

**E-COMMERCE SOLUTION and CUSTOMER SEGMENTATION**

**BY**

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This Report Presented in Partial Fulfillment of the Requirements for the Degree of  
Bachelor of Science in Computer Science and Engineering

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**DAFFODIL INTERNATIONAL UNIVERSITY**


**DHAKA, BANGLADESH**

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## APPROVAL

This Project titled “**E-COMMERCE SOLUTION and CUSTOMER SEGMENTATION**”, submitted by **SAYEM BISWAS (162-15-7833)** and **HOMAIRA AHMED (162-15-8060)** to the Department of Computer Science and Engineering, Daffodil International University has been accepted as satisfactory for the partial fulfillment of the requirements for the degree of B.Sc. in Computer Science and Engineering and approved as to its style and contents. The presentation has been held on 9<sup>th</sup> July, 2020.

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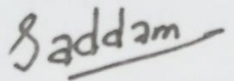
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## DECLARATION

We hereby declare that, this project has been done by us under the supervision of **Ahmed Al Marouf**, Lecturer, Department of CSE Daffodil International University. We also declare that neither this project nor any part of this project has been submitted elsewhere for award of any degree or diploma.


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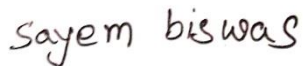


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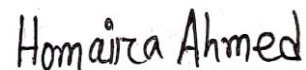
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Finally, we must acknowledge with due respect the constant support and patients of our parents.

## **ABSTRACT**

There is a huge problem in Bangladesh for selling, buying and renting real estate. So if there is a web based solution for this problem then people don't have to travel place to place to find their dream place. That's how people can know where real estate is available to sell or rent. Also people don't have to panic to find customer. Our project is a web based application. An agency can sell property and flat from this web application. In our application we can upload the information of the property. Customer can search for suitable property. And can also pay advance using stripe online payment system for the real estate. We also create a Business intelligence solution for the agency for better understanding about their customers and application by creating a customer segmentation system.

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# **CHAPTER 1**

## **INTRODUCTION**

### **1.1 INTRODUCTION**

We try to make an ecommerce website where people can bring their real-life business in online. Basically, our website is about where the rented house, property and virtual goods will be displayed for rent or sell. By completing some simple online requirements consumers can easily get rented house or can buy desired products. But for that the person who wants to provide his/her house or property or product for rent or sell, will have to contact with us. Then we will take all the information and only then we will provide that in our website after all the necessary checking and sorting.

#### **1.1.2 PROBLEM DEFINITION**

Finding rented house in a new city is so tough and it took so time. Then it is difficult to know whether the house around one's workplace is vacant or not. The biggest thing is finding the house I need or want according to my requirements. Like how many rooms, washroom and balcony do I need and whether the rent is in my ability. And finding house in a new place can be a daunting task. And people feel comfortable doing most of their necessary work at home.

#### **1.1.2 PROBLEM IDENTIFICATION**

Since it is difficult to find rented home or property in the area of your choice, so we try to make it easier by sorting area wise searching. So that people will be able to search rented as well as sell on house or property or any product. And if all the information and rent or price of the rented house or property is known in advance then it will make searching much more cozy and easier.

#### **1.1.3 COUNTER MEASURES**

Many existing solutions are available.

## **1.2 PROBLEM STATEMENT**

We have to work hard on proper verification to ensure safety issue as the house will be provided for rent. And we also have to work over quality control so that the best service can be provided to the users.

## **1.4 SCOPES AND LIMITATION**

Now a days everyone depends on online. Since our website is ecommerce based then it will create an online platform where people can bring their real-life store in online and can sell or rent virtual goods. Users will also be benefited because it will save their time. Despite of it will be a helpful website but it has lacking. In our website people can't provide their property for rent or sell by their own. They have to contact with the admin first then only they can provide their goods after necessary verification.

### **1.1.6 OBJECTIVES**

The main objective is that people will be able to find scaffolding homes or property of their choice in specific areas as well as they can sell or rent their properties. Since everybody is very busy it will save a lot of time.

## Chapter 02

### LITURETURE REVIEW

#### 2.1 Related Works and Existing System

There are many E-commerce sites on online all over the world like Amazon, Flikart, Ebay India, Best Buy, Home Depot etc. They also known as e-business or electronic business and also they work simply the sale and purchase of service and goods over an electronic way, like the internet and also involves transferring data and funds between two or more parties. This is online shopping as everyone commonly know it. Ecommerce websites design when anyone selling online, he want to make sure that what he do and what he is. If he satisfied his customer he can make a lasting one.so any one running an online business, website designs one of the more important things to get satisfied customer. Our ecommerce system we can try to solve our problem to easier to for institutions. There will be a record in websites on our project there four we can easily find our all kinds of necessary things like house, store, hotel etc and its also helpful of any kind of owner because he or she can easily rent his or her house, hotel , restaurant and any kinds of think about money use this apps . So it is difference from other ecommerce sites because of this rent system and also it is easier to use all to use and one can easily sell and rent use this website.

#### 2.2 Summary of the chapter

This ecommerce is a system there is huge number of sites on online sourcing system .there are some websites similar on this type ecommerce but it is difference from other ecommerce sites because of this rent system and also it is easier to use all to use and one can easily sell and rent use this website. And it is also difference for other websites because of its use customer segmentation. In this project we use python, django and for data base we use SQLite and this SQLite is a database management contained in a c library because This is not client- server database engine. Its choice as embedded database for client storage in application software as web browsers. So in this project we can try to solve our rent and sell product and many kinds of things to easier use this ecommerce sites and also this sites are really helpful both customer and seller. This ecommerce system solve our problem to easier to for institutions. We use Django is a python-based free and open-source web framework and This Django is to ease the creation of complex, database-driven websites its real modern framework. . This also provides an optional administrative create, read, update and delete and also use python. This is a high level, general purpose programming language. Python is a constructs and object-oriented approach aim to help programmers write clear logical code for small and large-scale projects

## **CHAPTER 03**

### **Requirement specification**

#### **3.1 Software requirements**

**To build up this web application, we used following software:**

.Operating system: windows and Linux.

.Front-end design : html, css, javaScript, jQuery.

.Back-end design: python , django.

.Device: Computer.

Software requirements for running app:

Operating system: computer, laptop.

