

I Shopping: Intelligent Shopping and Predicate Analysis System Using Data Mining

Mrs.K.Sireesha¹, K. Satya Sumitha², P.Harsha Priya³, M.Tejitha⁴

¹ Asst. Professor, CSE, Andhra Loyola Institute Of Engineering and Technology
^{2,3,4} Students,B.Tech(C.S.E),Andhra Loyola Institute Of Engineering And Technology

Abstract—Many technological advancements have been done across the world. Out of which one is the current technology that is the development of the e-commerce websites. Not many people in the world are getting satisfied with their needs, they are facing a major issue on the finding the suitable shop that is nearest to them. So out of which I-Shopping is currently suitable for the users who are finding a risk in finding the most sustainable shop, This I-Shopping creates a communication between the customers and retailers which deals a constant interaction between the customers and retailers and tells about the location, which is nearest to them. and also gives the updates about the movie which is currently running in that mall so that the customer can enjoy the movie and do his shopping.

Keywords- Technology, E-Commerce, I-Shopping, Location, movie updates.

I.INTRODUCTION

Global changes have been made across the worldwide and out of these the trending technology is the E-commerce development, due to this rapid grow in this sector many of the websites have been coming further and exhibiting their type of contribution to the people needs, and not only the E-commerce websites, many of the shopping malls were ingurated in order to satisfy the customer needs. But what's the problem that the customers are not satisfying and wasting their money, Here comes the solution to this I-Shopping which is designed to meet the customer needs and this system will be able to tell the customer the current location with respect to the selected item and also will tell the movie updates with respect to that location that is the shopping and the related movie. One major challenge to the diffusion of technology in low-income nations that persists is its uneven distribution within the country. [1] Sri Lankan governments have taken many progressive initiatives to develop Information and Communication.

As the technology is developing all the people are getting aware of their personal needs. All the citizens are seeking a beneficial results of their shopping. The ICT is providing the solutions to these people who are seeking a beneficial result on their shopping. The customers who are seeking a beneficial results they need not to do anything they may be educated or uneducated, but they have to have a know a little knowledge about the computer. [2] In this kind of a

background, it is important to distribute the development of the e-commerce as well as the technology whole over the country without any restrictions. The products which are needed by the customer in their day to day lives and also which are helpful in developing the e-commerce domain, so that product must be released. As the people are much satisfied with the I-Shopping, So this I-Shopping will be a product which is developed to satisfy the needs of the customer, while looking into the e-commerce domain the technology has increased the sales in large amount. Based upon the e-commerce domain, the Retailers are getting a profit in a huge amount and also without a cost of penny they are advertising their product in the e-commerce domain. With the aid of developing the customers are getting a profit that means plenty of people are tending to purchase their accessories. With the help of the digital data mining there would be a chance of recognising the patterns widely. The. The heaps of significant data covered up in the information are not really abused out. Shockingly these important information accumulations are not used appropriately and not utilized as a part of a successful approach to help the both clients and additionally the retailers. Every one of the business points of interest of the retailers, buy subtle elements of the clients are a thousand dollar worth blessing to a retailer where he can use to enhance their deals. Yet at the same time there is no any application created to help the customer and retailer at the same time and permit them to trade data and additionally permit them to dig for profitable subtle elements. "I-Shopping" is an application who satisfies that hole by spanning the client and the retailer. [2]-[7] In present day society, the greater part of the clients are having an exceptionally frenzied way of life. Due to that they are not that sharp in looking for the most fitting merchandise for them as they are not exactly mindful of the repeats and substitutes which are accessible in the market. And furthermore they don't consider about the shops that much and keep setting off to similar shops which they are as of now used to go for an extensive timeframe. In any case, the most critical part in here is the client's inclination for the products that are quickly fluctuating with the time. In view of that reason, the retailers must be in contact with the new patterns and new items that has recently discharged to the market. Be that as it may, it sets aside impressive opportunity to get the new patterns of the everyday market. The framework recognizes the client. The framework recognizes the kind of the customer what sort of item he is acquiring and will have the capacity to find a closest

area that is the closest shopping centre to him .And the framework will give the updates about the motion picture as of now running in that shopping centre .With the goal that customer will have the capacity to do shopping and furthermore appreciate the motion picture in the proposed shopping centre.

