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Galleria E-Portal

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Abstract: Project Galleria is an e-commerce type website in which user can sell and buy their handicrafts, paintings and antique and unique crafts. User can make account and follow other user. They can upload images of paintings and their handicrafts. Moreover, the people who know the arts very much they can make tutorials for that and another user can subscribe for that. We have used AI Recommendation feature also in the project which can be used for search optimization.

E-commerce is a boom in the modern business. E-commerce means electronic commerce. Ecommerce (Electronic commerce) involves buying and selling of goods and services, or the transmitting of funds or data, over an electronic network, predominantly the Internet. E-commerce (Electronic commerce) is a paradigm shift influencing both marketers and the customers. Rather e-commerce is more than just another way to boost the existing business practices. It is leading a complete change in traditional way of doing business.

E-commerce involves an online transaction. E-commerce provides multiple benefits to the consumers in form of availability of goods at lower cost, wider choice and saves time. The general category of ecommerce can be broken down into two parts: E-Merchandise & E-finance. Many companies, organizations, and communities in India are doing business using E-commerce and also are adopting M-commerce for doing business. Ecommerce is showing tremendous business growth in India. Increasing internet users have added to its growth. Despite being the second largest user base in world, only behind China (650 million, 48% of population), the penetration of e-commerce is low compared to markets like the United States (266 M, 84%), or France (54 M, 81%), but is growing at an unprecedented rate, adding around 6 million new entrants every month.

Keywords: PHP (at least 5.2), MySQL, Vanila JavaScript, Required PHP libraries, AI Recommendation System, Ajax, Xampp, JQuery

I. OBJECTIVE

A. The Objective Of The Current Study Are

To understand the present status and trends of E-Commerce and to reveal the key variables influencing the increased usage of E-Commerce. India has less credit card population, lack of fast postal services in rural India. Accessing the Internet is currently hindered down by slow transmission speeds, frequent disconnects, cost of Wireless connection and wireless communication standards over which data is transmitted.

High-speed-bandwidth Internet connection not available to most citizens of the nation at an affordable rate. In India, mostly people are not aware about the English language or not so good in English language. So that for the transaction over internet through electronic devices, language becomes one of the major factors to purchases, hire and sell a particular product or services Some of the key features of our website are given as user can make account ,user can follow other users, upload images of Paintings and their Handicrafts, online Video tutorials for users, we can spread our Indian talent to the other country, fforeign countries can pay good amount for these paintings and crafts, eemployment for poor peoples, AI Recommendation System that help to give suggestion of the product and usable for Ads.