#### **3.2 Hardware requirements**

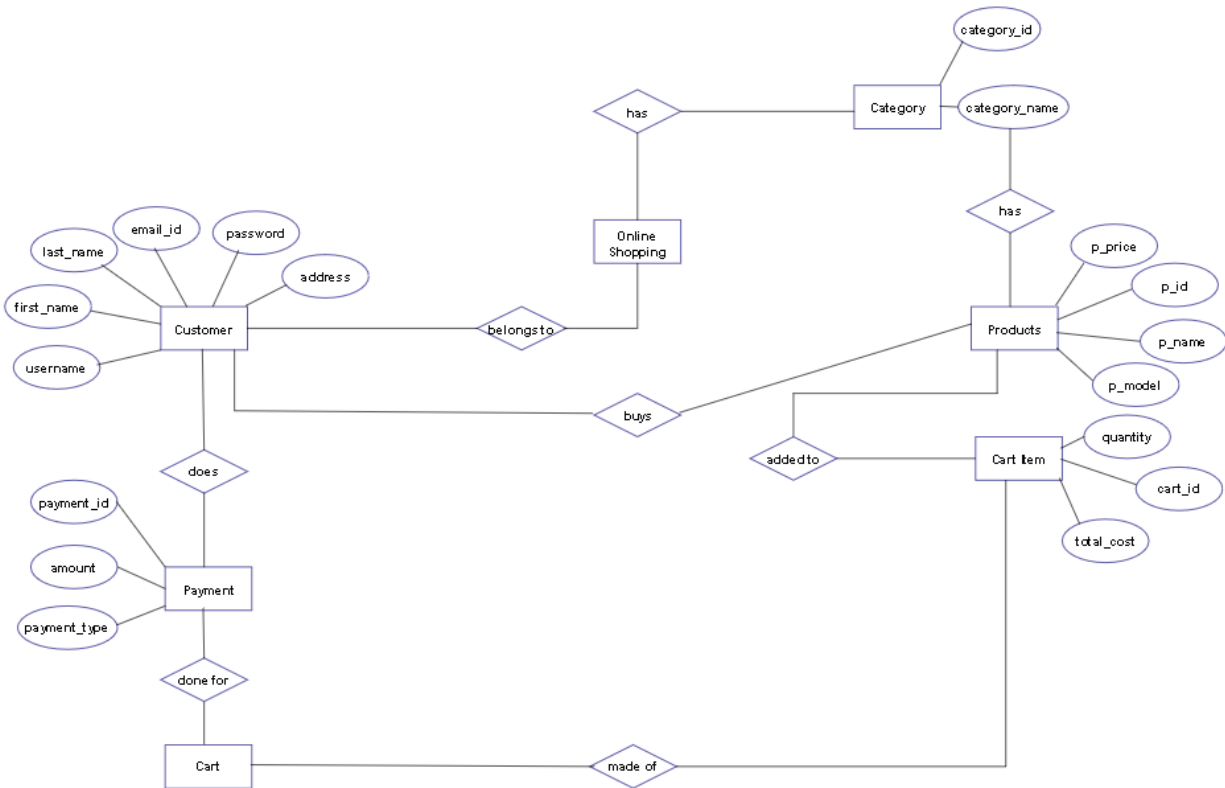
.processor: intel core i3.

.RAM: 4GB

.space on disk: Minimum 0.2GB

### 3.3 ER-DIAGRAM of our system

#### ER-DIAGRAM



**Figure : ER-DIAGRAM of our system**

All actor is connected each other and put their action. Admin can access all system and approval all system manage and information.

