Affilite E-Commerce System

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Abstract – An ***affiliate program*** is a form of online marketing communication where a partner (the affiliate) communicates a message or promotes products for a company (the merchant) and is compensated for this on a 'cost-per-action (CPA)' basis. This action which could be a click, purchase or registration is predefined by the affiliate model the merchant is applying (see types of affiliate models). The affiliate acts as a "virtual sales force" that has to drive traffic to the merchant's website.By placing relevant content or advertising material on his website the affiliate tries to draw attention to the merchant's offers.

Because affiliate marketing works by spreading the responsibilities of product marketing and creation across parties, it manages to leverage the abilities of a variety of individuals for a more effective marketing strategy while providing contributors with a share of the profit. To make this work, three different parties must be involved: Seller and product creators, affiliate or advertiser and consumer.

The project aims to create a efficient advertising model that will allow more new e-commerce sellers to come forward and sell their product at the best competitive cost.The proposed system will analyse the data to built efficient service model for customers.

1. INTRODUCTION

The project aims to create an efficient link between E-commerce buyers and sellers and encourage new business vendors to promote their goods online. The seller, whether a solo entrepreneur or large enterprise, is a vendor, merchant, product creator, or retailer with a product to market. The product can be a physical object, like household goods, or a service, like makeup tutorials.the affiliate can be either an individual or a company that markets the seller's product in an appealing way to potential consumers. In other words, the affiliate promotes the product to persuade consumers that it is valuable or beneficial to them and convince them to purchase the product. If the consumer does end up buying the product, the affiliate receives a portion of the revenue made.Affiliates often have a very specific audience to whom they market, generally adhering to that audience's interests. This creates a defined niche or personal brand that helps the affiliate attract consumers who will be most likely to act on the promotion. Whether the consumer knows it or not, they (and their purchases) are the drivers of affiliate marketing. Affiliates share these products with them on social media, blogs, and websites.

2. AIM AND OBJECTIVES

The aim of the project to built a efficient model of business that connects buyers and sellers of different domains to built an efficient e-commerce revenue chain. In the past, large affiliates were the mainstay, as catch-all coupons and media sites gave traffic to hundreds or thousands of advertisers. This is not so much the case anymore. With consumers using long-tail keywords and searching for very specific products and services, influencers can leverage their hyper-focused niche for affiliate marketing success. Influencers may not send advertisers huge amounts of traffic, but the audience they do send is credible, targeted, and has higher conversion rates.

3. LITERARTURE SURVEY

- To analyze the consumer preferences through price comparison/discount/offers in online marketing.

- You'll be able to leverage the abilities of other website and influencers in your niche to promote your products, only paying them once they deliver results.

- Finally, you will generate more sales while being viewed as a trusted store on reputable third-party sites.

4. FUTURE SCOPE

E-commerce has bloomed over the years and is one of the fastest-growing domains in the online world. Though it took some time for this to be accepted by the end-users, today we are at a point where the majority of the people love to shop online. There were numerous concerns revolving around online shopping at its launch, but over years people tend to have started trusting E-commerce for all their shopping needs.

In India, people prefer shopping online these days rather than having to visit the physical store. The payment features that are smart and secure as well as the cash on delivery (COD), which makes the payment, even more, safer with hassle-free shipping, easy returns and reach out.

Flow Diagram:

This is the flow diagram of this web portal that will represent how the website will work and what are the functions and responsibility of the user and the admin also it will show how this website is working.
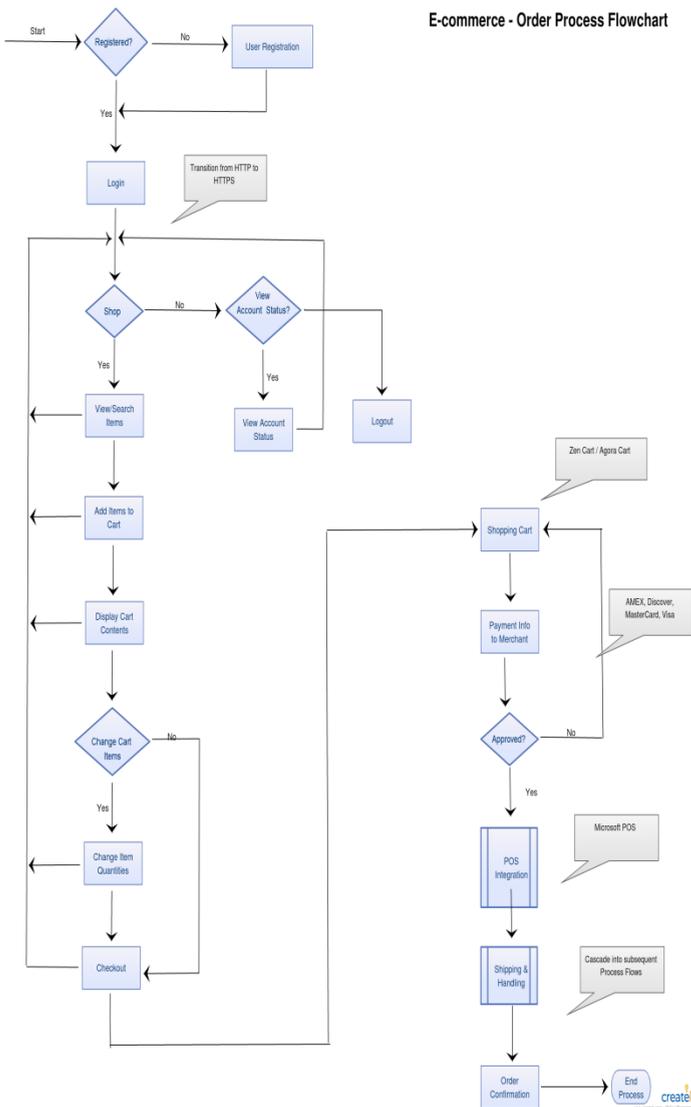

Fig.1: Flow diagram

5. METHODOLOGY

1.Churn Model

Churn Model helps identifying customers who are most likely to switch to different eCommerce website.

Once identified the companies can take actions in order to keep its existing customers.

Now the question is, how does Churn model identify these customers? The model can be used to calculate the churn rate and depending on the nature of business.

2. Sentimental Anaysis

Sentiment Analysis is greatly used in R, an open source tool for comprehensive statistical analysis. R performs the important task of Sentiment Analysis and provides visual representation of this analysis. For a comprehensive explanation, read our post on Business Analytics with R and Reasons to learn R.

Methods of Sentiment Analysis

- Data Collection

Consumers usually express their sentiments on public forums like the blogs, discussion boards, product reviews as well as on their private logs – Social network sites like Facebook and Twitter. Opinions and feelings are expressed in different way, with different vocabulary, context of writing, usage of short forms and slang, making the data huge and disorganized. Manual analysis of sentiment data is virtually impossible

- Text Preparation

Text preparation is nothing but filtering the extracted data before analysis. It includes identifying and eliminating non-textual content and content that is irrelevant to the area of study from the data.

- Sentiment Detection

At this stage, each sentence of the review and opinion is examined for subjectivity. Sentences with subjective expressions are retained and that which conveys objective expressions are discarded. Sentiment analysis is done at different levels using common computational techniques like Unigrams, lemmas, negation and so on.

- Sentiment Classification

Sentiments can be broadly classified into two groups, positive and negative. At this stage of sentiment analysis methodology, each subjective sentence detected is classified into groups-positive, negative, good, bad, like, dislike.

- Presentation of Output

The main idea of sentiment analysis is to convert unstructured text into meaningful information. After the completion of analysis, the text results are displayedgraphs like pie chart, bar chart and line graphs.

CONCLUSION

The internet has opened so many opportunities for doing business online, and e-commerce is one of the most popular ones. Not only does it require low investment, it actually is a type of business that does not require a full-time commitment, especially if you are selling a limited number of products. You just make an online presence and promote the business here and there using both free and paid methods. However, as each business, it has its positive and negative sides. If you want to achieve success, you will have to create an organized strategy which is based on realistic goals and comprehensive analysis of the market.

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