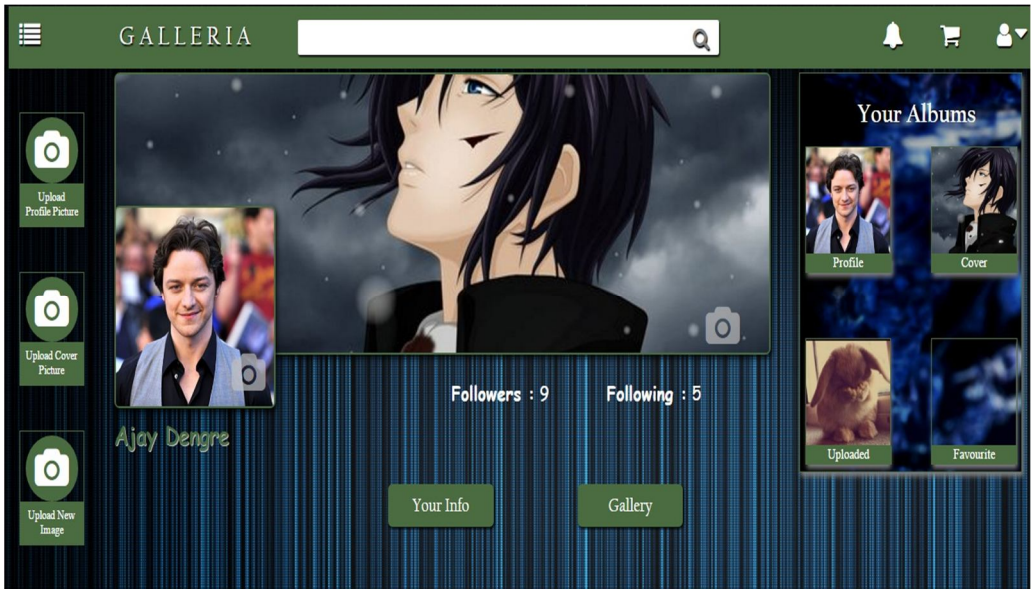
II. INTRODUCTION

An Ecommerce website is the today's ruling champion in the market of any country. It can boost up the economy by the tax received through online purchasing and selling of goods through the website. An Ecommerce website means electronic commerce. It is the modern world way of doing business and it is used for fast purchasing and selling items. Now there are many ways to implement the ecommerce site, such as nowadays it can build up by using the framework like angular, node, react, Vue , wix etc. Ecommerce type website also uses the business-to-business, business-to-government, consumer-to-consumer, and mobile commerce. Ecommerce marketing is growing day by day. Per year the sale through E commerce increases rapidly and it provides a boost to the economy of the country. Through online marketing it is easy to get the grip over the market easily as compare to the market compared to the online market.

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In our project the Ecommerce portal is used up to increase the economy of the country.
The objective of this project is to create an e-commerce web portal with a content management system which would allow product information to be updated securely using a mobile device. The web portal will have an online interface in the form of an e-commerce website that will allow users to buy goods from the merchants
This project will be divided into following separate components:
The content management system (CMS)

1) The e-commerce website/portal
2) The product, merchant and customer database
3) The coupons, affiliates, discount managements
4) Reporting of the sales, orders, shipments etc
5) The online transaction security system
6) The data security system
7) AI Recommendation System
8) Online video tutorials.



III. PROJECT CATEGORY

This project is based on RDBMS that uses MYSQL for all the transaction statements. MYSQL is used from RDBMS System due to its opensource system.

A. Tools, Platform, Software And Hardware Requirement Specification

For this ecommerce website, certain technical requirements have been satisfied. Domain name and Hosting can be done on the various platform like AWS (Amazon Web Service), Google firebase and many other sites like GoDaddy.com and domain name can be taken from the freenom.com like websites. All the server requirements and the per server load that how many customer or clients will be visiting the page per second on the internet which will be based on the capability of the server that how much server can take up the load. Software Details for running E-Commerce Portal Web Server

B. Working Methodology

Model View Controller or MVC is a software design pattern for developing web applications. The **Model View Controller** (MVC) design pattern consists that an application consists of a data model, presentation information, and control information. The pattern requires that each of these be separated into different objects.MVC is more of an architectural pattern, but not for complete application. MVC mostly relates to the UI / interaction layer of an application. You're still going to need business logic layer, maybe some service layer and data access layer.A Model View Controller pattern contains three parts:

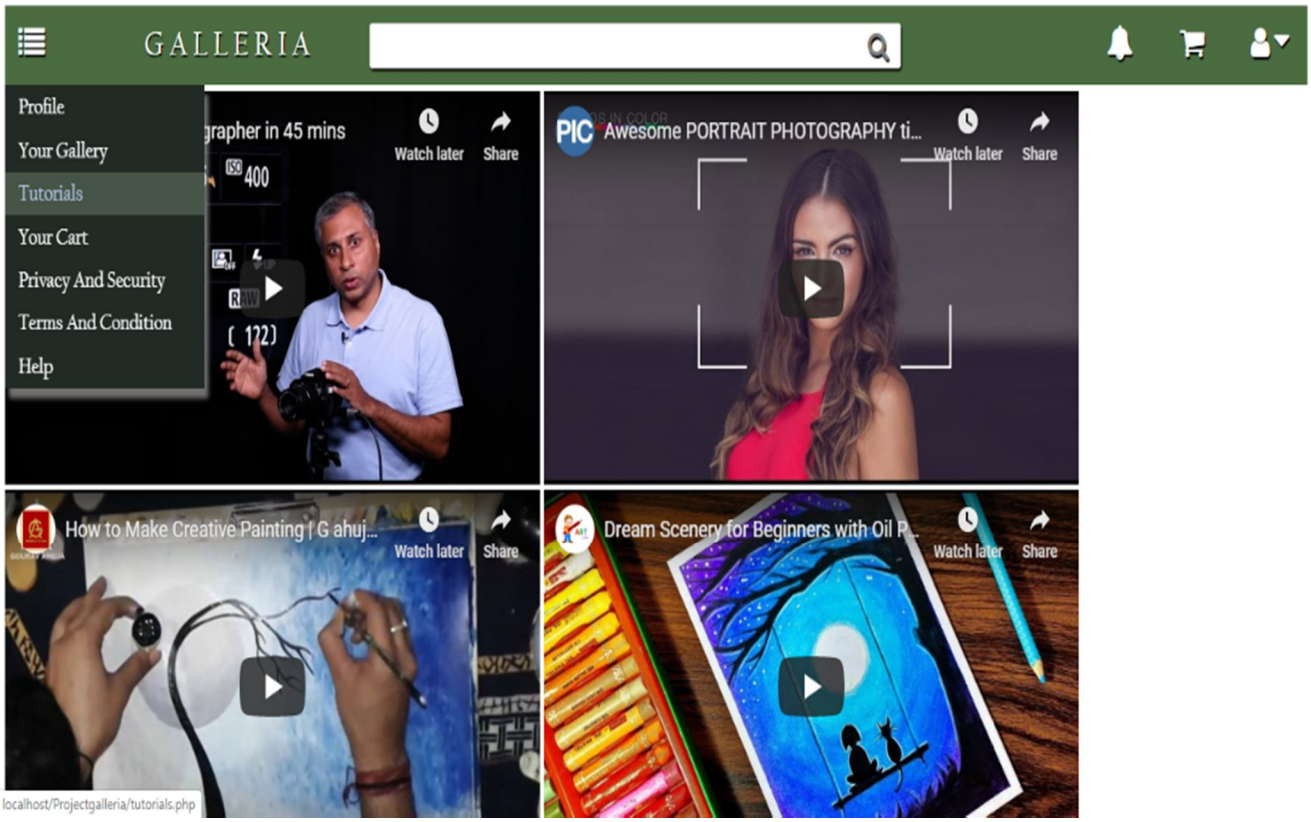
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1) *Model:* The Model contains only the pure application data, it contains no logic describing how to present the data to a user.
2) *View:* The View presents the model's data to the user. The view knows how to access the model's data, but it does not know what this data means or what the user can do to manipulate it.
3) *Controller:* The Controller exists between the view and the model. It listens to events triggered by the view (or another external source) and executes the appropriate reaction to these events. In most cases, the reaction is to call a method on the model. Since the view and the model are connected through a notification mechanism, the result of this action is then automatically reflected in the view.

In our Project Galleria, the Web BasedApplication plays a major role in increasing the economic value of the rural section of our society and they helped the poor people to increase the economy of their well being. First the user needs to login for an authentication purpose. If the user has not registered account so he should first make the account and then he has to sign up and then go on for login. The database is managed through the cloud storage and is running on MySQL.

The e-commerce will have the following key features:

a) An online shop that will allow online shoppers to buy wares from formal and informal merchants.
b) A search engine on the website to allow customers to find specific types of merchandise
c) A secure online transaction system that will allow shoppers to purchase goods safely using their credit cards
d) A database of merchandise with photos, product descriptions and stock information
e) This database will also contain all relevant merchant and customer information. A data security system that will ensure that all data that is transmitted between the various system
f) The payment section for buying the paintings and handicraft and also for the tutorials for making handicrafts.
g) An AI Recommendation system that will help to user to suggest for the next product to buy and show ads according to the user input.
h) The key idea of this website is to sell the paintings and handicrafts of the poor people with the help of the intruders so that they can have good price for their crafts and our country culture will remain sustain.
i) This will also help them to sell their product to the international market.
j) A new feature that is to be implemented is to auctions of the famous paintings.



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IV. CONCLUSION AND FUTURE WORKS:

A. The research works on E-commerce propose good number of variables to be taken care of if marketers need to be successful in this newly business model. According to CMIE 14 million job were lost in the age group 25-29 years. This loss again was disproportionately high as this group accounted for 11.1 % of total employment in 2019-20 but it accounted for 11.5 % of job losses.

B. Nowadays the main concerned is the life of public and also the economy. The employment is continuously going down due to this pandemic disease novel coronavirus. So, this website can be useful in this situation. By, to given the employment to the people. As we know that the website in which we can sell and buy the handmade painting and this so the situation in which maximum people stay at home so this is the time in which people can use this website and can also earn some money.

C. In this website future work can be done. By using NLP for taking better comments of the customer while dealing with this website. By using NLP, we can easily interact the meaning of the line of the comments and the best comments is use for showcasing the comments.