### 3.4 Figure: Customer Flow Chart

Customer Flow Chart

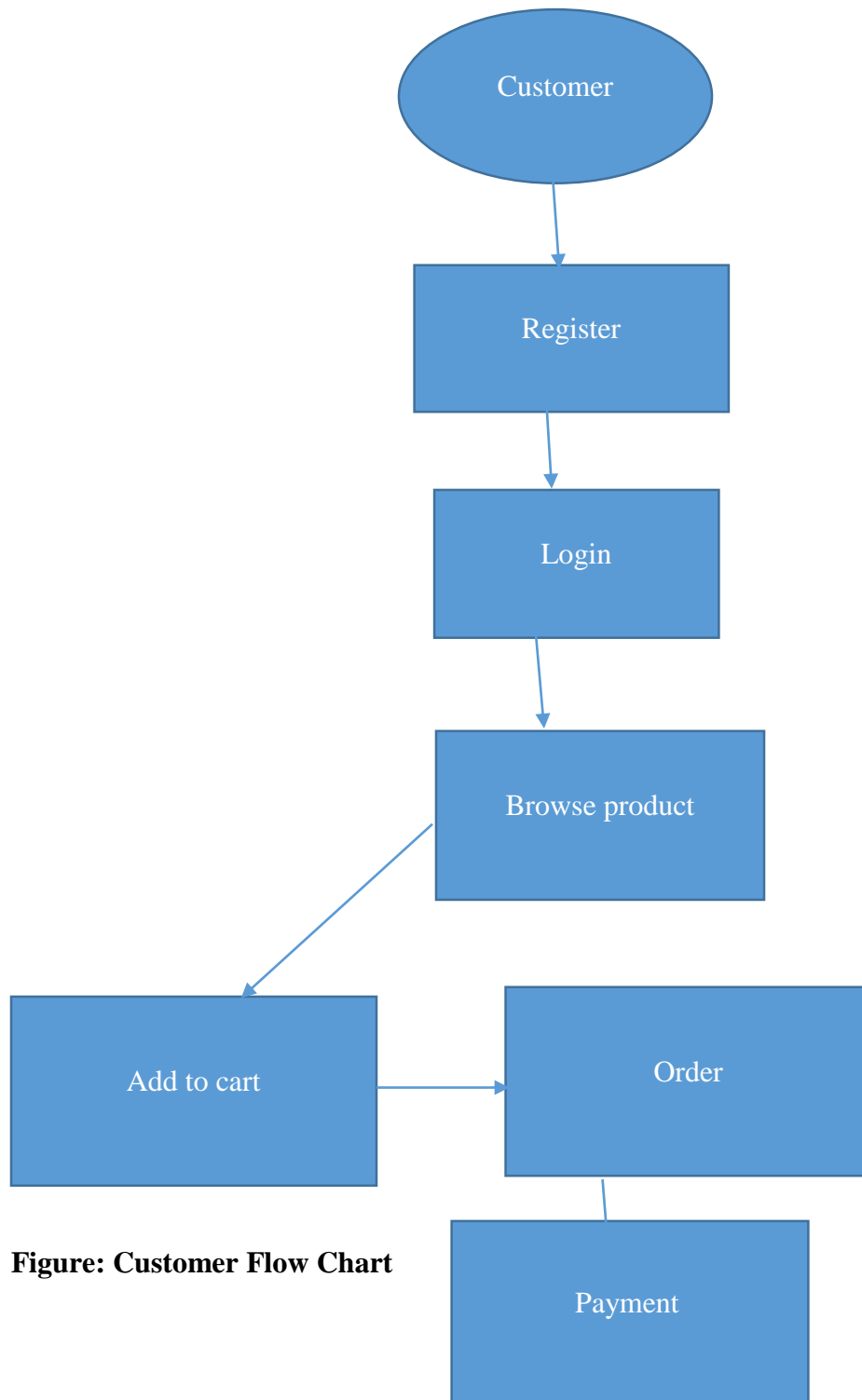


Figure: Customer Flow Chart

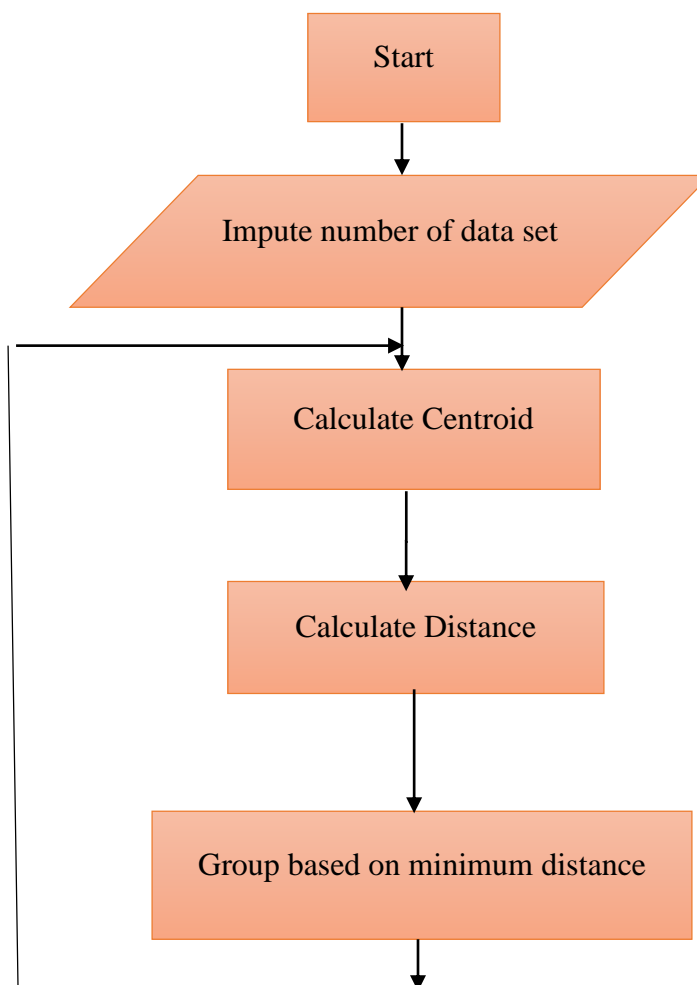
### 3.5 CUSTOMER SEGMENTATION

Our ecommerce site to sell and rent product on online and the product was made to help the winner. We think our ecommerce sites are more interesting to the customer so we use customer segmentation. This segmentation based on the customer data from the ecommerce site. Customer segmentation is a classification problem. We build our classification model gender, age, annual income, spending score.

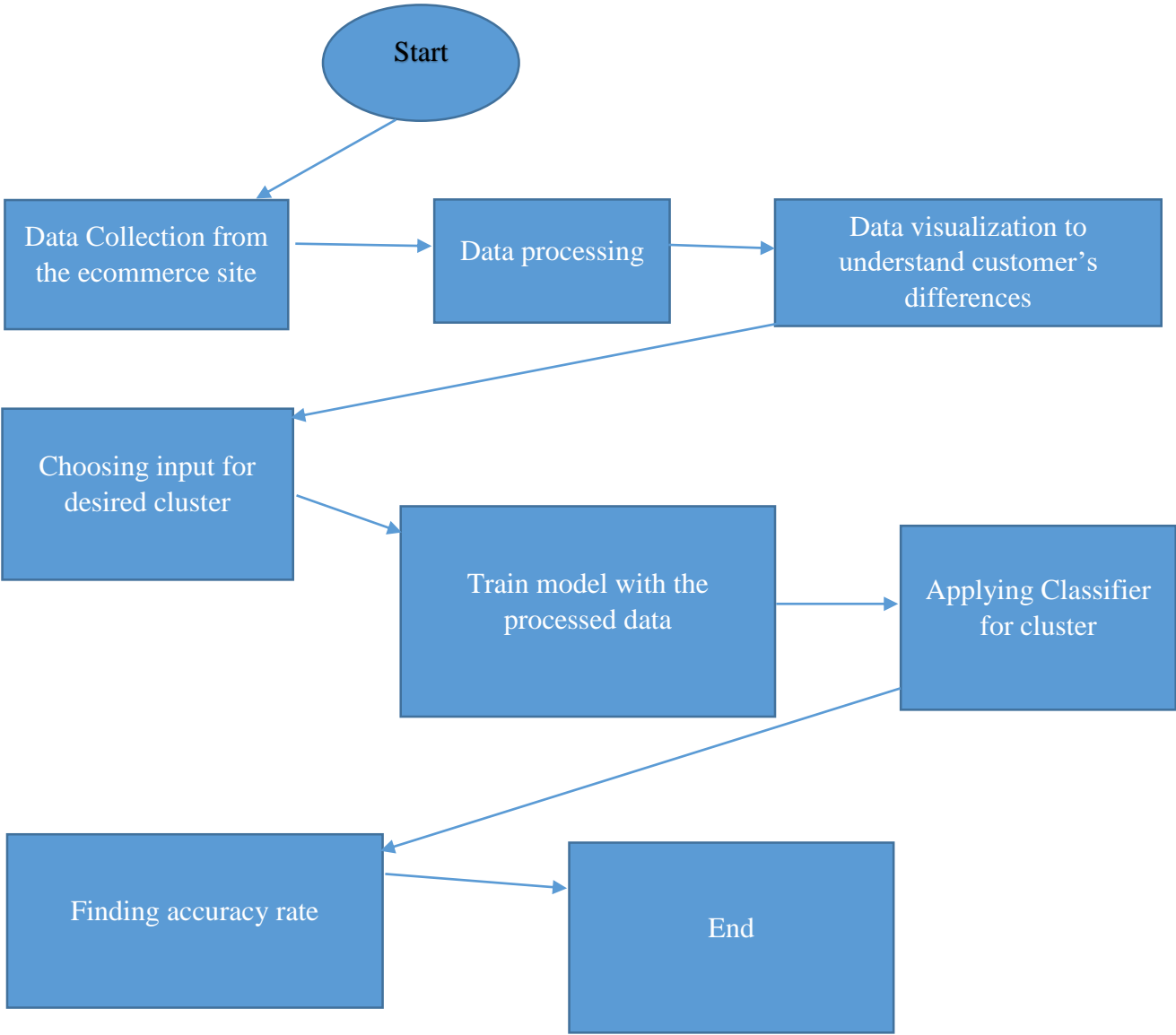
### 3.6 CLUSTERING THE CUSTOMER

Frist we took customer data of shopping mall to teach our machine. Then our machine makes predictions by clustering, on the basis of that given data. We used k-means algorithm for clustering. We also used unsupervised learn.

Working process of k-means algorithm



This part is clustering the customer of our ecommerce site. If we understand and customer cluster into groups and all groups accurately we can make appropriate offers. Our site customer can pay in online to we monitor the jip address of customer and we face some data connection problems in the process. Frist we find out the customer interest from the ecommerce site. With the help of ecommerce site try to collect all the data we want.



**Figure: Process Flowchart**



### 3.7 Data Collection Procedure

We build our proposed model by using shopping mall customer dataset. We used for training 2000 customer data and 500 data test our model.

