms for smart bundle.
- Optimize AI models and back-end Price.



VI. ALGORITHM

A. Recommendation Algorithms

Collaborative Filtering (CF).
Content-Based Filtering (CBF).
Hybrid Models: Combine CF and CBF.

B. Search Optimization Algorithms

Natural Language Processing (NLP) for Search.

C. Fraud Detection Algorithm

Anomaly Detection with Unsupervised Learning.

D. Inventory Management Algorithms

Demand Forecasting with Time Series Analysis.

E. Personalization Algorithms

Build deep learning models like Recurrent Neural Networks (RNNs).
Convolutional Neural Networks (CNNs) to capture complex patterns in user behavior.

©IJRASET: All Rights are Reserved | SJ Impact Factor 7.538 | ISRA Journal Impact Factor 7.894 |

ISSN: 2321-9653; IC Value: 45.98; SJ Impact Factor: 7.538
Volume 13 Issue VI June 2025- Available at www.ijraset.com

VII. PROJECT FEASIBILITY AND SCOPE

A. Project Feasibility

The potential for developing an AI-powered ecommerce platform appears very promising, especially with the continuous advancements in AI technology and a strong consumer demand for tailored online shopping experiences. Today's AI capabilities make it feasible to implement sophisticated algorithms that power features such as personalized product recommendations, intelligent chatbots, and predictive analytics. These technologies can significantly enhance user experience by creating more relevant interactions and enabling better customer support. Furthermore, many AI tools and frameworks are readily accessible, making it technically achievable for businesses of various scales to integrate AI seamlessly into their platforms.

From a financial perspective, while initial investments may be considerable—covering expenses for data processing, infrastructure, and specialized talent—the potential for a strong return on investment is high. AI-driven platforms are well-positioned to increase sales through enhanced customer engagement and can reduce operational costs by streamlining processes, such as inventory management and customer service. With these efficiencies, companies could achieve greater profitability over time.

Market research also shows a growing consumer acceptance and expectation for AI in retail, particularly as more people experience the convenience of tailored recommendations and responsive virtual assistance. This trend highlights a favourable environment for launching an AI-enabled e-commerce platform, suggesting that this project could be both financially viable and strategically advantageous in the current market landscape.

B. Scope

B. Scope The project's scope is extensive and targets several essential areas to build a competitive, AI-enabled e-commerce platform. Key components include designing an intuitive, user-friendly interface that ensures smooth navigation and easy access to features. This platform will integrate advanced AI-driven capabilities, such as personalized recommendation engines, which analyze user behaviour and preferences to suggest relevant products, thereby enhancing the overall shopping experience.

Additionally, AI-powered chatbots will play a pivotal role in automating customer service, offering real-time assistance and reducing wait times while allowing users to receive immediate support for common inquiries or issues. A crucial aspect of the project also involves implementing strong security protocols to protect user data and maintain trust, as data privacy is an increasing priority for consumers. Leveraging analytics, the platform will incorporate inventory management and sales forecasting tools, which are designed to help businesses make data-informed decisions, optimize stock levels, and predict demand trends with higher accuracy. This feature will support efficient inventory management, reducing costs and improving product availability. Ultimately, the goal is to build a robust, comprehensive e-commerce solution that not only boosts user engagement but also supports sustainable business growth by responding dynamically to future trends and innovations.

VIII. CONCLUSION

In conclusion, the development of an AI-powered e-commerce platform marks a significant advancement in the online shopping landscape, offering a more personalized, efficient, and user-centric experience than ever before. By leveraging the capabilities of artificial intelligence, this project is positioned to transform the way consumers interact with digital shopping environments. This adaptability ensures that the platform can evolve over time, continuously delivering value both to customers seeking an enriched shopping experience and to businesses aiming for streamlined operations and growth. Ultimately, this AI-enabled e-commerce initiative is poised to drive substantial innovation in the digital retail industry, setting a strong foundation for future expansion while cultivating lasting customer loyalty and satisfaction. This platform not only promises to redefine modern e-commerce but also to become a cornerstone in the evolution of digital consumerism.