The fundamental results of the framework are "The telephone for the clients", "The web application for the retailers". The web application essentially concentrates on the retailer side that is he will enlist his thing in the application ,the thing enrolled will be situated in the shopping center ,For instance a retailer needs to keep his things in the specific shopping then he will enlist a shop in the application and include his things, so that the clients while bouncing on their telephone will get the points of interest of the shop situated in the shopping centre and the subtle elements of the retailer and the cost of the item .The telephone which is utilized by the clients ,I-Shopping application keeps running via telephone which will be helpful for the customers to login and see the items refreshed by the retailer ,And the customer can buy his needs .The client in the wake of choosing the item can get the points of interest of the item and the cost of the related item and area closest to him and he will get the updates about the motion picture as of now running in that shopping customer.

The retailers while including the items , through this including of the items he will have the capacity to know which thing is acquired and which thing is not obtained and the intrigued things for the clients .So the retailers can purchase just the items that are of intrigued to the clients ,So this can diminish the lack of the merchandise .The customer to the telephone that the I-Shopping application can seek his items if once his intrigued item is know he will have the capacity to get the updates of the related item .So this I-Shopping will be a progressive idea in the Internet business area which will profit .The varieties in the costs can be appeared through the day by day refreshes about the item. As the principle advancement of the Web based business space is the diversion, So this I-Shopping framework will likewise be giving the updates about the motion picture that is right now running in that shopping centre.

II. RELATED WORKS

The current technology deals with the Up-On-Fashion ,the change in the technology had lead people to change their lifestyle in every corner of the world ,the main trending type of sector is the E-Commerce domain which is followed by many people in the world .This I-Shopping would be a progressive idea in managing the general population who are extremely enamoured with the Shopping, Individuals will never feel an idiosyncrasy between the web based shopping and disconnected shopping what they all need is the shopping .So this will a mix of both the on the web and disconnected modes. In the online mode the clients chooses the regarded thing and will get the points of interest of the item and will get the updates about the motion picture that is as of now running in that shopping centre. And when the shopping is through

offline he customers gets the location of the shop where he can go and purchase the item ,This reduces the nuisance of finding the appropriate Shopping mall which will be useful to the customers in reducing their cost of travelling and also the user can get his required product of his choice. And also today's generation is a full of entertainment ,The customers will be provided the movie currently running in that mall, so that the customers can make there free and they could relax and enjoy the movie whenever they go for shopping.