TABLE I: Dataset

| Customer ID | Gender(male/female) | Age(any kinds) | Annual Income (K TAKA) | Spending score (1-100) |
|-------------|---------------------|----------------|------------------------|------------------------|
| 1           | Male                | 19             | 15                     | 39                     |
| 2           | Male                | 21             | 15                     | 81                     |
| 3           | Female              | 20             | 19                     | 6                      |
| 4           | Female              | 23             | 25                     | 77                     |
| 5           | Female              | 31             | 31                     | 40                     |

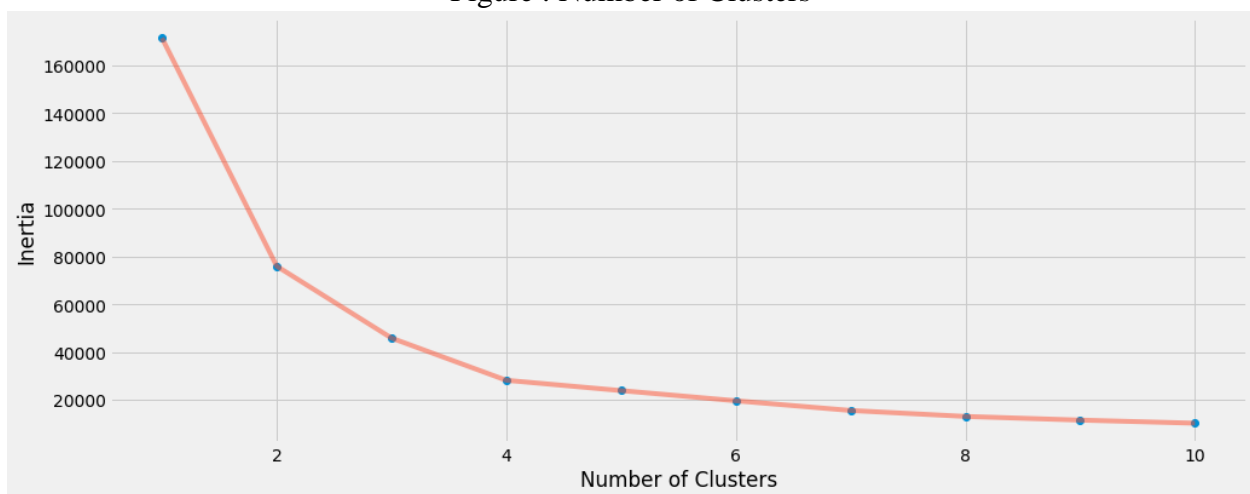
### 3.8 Statistical Analysis

We collected shopping mall customer data to train our model because of when the ecommerce site will run then we will get more data to run our model. Under the table we describe all the data label.

TABLE II: Data Description

| Column label  | Description                     |
|---------------|---------------------------------|
| Customer ID   | Unique id for every customer    |
| Gender        | Gender of every customer        |
| Age           | Age of every customer           |
| Yearly income | Yearly income in every customer |

Figure : Number of Clusters



This data which customer we should put in which group we will determine. This graph describe how many cluster in happening in every inertia and transform our data into CSV files.

From this data we will determine which customer we should put in which group. In the figure we describe how many cluster in happening in every inertia. We transform our data into CSV file. We use PANDAS library in python to process our data. In this research data visualization is very important because that's how we can understand thee dependencies. So we use matplotlib library in python for data visualization.

Conclusion: We have created tables 3.7, 3.8 are mentioned above to build our proposed model using shoppingmall customer data sets. We used kaggle for collect the customer data .kaggle is a site where from users can easily collect and publishe their data sets. And in the number of cluster table word inertia represents the sum of squared error for each cluster. It shows the cluster how close or far away from each other.

## **Chapter 04**

### **Experimental Discussion**

#### **4.1 Introduction**

We try to make an ecommerce website where people can bring their real-life business in online. Basically, our website is about where the rented house, property and virtual goods will be displayed for rent or sell. By completing some simple online requirements consumers can easily get rented house or can buy desired products. But for that the person who wants to provide his/her house or property or product for rent or sell, will have to contact with us. Then we will take all the information and only then we will provide that in our website after all the necessary checking and sorting.

#### **4.2 FRONT-END DESIGN**

We use Front-end design html, css, javaScript, jQuery. HTML that means hypertext markup language and we use our project in html content structure and meaning by defining that content is heading, paragraphs, images and use CSS or Cascading style sheets, is a presentation language create to style of content using fronts and colors .Html and css are independent one another and should the way remain. In our project css should not be written inside of an html document and vice versa. HTML always represents content and css will always represents the fronts and colours. Also use HTML three common terms we should begin with are elements, tags, and attributes. And we use javascript this multi-paradigm language, javascripty support event-driven, function, and imperative programming style so we use this and it has also application programming language (APIs) for working with text, dates, regular expression, standard data structure , and the document object model and it does not include any input output (O/I), such as network, storage and graphic facilities as the host environment provides (APIS).javascript are also embedded in a variety application created framework as electron, corodova. One the ther hand jquery is a javascript library design to simplify html dom tree manipulation and event handling , CSS animation with ajax So we use jquery and aslo it open source software using the permissive mit license this is very useful for us. And it is write less do more and javascript library. It has lots of common task

that many require of javascript line. Our website it much easier purpose of jquery use javascript on our website.

### **4.3 BACK-END DESIGN**

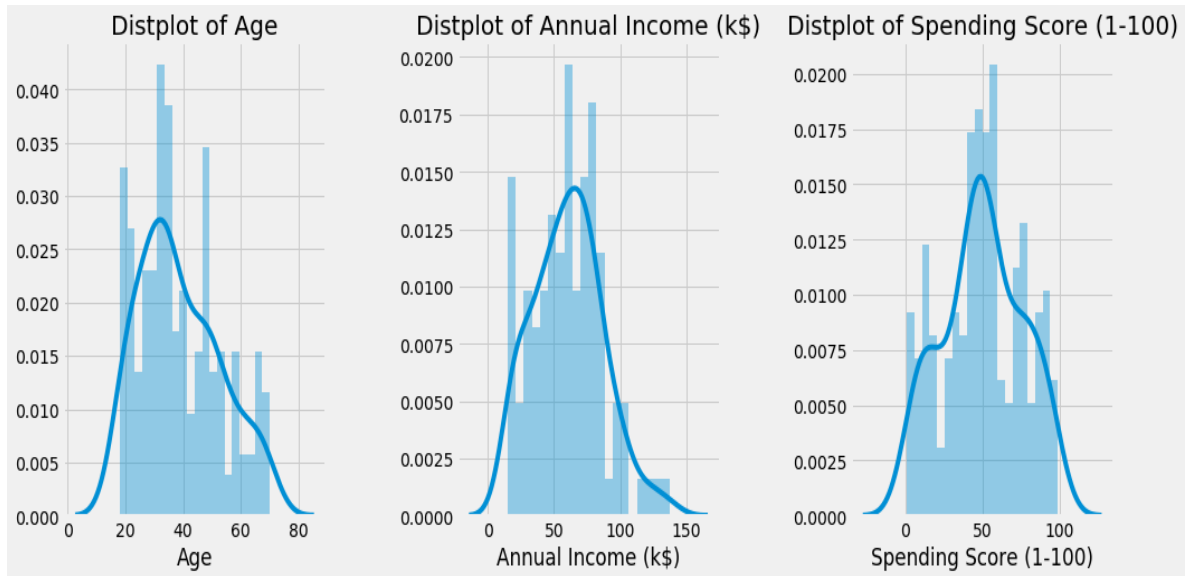
This E-commerce Solution and customer segmentation is a web-based project. In this project we use python , django and for data base we use SQLite. SQLite is a database management contained in a c library. This is not client- server database engine. SQLite choice as embedded database for client storage in application software as web browsers. On the other hand Django is a python-based free and open-source web framework. This Django is to ease the creation of complex, database-driven websites. This framework plug ability of components, less code, low

