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# AI Powered Intelligent E-Commerce Platform with Admin Dashboard

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**Abstract:** *The rapid growth of online shopping has increased the need for intelligent and automated e-commerce systems. Traditional e-commerce platforms lack personalization, predictive analytics, and real-time administrative insights. This research proposes an AI-powered intelligent e-commerce platform developed using HTML, CSS, JavaScript, Bootstrap for frontend, PHP for backend, MySQL for database, and XAMPP server for development and deployment. The system integrates a recommendation engine, sales prediction module, and an advanced admin dashboard for real-time monitoring. The proposed platform enhances user experience, improves decision-making, and increases business efficiency.*

**Keywords:** *E-Commerce, Recommendation System, PHP, MySQL, Admin Dashboard, Data Analytics*

## I. INTRODUCTION

E-commerce platforms such as Amazon and Flipkart have transformed digital shopping by integrating Artificial Intelligence (AI) technologies. AI enables personalized product recommendations, sales forecasting, and automated analytics. This research focuses on designing and developing an AI-powered intelligent e-commerce platform using open-source technologies. The system integrates AI modules with a web-based admin dashboard for efficient business management.

## II. PROBLEM STATEMENT

Traditional e-commerce systems face the following challenges:

- 1) Lack of personalized recommendations
- 2) Manual sales analysis
- 3) Poor inventory management
- 4) Limited customer behavior tracking
- 5) Inefficient administrative control

There is a need for an intelligent e-commerce system that integrates AI-based analytics with a centralized admin dashboard.

## III. OBJECTIVES

- 1) To develop a responsive e-commerce platform using HTML, CSS, JavaScript, and Bootstrap
- 2) To implement backend logic using PHP
- 3) To design a relational database using MySQL
- 4) To integrate AI-based recommendation and prediction modules
- 5) To build an admin dashboard for monitoring sales and user activity

There is a need for an intelligent system that integrates AI capabilities with an efficient administrative dashboard.

## IV. PROPOSED SYSTEM ARCHITECTURE

### A. Frontend Module

Developed using:

- HTML (Structure)
- CSS (Styling)
- JavaScript (Dynamic functionality)
- Bootstrap (Responsive design)

Features:

- User Registration & Login



- Product Listing
- Add to Cart
- Online Checkout
- Product Search & Filter

#### *B. Backend Module*

Developed using PHP.

Functions:

- Authentication & Session Management
- Order Processing
- Payment Handling
- Database Connectivity
- AI Model Integration

#### *C. Database Design*

Database: MySQL

Server: XAMPP

Tables:

- Users
- Products
- Orders
- Payments
- Reviews
- Admin

Relational schema ensures data consistency and integrity.

#### *D. AI Module*

##### *1) Product Recommendation System*

- Suggests products based on:
  - User browsing history
  - Purchase history
  - Similar product categories

##### *2) Sales Prediction*

- Uses historical sales data
- Predicts future demand trends

##### *3) Customer Behavior Analysis*

- Identifies frequently viewed products
- Tracks purchasing patterns

#### *E. Admin Dashboard*

Admin panel features:

- Recommendation system
- Sales Prediction chart
- Fraud Detection
- Sentiment Analysis

## V. METHODOLOGY

### 1) Step 1: Requirement Analysis

Understanding system needs and user requirements.

### 2) Step 2: System Design

Creating database schema and UI wireframes.

### 3) Step 3: Development

Frontend development using HTML, CSS, Bootstrap

Backend development using PHP

Database integration using MySQL

### 4) Step 4: AI Model Implementation

Integrating recommendation logic and prediction models.

### 5) Step 5: Testing

Unit Testing

Integration Testing

System Testing

### 6) Step 6: Deployment

Deployment using XAMPP Server (Localhost Environment)