IX. RESULT & DISCUSSION

A. Discussion

The project titled "AI Enabled E-Commerce Platform" introduces a fashion-focused online retail system powered by artificial intelligence to deliver personalized and engaging user experiences. Developed using an Agile methodology, the platform integrates machine learning models for smart product recommendations, trend analysis, and bundling strategies to boost customer satisfaction and sales. The front end is built with React.js, supported by a Python-based backend and SQLite3 database, ensuring responsive interaction and data reliability. Users are segmented into roles such as customers, administrators, AI specialists, and support agents, each with tailored functionalities. Extensive testing demonstrated high performance, usability, and security across various use cases, although limitations were noted in low-RAM environments.

©IJRASET: All Rights are Reserved

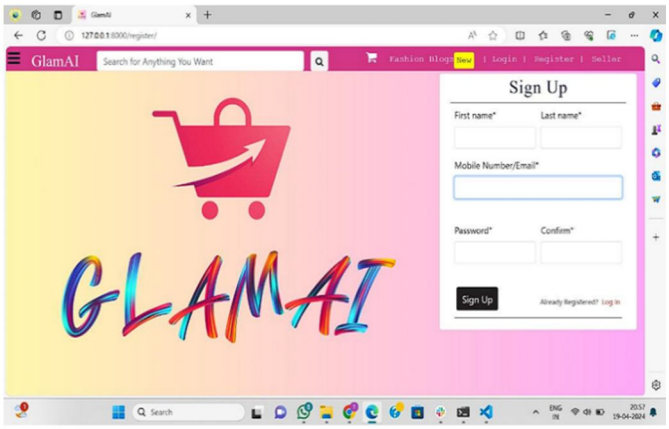
Key features include AI-driven fashion blogs, real-time inventory tracking, chatbot support, and GDPR compliant data handling. The platform enhances operational efficiency while addressing challenges like algorithmic transparency and multicultural adaptability. Future improvements include AR integration, blockchain-based supply chain visibility, and sustainability-focused AI metrics. Overall, the project establishes a scalable and intelligent solution that redefines the online fashion shopping experience through the strategic application of emerging technologies.