III. METHADODOLOGY

A. System Overview

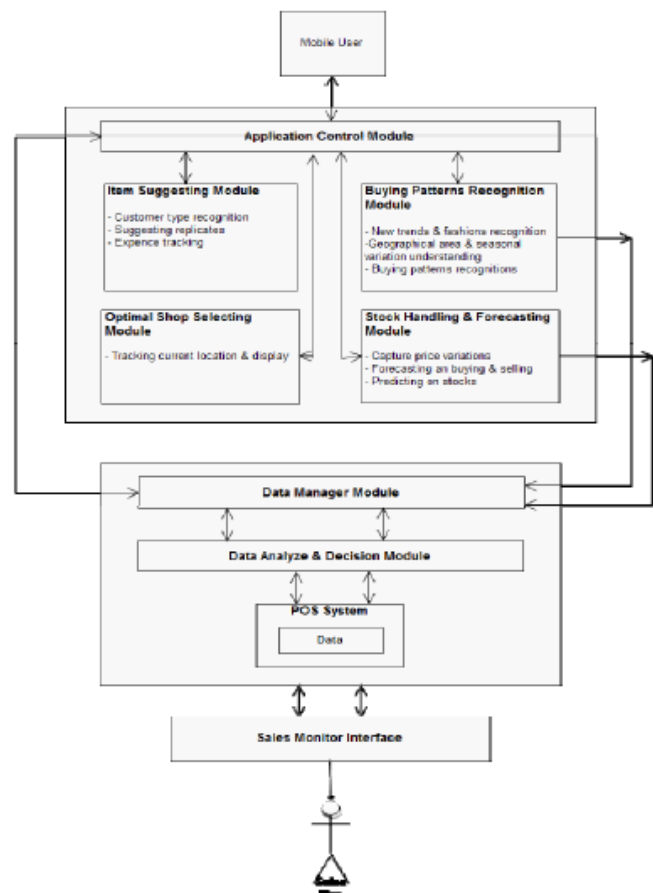


Fig. 1: High-level Diagram

The structure of the related work is as follows:

The above fig deals how the current process is going on that is how the I-Shopping system is running. In the first the application module receives the data from the users and also controls the flow of data .The data manager module will maintains the data about the user what type of product he is purchasing and what are the interested products. Through the concepts of the data mining the data analyzer and decision module will identify the customer and maintains the sales of the customer and prices and variations of the customer

Beneath given are the primary modules of the framework,

1) Module 01: Thing Proposing Module

Thing proposing module is the place the portable application cooperate with the client and getting the shopping rundown of the customer, which incorporates every one of the things that client would like to buy. Customer can essentially produce a rundown of things that he will buy amid the shopping. While making the shopping list, at first the framework basically proposes the things to the customer.

1) Module 02: Optimal Shop Predicting Module

. After all the shopping is done by the customer the system will be able to get the location of the shopping mall with respect to the current location of the respect the item .based upon the latitude and longitude co-ordination and by enabling the gps, A map will be shown and be getting the directions of the shop. Newly filtering algorithms were designed in order to identify the optimal shops the filtering algorithms were as shown below:

1st Filtering Level: The most suitable shopping mall is suggested to the customer using the latitude and longitude coordination by enabling GPS over the phone, the Customer will be getting the location.

2nd Filtering Level: The user requested will be able identified by the system and price and the quantity will be identified and shown to the customer and requested item location will be given to the customer and if the item is available he will get directions of the shop and the movies currently running in that mall so the customer can enjoy the movie along with the shopping. As shown in fig 4 and fig 5.

3rd Filtering Level: After the filtering is over the one of the particular location of the requested item is shown to the customers and directions of the shopping mall are shop in the map as shown in the fig 4, and once the location is clear the customer will be getting the movie currently running in that mall as shown in fig 5.