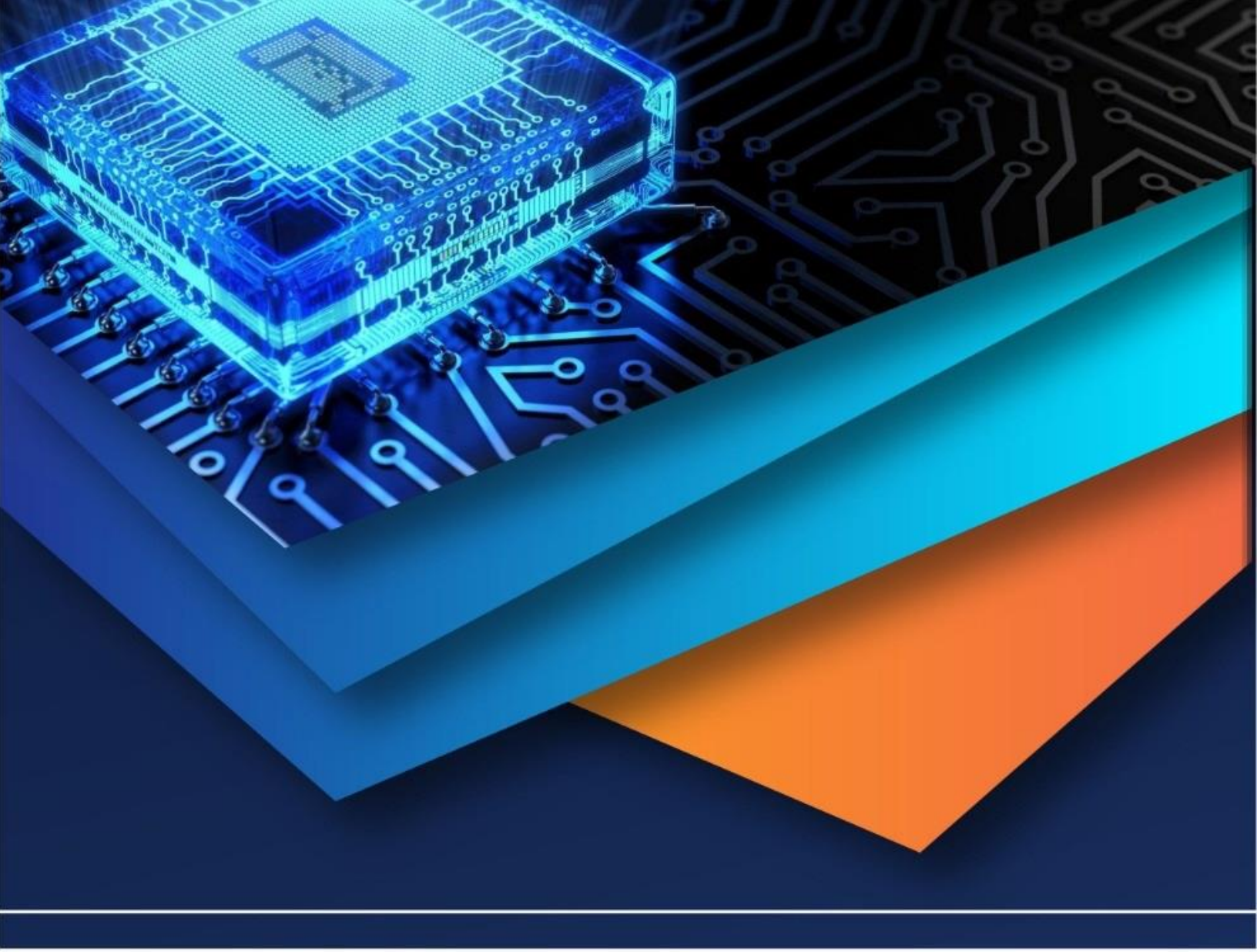
D. Future scope and further enhancement of the project: Today, the market place is flooded with several e-commerce options for shoppers to choose from. A variety of innovative products and services are being offered spoiling customers for choice. Online shopping is no more a privilege enjoyed by your friends and family living in the US or UK. Today, it is a reality in India. In the last couple of years, the growth of e-commerce industry in India has been phenomenal as more shoppers have started discovering the benefits of using this platform. There is enough scope for online businesses in the future if they understand the Indian shoppers psyche and cater to their needs.

E. The governments should offer a level field to its E-commerce firms to allow the country's significant development. The thrust on E-Commerce should be to offer a legal framework so that while domestic and international trade are allowed to expand their horizons, basic rights such as consumer protection, privacy, intellectual property, prevention of fraud, etc are highly protected. The banks also need to select suitable security tools and policy to protect itself and its customers.

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