B. Result

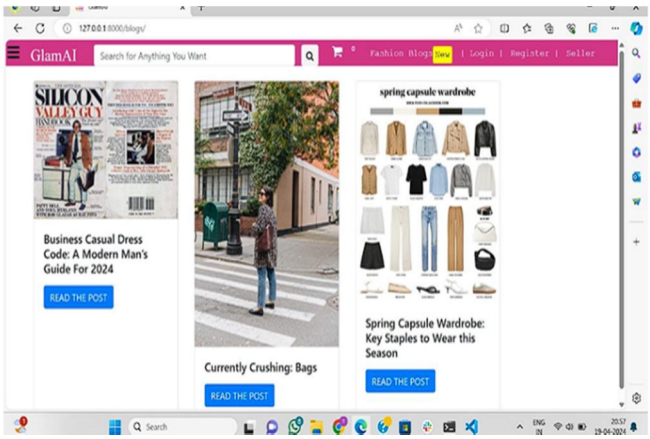
1) Home Page



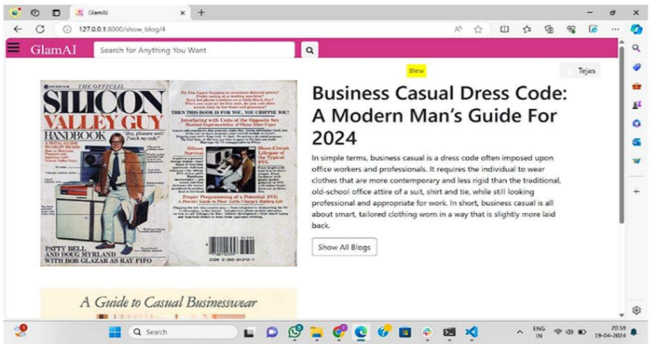
2) Sign-Up Page



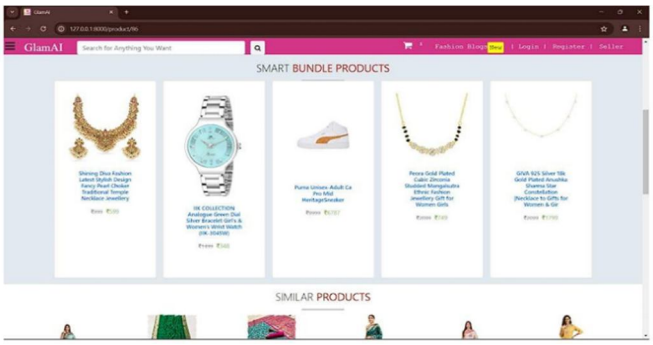
3) Fashion Blog Page



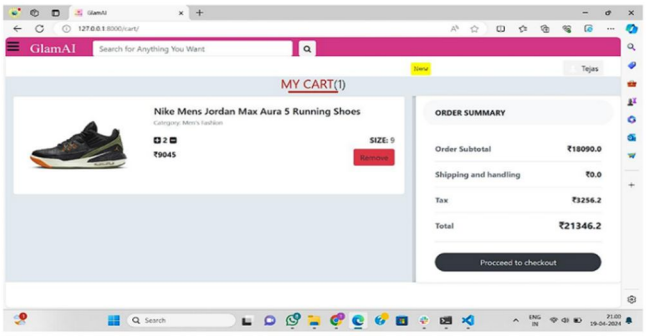
4) Fashion Blog



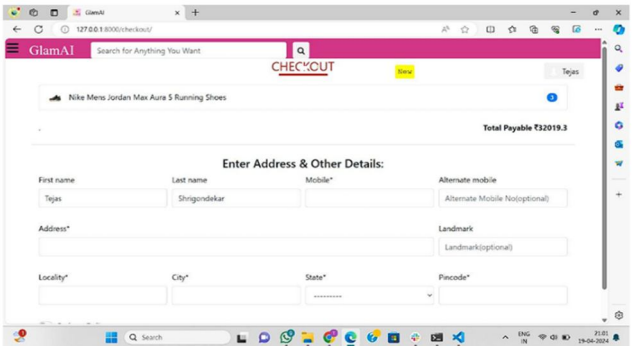
5) Smart Bundle



6) Cart

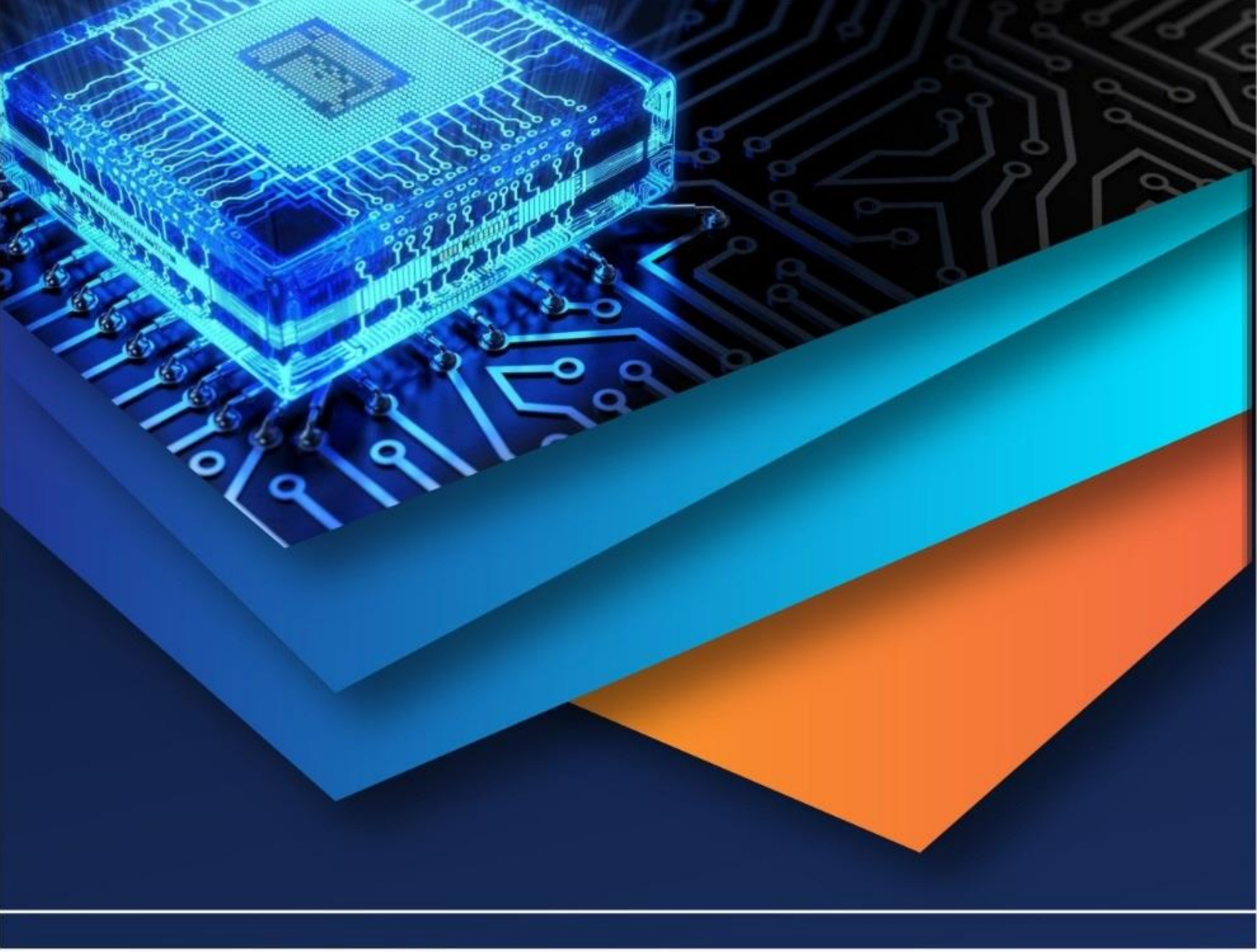


7) Checkout



REFERENCES

[1] Dr. S. Shanmugapriya, Pollachi, S. Pavit, “”ARTIFICIAL INTEL LIGENCE AND E-COMMERCE”,2024. 2024. https://www.researchgate.net/publication/379566725_ARTIFICIAL_INTELLIGENCE_AND_E-COMMERCE
[2] Dr.S.S. Onyx Nathanael Nirmal Raj, Dr. Kismat Kaur, Dr. Taranjit Singh Vij and Dr. A. Kalaivani , ”Artificial intelligence in e-commerce: a literature review ”,2023. https://www.researchgate.net/publication/ 361675958_Artificial_Intelligence_in_E-commerce_A_Literature_Review
[3] Hicham Kalkha, Azeddine Khiat, Ayoub Bahnasse and Hassan Ouajji “The Rising Trends of Smart E-Commerce Logistics ”,2022.
