Comparative Information Regarding Shopping Mall Portal Using Data Mining

Andre Pranali Devram[1], Khandebharad Nikita Pratap[2], Patil Shital Ramchandra [3], Ranjane Supriya Kaluram[4]

[1,2,3,4]*Student, Department of Computer Engineering, P.K. Technical Campus Chakan, Pune, MS, India*

Abstract:- *E-Commerce portal are now trading in India. Therefore we are developing a portal, Comparative information regarding shopping mall portal using data mining, this is web application for data mining regarding nearby location mall over information for saving and utilizing resources in useful manner. In this project we are using server information mining from diff middle ware server to access and publish information and our system will process the specific data and represent it in specific manner for easy and simplify the shopping experience. Here we are using the Google Map API and Microsoft server R2 for database management system for web design in front end we are using HTML5, CSS3, JS and as a back-end technology we are using JSP and Struts2.0 framework.*

Key words: *Data Mining, Web Application, Portal, Server, Google Map, Struts2.0, Microsoft Server R2, E-Commerce.*

1. INTRODUCTION

RMI is an open source framework for distributed storage and distributed processing of very large data sets on computer clusters built from commodity hardware. It was developed by Apache Software Foundation". It is written in java and uses cross platform operating system. The core part of Apache Hadoop consists of a storage part known as Hadoop Distributed File System (HDFS) and a processing part called Map reduce. Electronic Business which is also known as e-business is the online business. It can also be defined as the business which is done with the help of internet or electronic data interchange. It is not confined to buying and selling of goods only, but it includes either activity like providing services to the customers, communicating with employees-commerce is the major part of e-business. Ecommerce is business transaction through electronic means, including internet, telephones, television and computer.

Nowadays it is growing in every place and customers are showing interest in using these portals effectively. In 2010 United Kingdom had biggest market in the world when measured.

Now, it has become an important tool for small and large business worldwide, not only to sell to customers but also to engage them. It includes applications like online shopping, online tracking, online banking, electronic tickets, social networking etc.

1.1 PROBLEM DEFINITION

Basically, this project deals with the online shopping problem at rural areas. User has account .User send the request to web application .This web application send this request to Admin Data Base. The seller accepts that request and respond to web application server with available information. This available information sends back to user.

1.2 MOTIVATION

Due to this rapid growth of online shopping, it is becoming very popular in today's world. But still it is not the rest choice of everyone, as sometimes they don't get what they exactly expect. So here, we stood up for them, for those who don't get satisfaction, and have to waste their time by going outside and search for their need. It is a portal where they would get everything, which they want rather than to go out and search for hours. Here he can search where his product is available and at what price. He will also get notifications through application about different updates and offers in different stores and showrooms. This will not only save his time but also energy. After finalizing his product, he can also book it for limited period of time. And can go directly and buy it without going here and there.

2. LITERATURE SURVEY

As we can see due to this, trend of online shopping is increasing day by day in today's time. Websites have been implemented for the purchase of anything\online" using different sources by sitting at their own place. Today it is the most superior E-business portal which is aggressively expanding and its roots deep into the Indian market and at the same time shifting the mindset of people i.e. from going and shopping from physical store to online be magnificent.

Hadoop is used for Comparative E-Business portal for different marketplaces. In this it will show the details of all showrooms, shops and malls at their own place only. After analyzing their product they can also reserve it for particular period of time and can go directly and buy according to their convenience. Design of virtual shopping mall: In this 3D technology is used. The 3-D technology and vector graphics are very attractive in E- commerce.

3. PROPOSED SYSTEM

1. Administrative system- To manage the database and monitor android as well as website applications

2. Android and website application- To inform the user about the available product offers.

3. User- To make reservation of product and give the feedback of that product.

4. This application will work on all android mobile system.

4. ALGORITHM

API request are authenticated by a key which can be found and managed from user profile.API must authenticated by user with each & every call to the API. The API has a simple means to do this by passing in your key as an HTTP "Authorization" header with the request. Make the data simpler for user. Unstructured data is structured by using this algorithm. Shuffling strategy used to perform altering and aggregation of data analysis task. Gives comparison between multiple product reviews/rating. Make the decision according to the rating/reviews to buy that product or not.

The RMI (Remote Method Invocation) is an API that provides a mechanism to create distributed application in java. The RMI allows an object to invoke methods on an object running in another JVM. The RMI provides remote communication between the applications using two objects stub and skeleton.

RRAA (Request-Response Architecture Algorithm)
R1 = Request
R2 = Response
NL = Nearby Location
NLG = Nearby Location by using GoogleMap
CRT = cart
P = Product
PL = Product List
PC = Product Count

1. Register to portal using credentials and login to system for authorized access.
2. Search the CRT by using NL and NLG where R1(P = PL) This is request to server by client using UI.
3. Select P as per NL and NLG where R2((PC != 0)(NL && NLG!=NULL))
P is a response by server
4. If PC = 0 then add to CRT that is R1(CRT++).
5. Check out to CRT that is R2(CRT = 0).
6. Make Payment and Manage Order

5. ARCHITECTURE

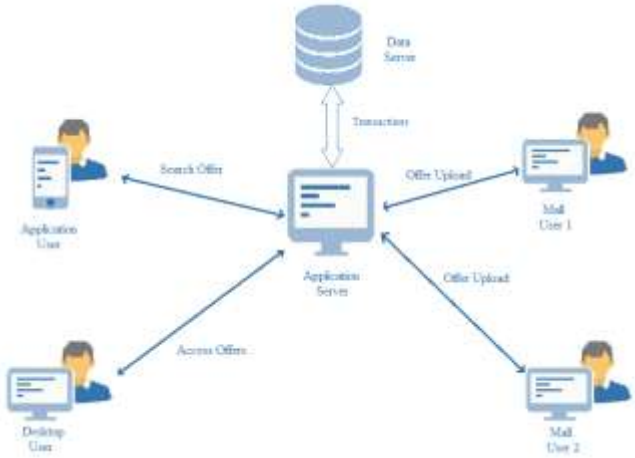

Fig.1 Architecture Diagram

This is three tier architecture for distributed shopping mall offer mining using web applications. First tier is client where all user interfaces is present for accessing web service. Which includes all offer searching, sorting, order management and order tracking is done by location based using Google map and location input base system. This tier present for multiplatform like android and web which is supported for all different platforms. Also second side is for system is offer place and management by shopping mall as a service provider for providing offers to system.

Second or middle tier is server where a system design for validation of user, mall and other data and this tier is host of a system in which our web service is stored as an application server. This application server containing our web service and act as an interface between data server and client. Third tier is data server which contains all our data. This data server is a Microsoft Sql Server Express R2.

7. CONCLUSIONS & FUTURE SCOPE

Now as we conclude, instead of this growing trend of online shopping, still some customers are not satisfied. They buy products online, but they don't get what actually they thought of. There are always some issues regarding their quality, size etc. They invest still they don't get their exact thing. That's why they go outside themselves, to search for their need and get it after a long search. Therefore, by considering all this, there will be a portal, or we can say one platform where they will get all that which they were searching by going at different places. They will get all the information and updates regarding their search. As this portal will be containing the data of all the stores and showrooms. A big amount of data will be generated i.e. there will be Big Data. To handle all that, we will be using Cassandra concept and many more algorithms to search them and present them in a pleasant manner.

The future scopes are implementing the same system for different domains like health care, medical, providing own money wallet, Live order tracking.

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