### **4.4 Results**

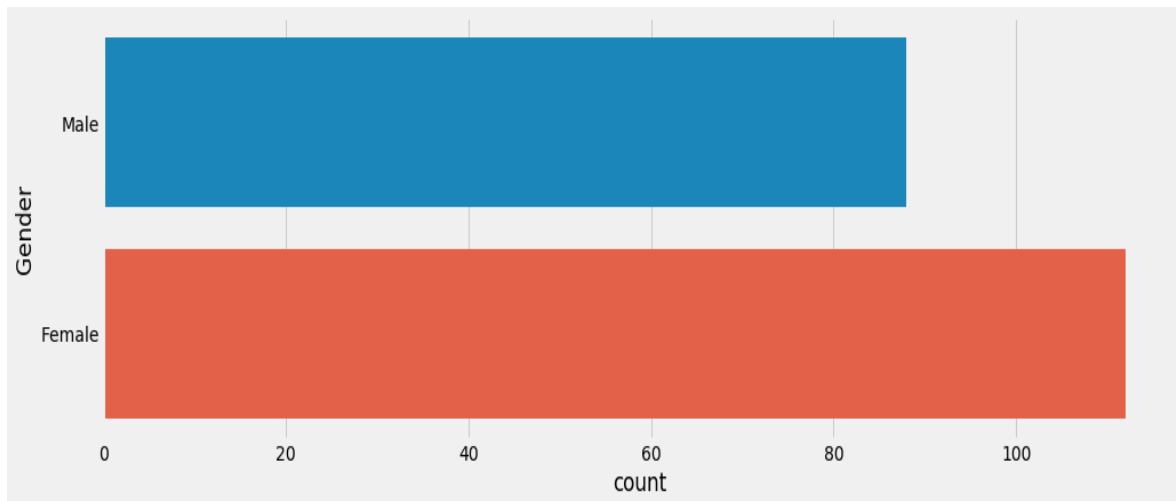
Our project got most percent accuracy using K-means algorithm. It depends on 5 data of every customers. It will help every business man to understand their basic customers. By the problem analyzing result and compare with the prediction output it's about similar.

### **4.5 Descriptive Project Analysis**

- That figure we can see that the accuracy of using machine learning algorithms after implementing the model. The accuracy rate is so good. Our project We see that the figure age, annual income and spending score graph plot, age on based income and spending cluster, annual income and spending cluster, spending score cluster etc.

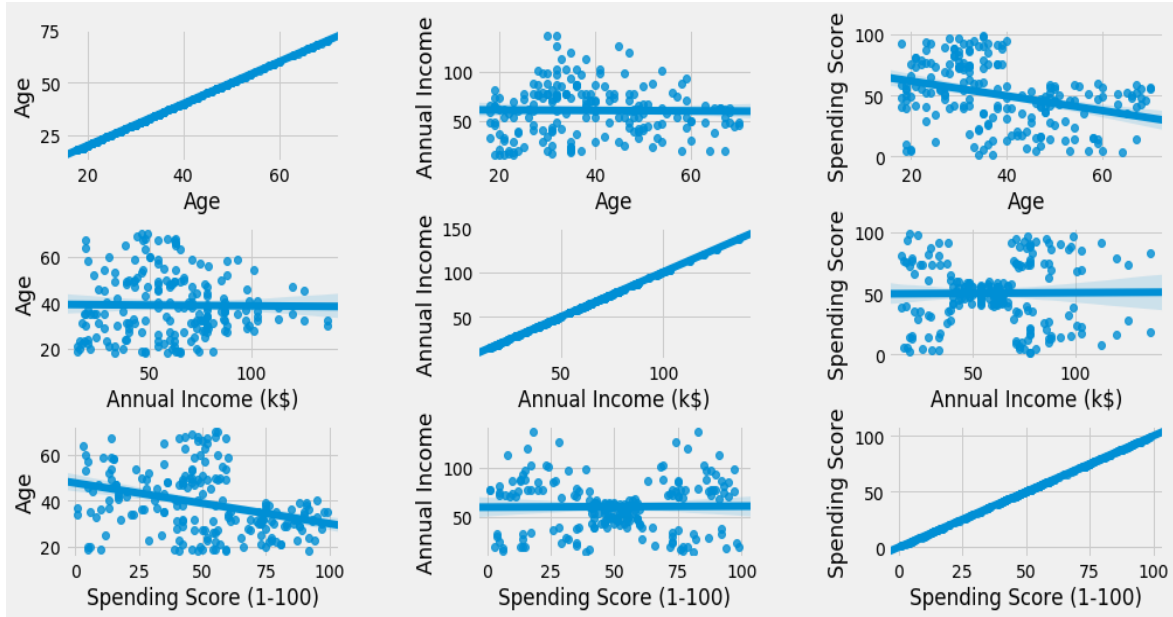


**Figure 4: Displot data according to Age, Annual Income and Spending score.**

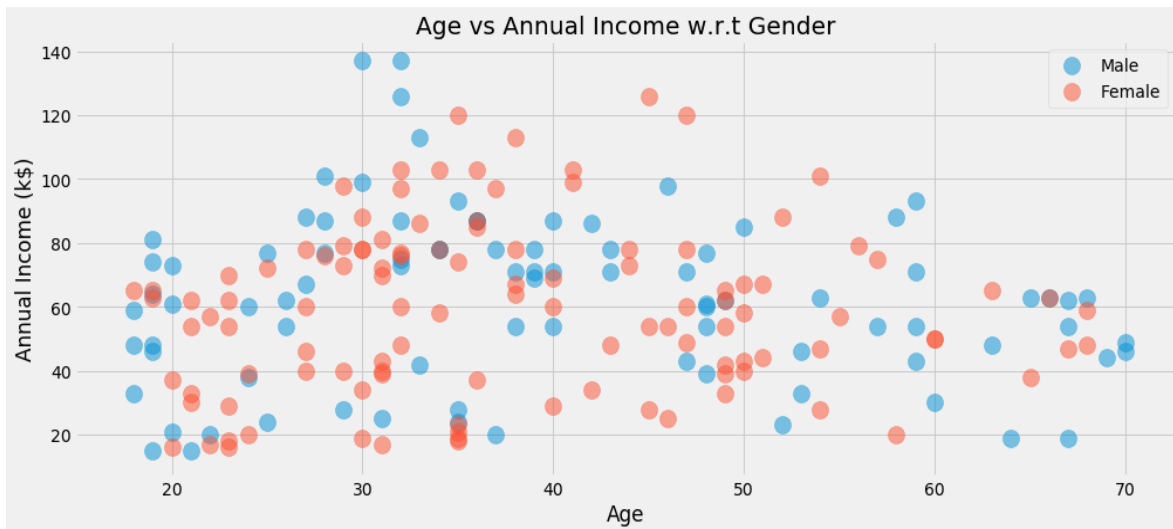


**Figure 5: Gender difference**

In this figure:5, we see that the purchase rate of two different customer male and female.