[4] https://www.researchgate.net/publication/361675958_Artificial_Intelligence_in_E-commerce_ A_Literature_Reviewhttps://www.researchgate.net/publication/369045964_The_rising_trends_of_smart_e-commerce_logistics
[5] Manal Loukili, Fayc¸al Messaoudi “Machine learning based rec ommender system for e-commerce”,2022. https://ijai.iaescore.com/index.php/IJAI/article/view/22723 5 L. Nguyen, ”Artificial Intelligence in Ecommerce,”2023.
[6] Professor. A. B. M. Shawkat and Mr. Anal Kumar “I-SHOP: A Model for Smart Shopping”,2016. https://ieeexplore.ieee.org/document/7941952
[7] Amisha Gupta, Rupanshi Toteja and Yajas Gupta, ”Exploratory Analysis of Factors.
[8] Influencing Ai-Enabled Customer Experience for E-Commerce Industry,”,2021
[9] J. D. Lee and S. R. Kim, ”Chatbots in E-commerce: Enhancing Customer Interaction through AI”,2023.
[10] C. K. Wang, M. L. Chang, and T. F. Lee, ”The Role of Machine Learning in Personalized Ecommerce”, 2023



10.22214/IJRASET

45.98

IMPACT FACTOR: 7.129

IMPACT FACTOR: 7.429

INTERNATIONAL JOURNAL FOR RESEARCH

IN APPLIED SCIENCE & ENGINEERING TECHNOLOGY

Call : 08813907089 (24*7 Support on Whatsapp)