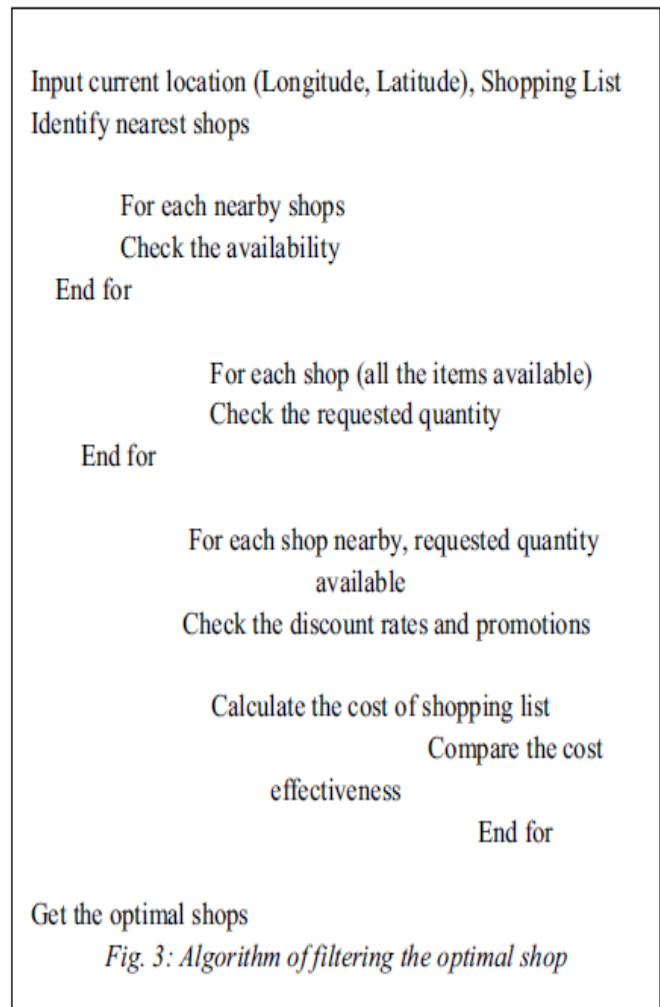


Fig: 3 Optimal shop filtering

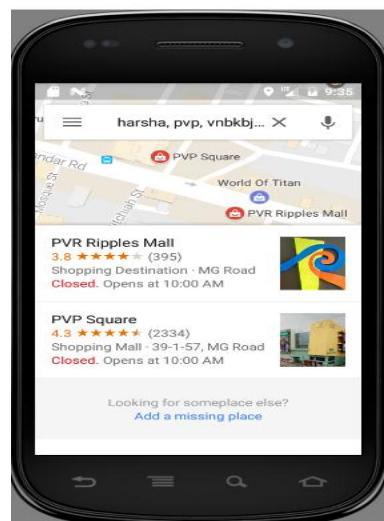


Fig 4: location identification to the customer



Fig 5: movie updates for the customer

IV. RESULTS AND TALK

The primary target of this exploration was to utilize the current procedures of information mining, information forecast and recommendations joining the web based business ideas, to think of a product application bundle to bolster the clients while shopping and the retailers in the interest of the prosperity of their business. Furthermore, the endeavor brought to think of earth shattering programming was productive. The "I Shopping" versatile application, web application and the online POS framework is very viable and productively bolster the clients and in addition the retailers. The usage of the product was done by the buy history of the clients, the client if chooses an item and he is prepared to shop that item that item using his cell phone he sick have the capacity to get the subtle elements of the closest area shopping center as for his area .And the motion pictures which are right now running in that shopping center. "and analyzing was conducted beside of data mining, as the research touches ontology theorems real time locating tracking and Geo fencing key knowledge areas. So that, an in depth study about those areas was very essential. The identified key concepts in these knowledge areas were the pace for the discovery of the new research outcomes. Based on the existing resources and techniques identified during data gathering and analyzing, the research was headed to search for new knowledge in all these areas ontology, data mining and data forecasting. Using the gathered information and the new concepts the software was developed step by step.. As the research is based on data mining, data prediction and forecasting, it requires a big amount of data for more effective and reliable results.

V. CONCLUSION

In the modern E-Commerce domain there is no technology that solves the problems of the customer ,that is which helps the customer to choose the required goods and help in variation of the prices and at the same time helps the retailer to forecast the good that the customers are tending to buy ,which helps the retailers not buy the unnecessary goods which leads to wastage. Furthermore the customers will be able to get the idea whether the required product is there in that shopping mall or not .

The customers could not find the optimal shop where the required product is located or not, this is a nuisance to the customers of wasting the time for searching a location of the shop, this I-Shopping can create bridge between the customers and the retailers which helps the customer to find the particular location, and also this will be a free advertising for the retailers which helps the retailers to post their products without any cost for their product. The customers through the mobile app can choose the required product and like that product so this will be helpful to the retailers about knowing in the customer type of interest .So this reduces the wastage of goods .I-Shopping is a revolution application which helps the customer and retailers to purchase and add their products has become the trending sector in the E-Commerce domain.

VI . ENHANCEMENT

In the future, the study deals or can be implemented how to take advantage in our scheme of various statistical representations. As well we are also suggesting the system will be provide the updates about the movie which is currently running in the nearest location with respect to the user selected product .And also provide the best deals which are currently among the nearest location with respect to the selected item .And also the system will give the user the chance whether to buy offline or online based upon his products.And also ,The customer will be provided the review column in the nearest mall, where he can give a review based upon the location he is provided.