**Figure 6: Age based income and spending cluster**



**Figure 7: Age vs income w.r.t gender**

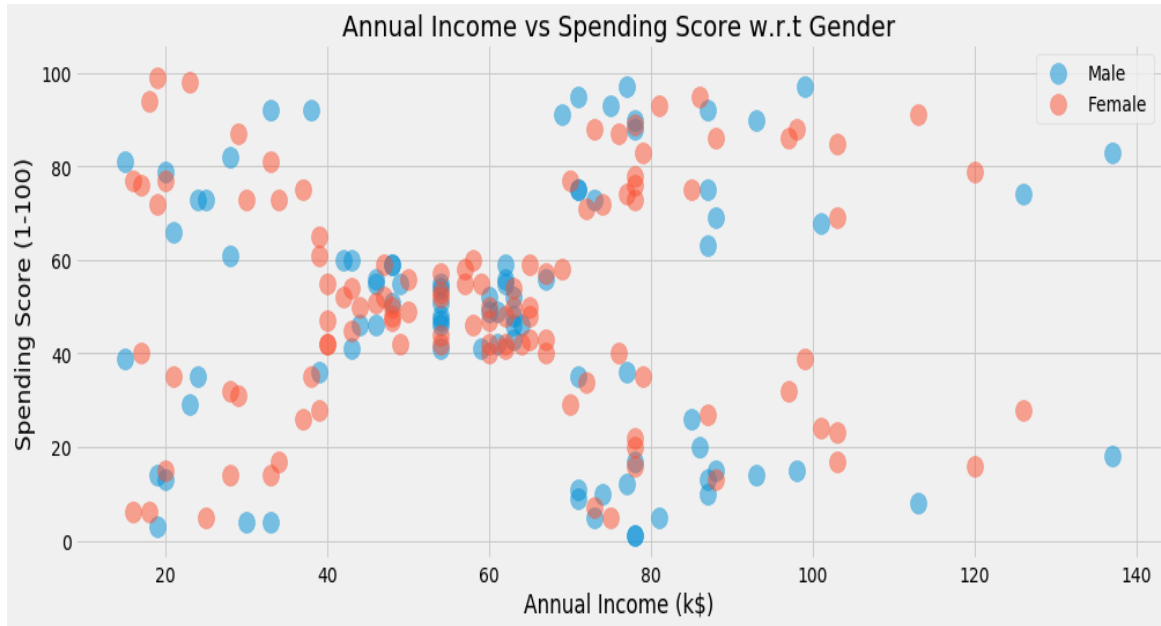


Figure 8: Annual income and spending score

The Figure:8 has given the clustering of the customer by buying on annual income and spending score.

Conclusion : Figure 4,5,6,7,8 are mentioned above represents the clustering according to age,annual income and spending score ,gender difference, age based income and spending, age vs income. We used Matplotlib which is a plotting library to generate those figures.



# CHAPTER 5

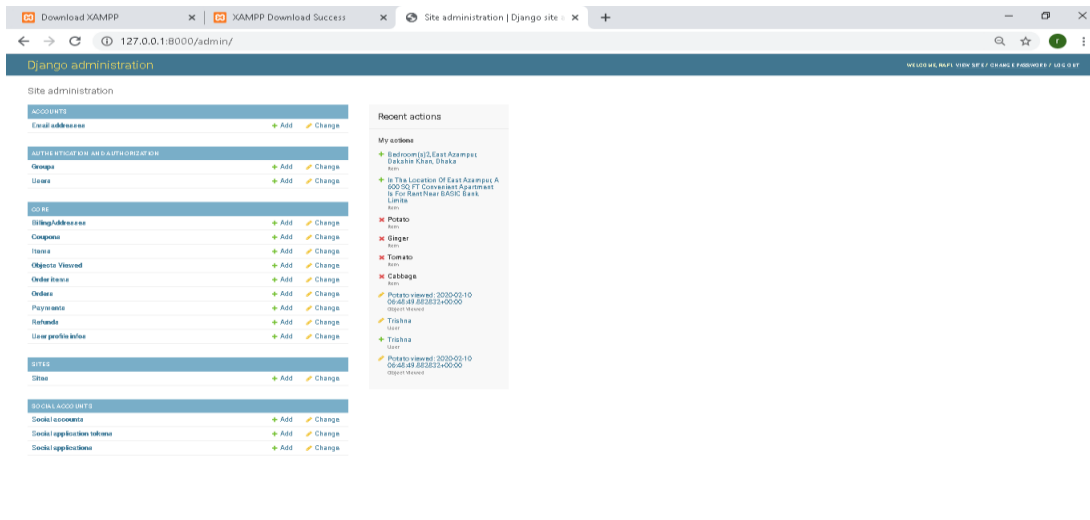
## PARTS OF WEBSITE

### 5.1 ADMIN PANEL

The admin panel is performing all the daily necessary task to maintain the website. Make plans and execute them to enhance the website content. Admin has the superlative power to access the database and as well as edit them.

#### 5.1.2 CUSTOMER MANAGEMENT:

- Add customer account.
- Delete customer account.
- Manage the account of a customer.
- Send private comment to a customer.
- Send notifications to the subscribed email address.
- Edit and reset customer account and password.
- Examine the authenticity of a user.
- Add or change different sites and social accounts.