## VI. RESULT AND OUTPUT

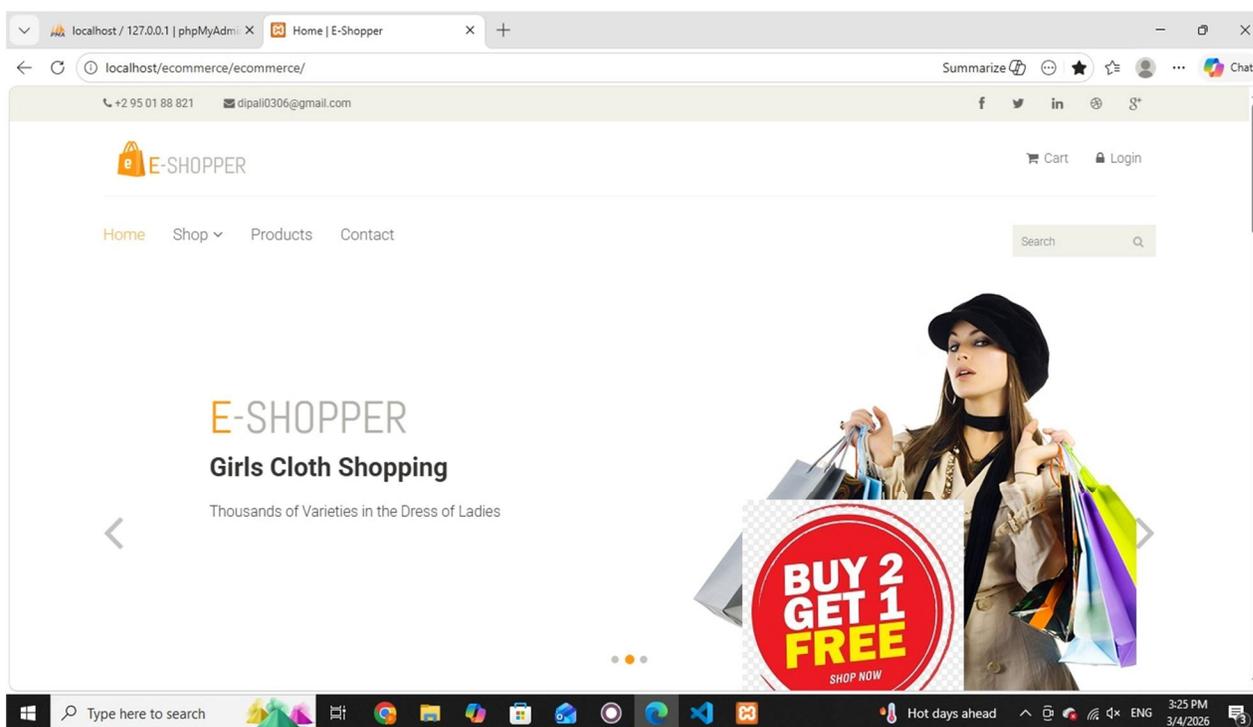


Fig. Homepage

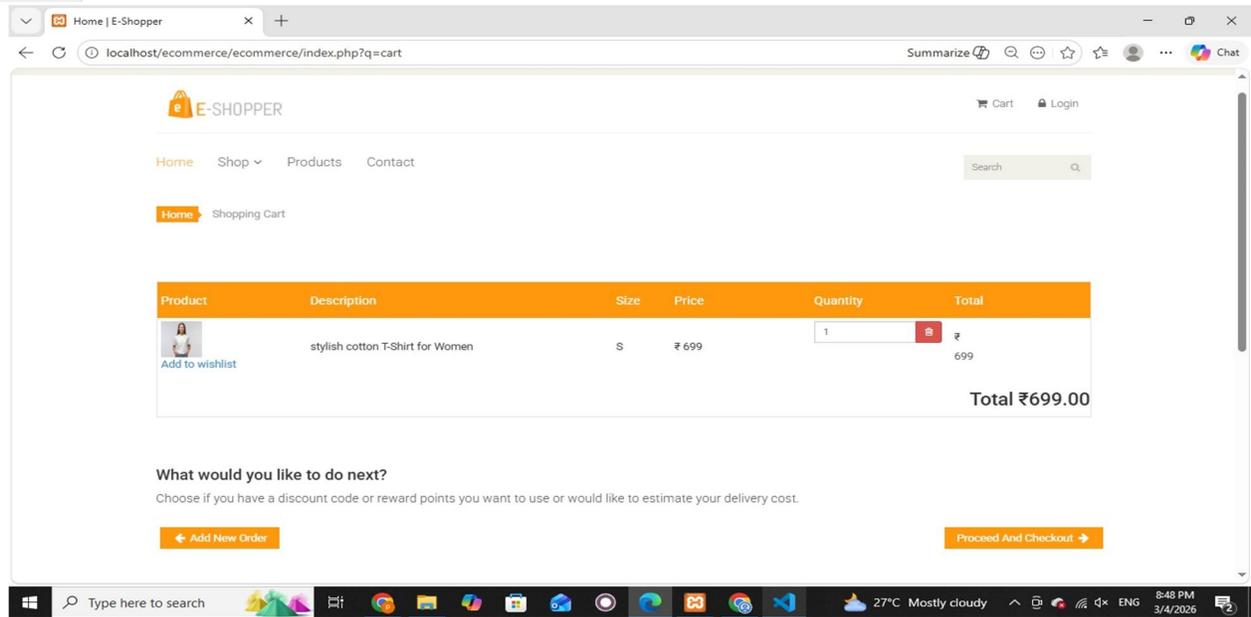


Fig. Shopping cart

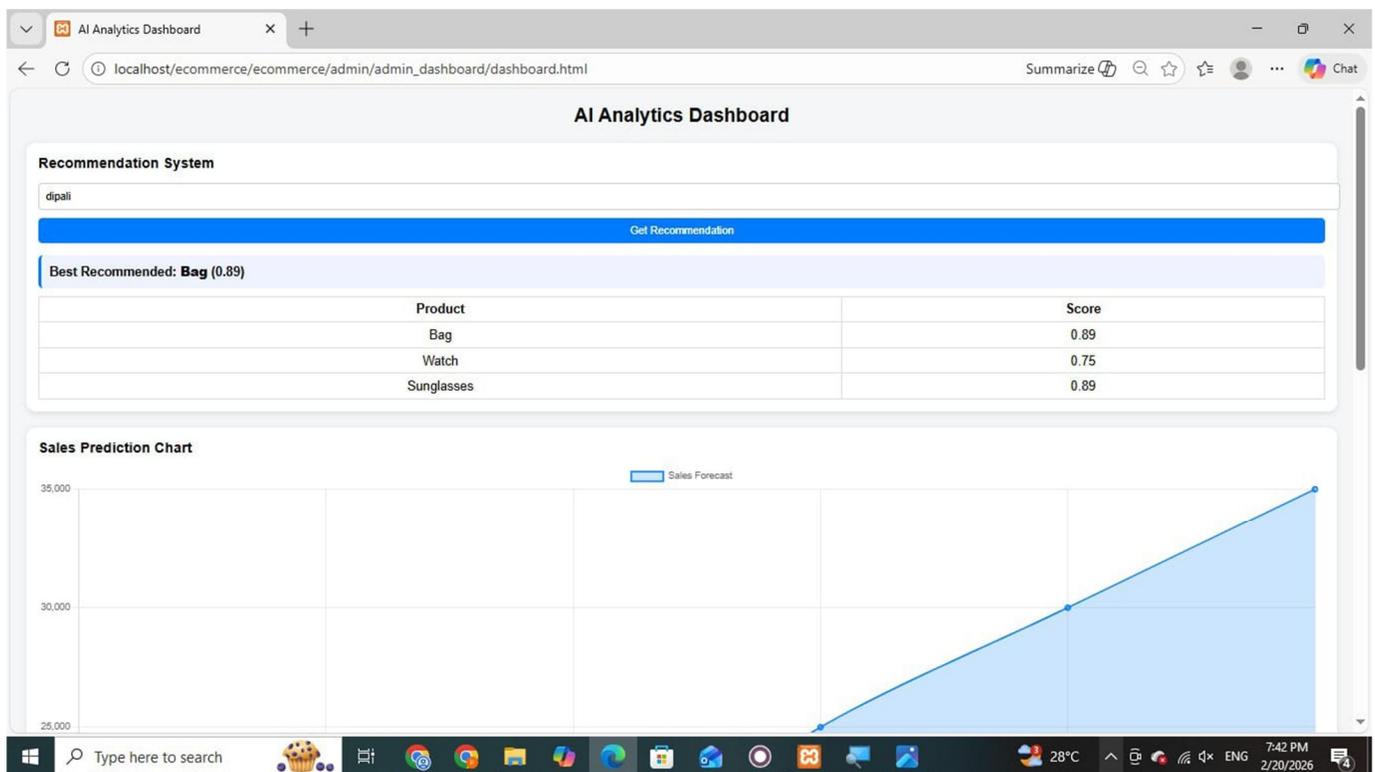


Fig. Admin Dashboard

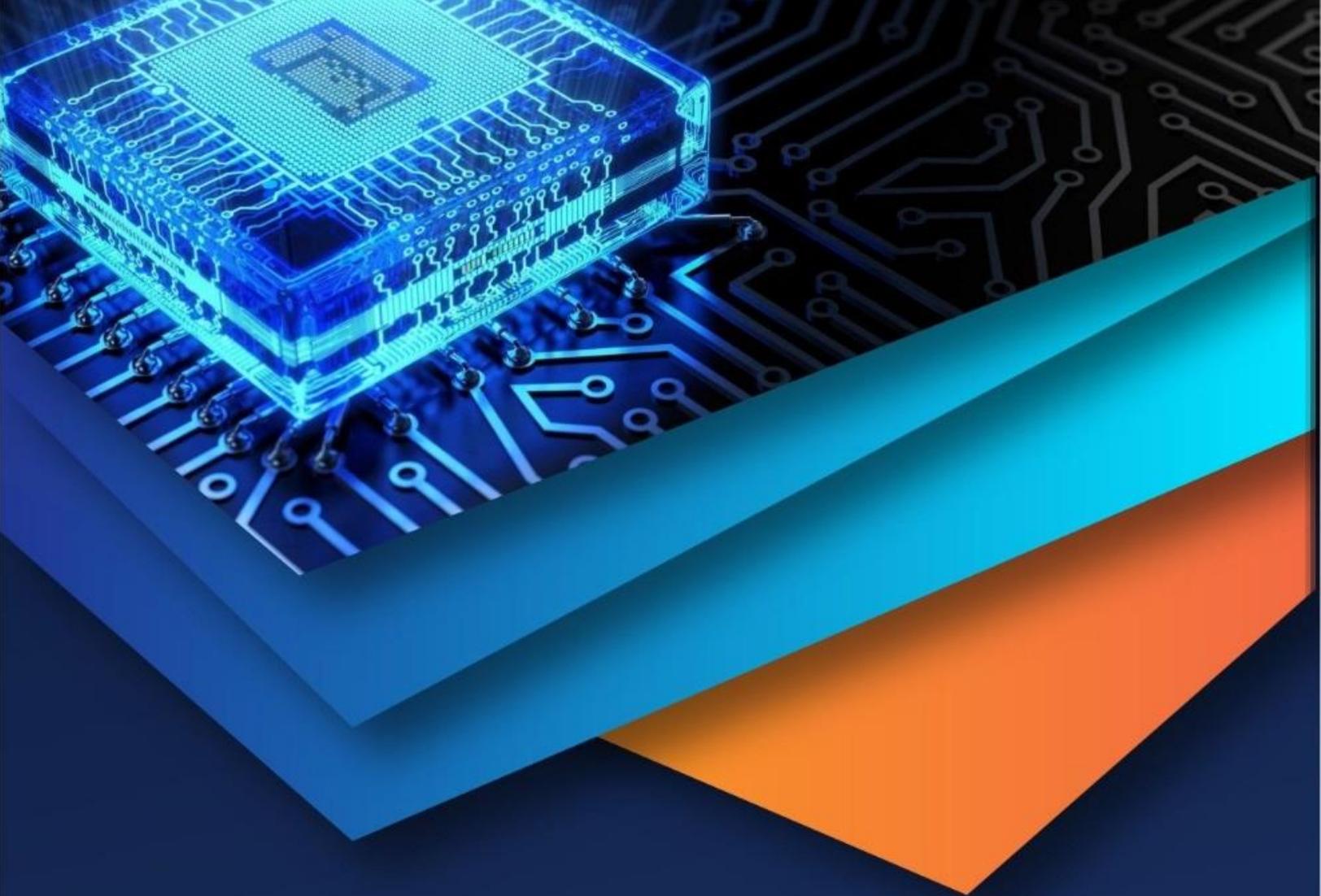
## VII. CONCLUSION

The AI Powered Intelligent E-Commerce Platform developed using HTML, CSS, JavaScript, Bootstrap, PHP, and MySQL provides an efficient and scalable online shopping solution. The integration of AI-based recommendation systems and predictive analytics enhances user engagement and improves business decision-making. The admin dashboard ensures centralized control and real-time monitoring, making the system suitable for small and medium-scale enterprises.



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