Vii. References

- [1] G.Joe Cackler, Emily Gu, and Mike Rodgers,CS 201: Computers,Ethics, and Social Responsibility at Stanford University," Technology in Developing Economies" March17,2008,Available:<http://cs.stanford.edu/people/eroberts/cs181/projects/developingeconomies/>,[Accessed:2015/03/08]
- [2] B."Out of Milk Shopping List", Google Play,February 22,2015,Available:<https://play.google.com/store/apps/details?id=com.capigam.i.outofmilk>,[Accessed: 2015/03/10]
- [3] C. "FYI Srilanka", Google Play, January 5, 2014, Available:<https://play.google.com/store/apps/details?id=com.mostcloud.fyi&hl=en>, [Accessed: 2015/03/10]
- [4] Gulshan Vohra,Dr. Bhart Bhushan,DATA MINING TECHNIQUES FOR ANALYSING THE INVESTMENT BEHAVIOUR OF CUSTOMERS IN LIFE INSURANCE SECTOR IN INDIA,Volume 2,Issue 9 (September 2012)
- [5]A. S. Ratnayake, P. R. Gunawardhane, M. U. Samarasekara,R. N. Yapa, S. I. Bandara and C. D.Manawadu,Up-on Fashion: A Trend Forecasting System on Customer Behaviour.
- [6] Marcus Liwicki, Sandra Thieme1, Gerrit Kahl, and Andreas Dengel,An Intelligent Shopping List - Combining Digital Paper with Product Ontology's.
- [7]G.Joe Cackler, Emily Gu, and Mike Rodgers ,CS 201: Computers, Ethics, and Social Responsibility at Stanford University," Technology in Developing Economies" March 17,2008,Available:<http://cs.stanford.edu/people/eroberts/cs181/projects/developingeconomies/>,[Accessed: 2015/03/08]
- [8] H. Dr. Amara Satharasinghe - Deputy Director – Information Unit,"Computer Literacy of Sri Lanka - 2004", Available:<http://www.statistics.gov.lk/CLS/>,[Accessed:2015/02/25]
- [3] A. Internet Center for Management and Business Administration ,“Market Segmentation”, QuickMBA.com, 19992010,Available:<http://www.quickmba.com/marketing/market-segmentation/> [Accessed: 2015/02/25]
- [9] D. 2015 WebFinance, Inc, "Market Segmentation", Businessdictionary.com,Available:<http://www.businessdictionary.com/definition/marketsegmentation.html>, [Accessed: 2015/02/28]
- [10] F. J.Mack Robinson, "Inventory Control", GeogaStateUniversity,Available:<http://www2.gsu.edu/~dscgpz/pmba8155/chap17.pdf>,[Accessed: 2015/03/2]

Authors:



Mrs. K.Sireesha received her B.Tech in 2005 from Acharya Nagarjuna University ,Andhra Pradesh, India .Later in 2009 , she received her M.tech degree from JNTUH, Hyderabad , She has 8 years of experience and has published more than 6 papers in National and International Journals. She is pursuing her Ph.D from K.L.University , Guntur .Her research interests include computer systems and networking ,wireless communications and networking ,network security,Data Mining ,Biometrics.She is currently working as Assitant professor in C.S.E department Andhra Loyola Institute Of Engineering And Technology,Vijayawada. E-mail Id: Sireesha.aliet@gmail.com



Ms.K.Satya Sumitha currently pursuing her B.tech in Computer Science And Engineering in Andhra Loyola Institute Of Engineering and Technology ,Vijayawada.Her area of interests are Data Mining , Databases and Web Development .

E-Mail Id: satyasumitha@gmail.com



Ms P.Harsha Priya currently pursuing her B.tech in Computer Science And Engineering in Andhra Loyola Institute of Engineering And Technology , Vijayawada. Her area of interests are Data Mining.

E-Mail Id:pillarisettypriya@gmail.com



Ms.M.Tejjitha currently pursuing her B.Tech in Computer Science And Engineering in Andhra Loyola Institute Of Engineering And Technology,Vijayawada .Her area of interests are Databases .

E-Mail Id: tejjitha.mallampalli@gmail.com