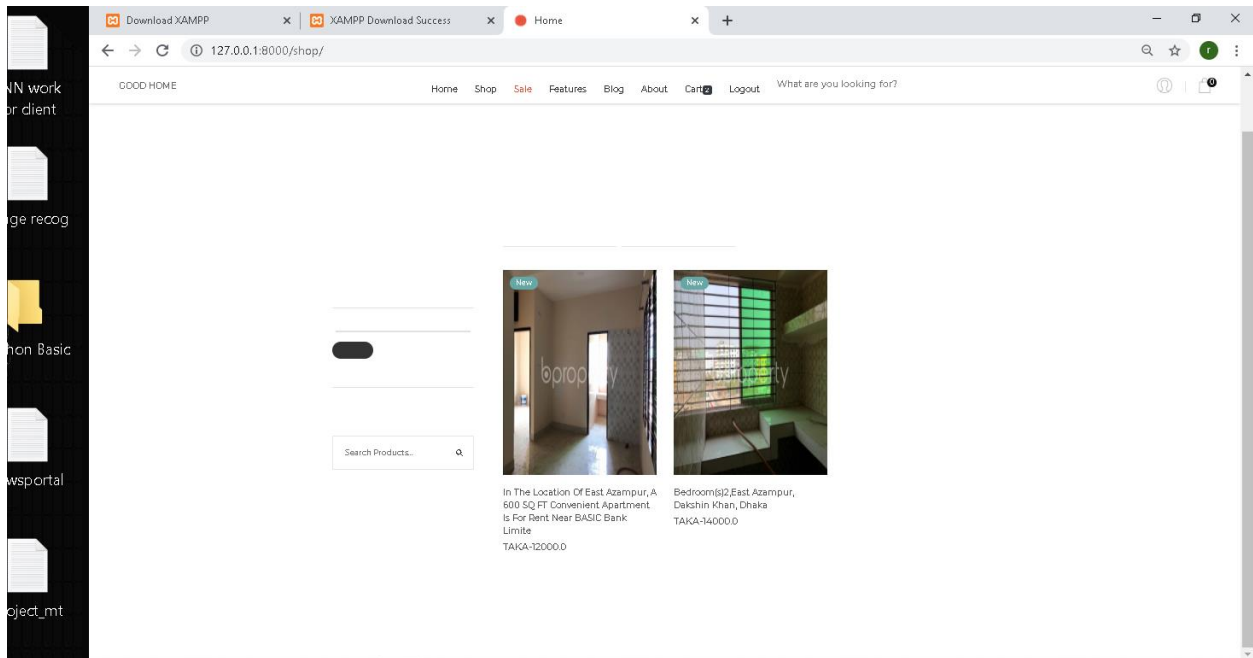


Picture: Admin pane

In short, creation of all the contents and management of the website is done here.

### 5.1.3 Product page:

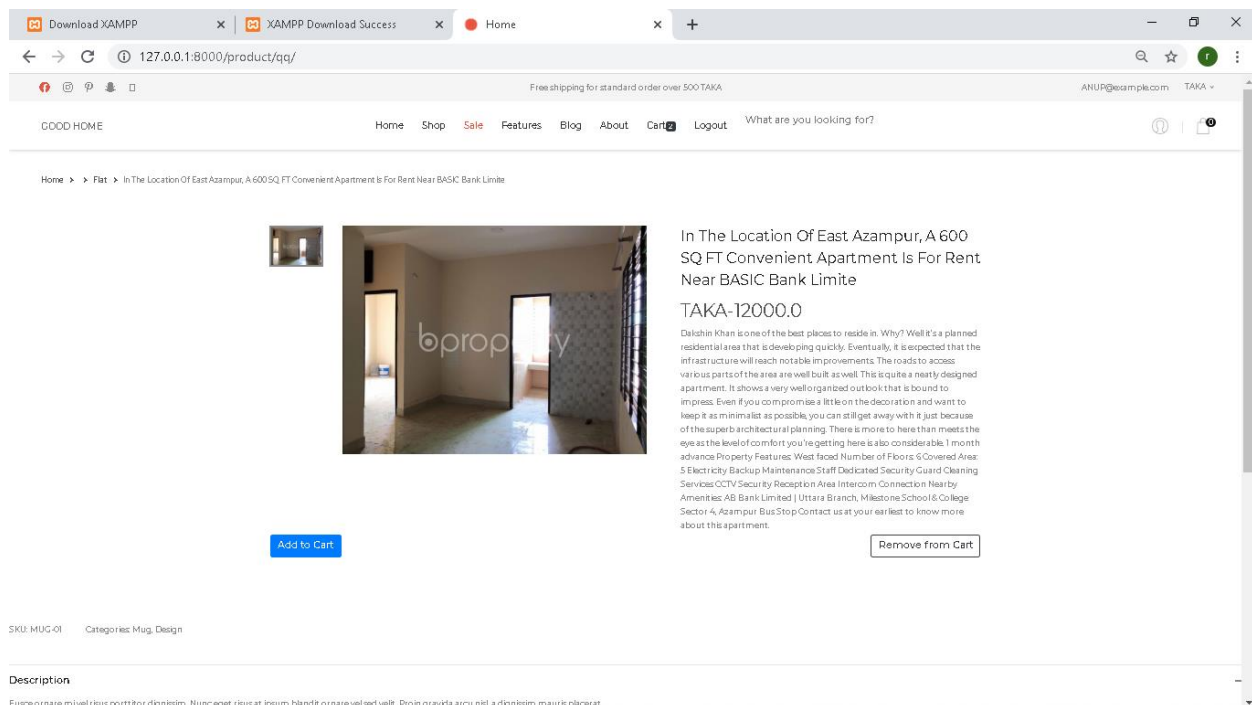
- Organize product in a sorted way for an easy search and find the specific product.
- Manage and update product information.
- Set bar codes.



Picture: Product page

## 5.1.4 Product detail page:

- Detailed descriptions of specific products such as price, quantities, discounts and purpose are given.

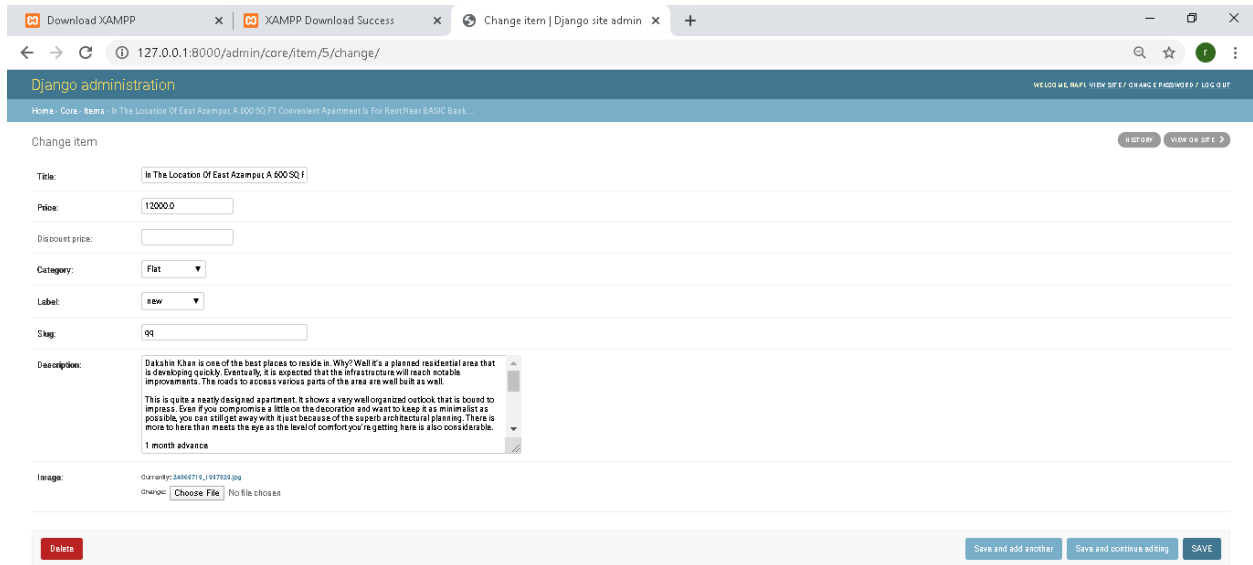


Picture: Product detail page

## 5.1.5 Product upload page:

Product upload features are:

- Title
- Price
- Discount price
- Category
- Label
- Description
- Image



The screenshot shows a web browser window with the URL `127.0.0.1:8000/admin/core/item/5/change/`. The page is titled "Django administration" and displays the "Change item" form. The form fields are as follows:

- Title:**
- Price:**
- Discount price:**
- Category:**
- Label:**
- Slug:**
- Description:**

Dakshin Khan is one of the best places to reside in. Why? Well it's a planned residential area that is developing quickly. Eventually, it is expected that the infrastructure will reach notable improvements. The roads to access various parts of the area are well built as well.

This is quite a neatly designed apartment. It shows a very well organized outlook that is bound to impress. Even if you compromise a little on the decoration and want to keep it as minimalist as possible, you can still get away with it just because of the superb architectural planning. There is more to here than meets the eye as the level of comfort you're getting here is also considerable.

1 month advance
- Image:**

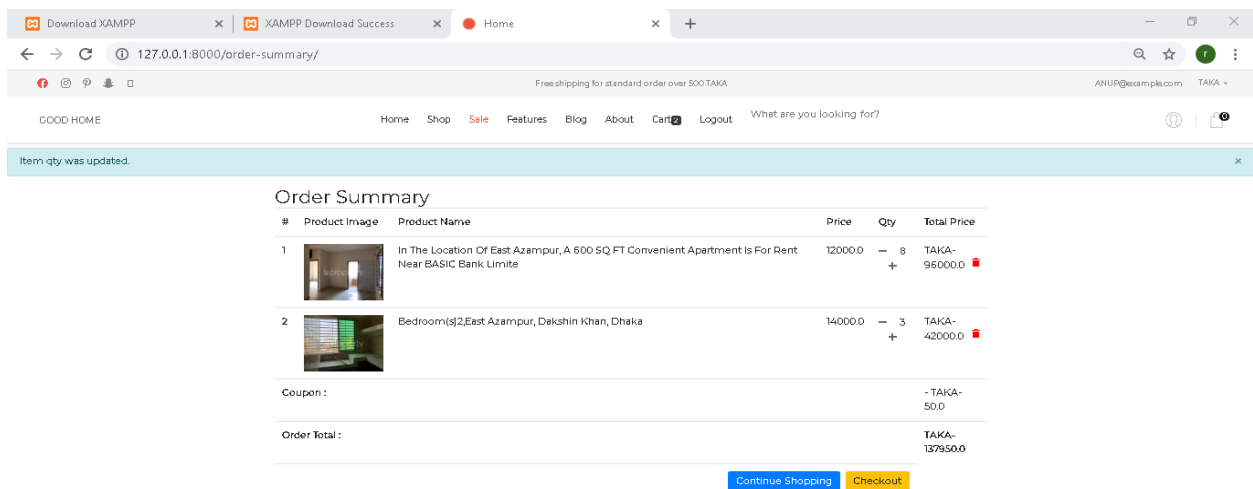
Currently: 3466071\_193783.jpg  
Change:  No file chosen

At the bottom of the form, there are three buttons: , , , and .

Picture: Product upload page

## 5.1.6 Order management:

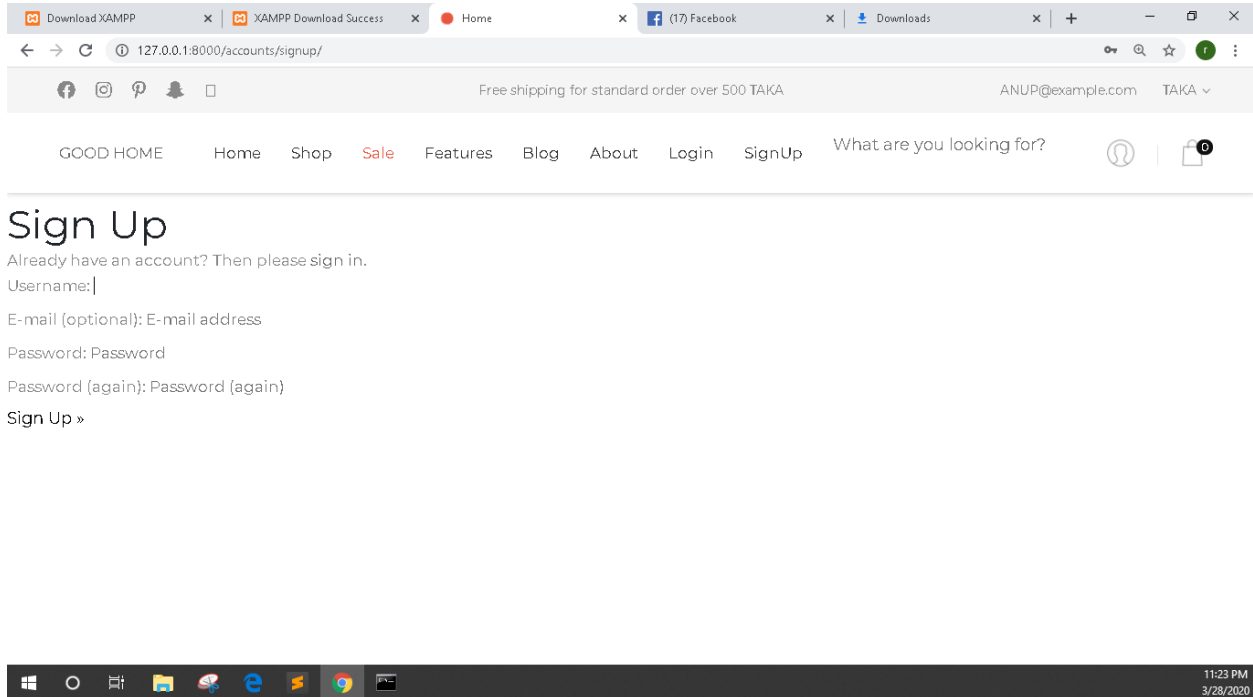
- Add manage and cancel order.
- Sent confirmation message for accept or cancel order.
- Add order number and view order information.
- View purchase information.
- Placed order for checkout and payment.
- Set offers, coupons and discount according to orders.
- Set the requirements needed for minimum and maximum discount or offer.
- Set offer and discount duration.
- Sent confirmation message for accept or cancel order.



**Picture: Order management**

## 5.1.7 Registration page

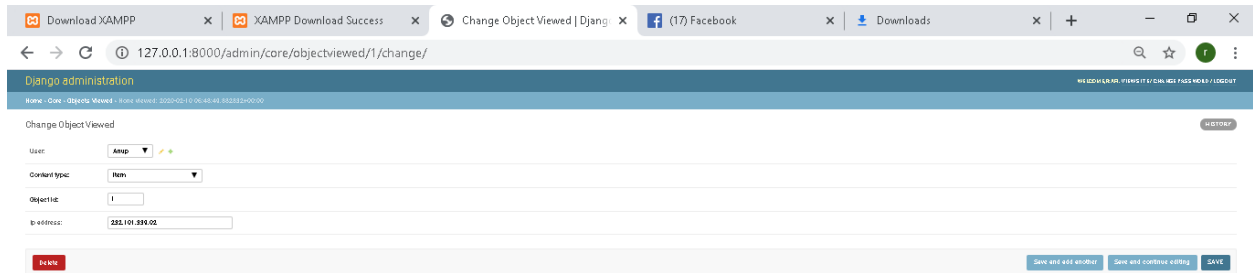
- In this page user can sign up by valid email address, user name and password



**Picture: Registration page**

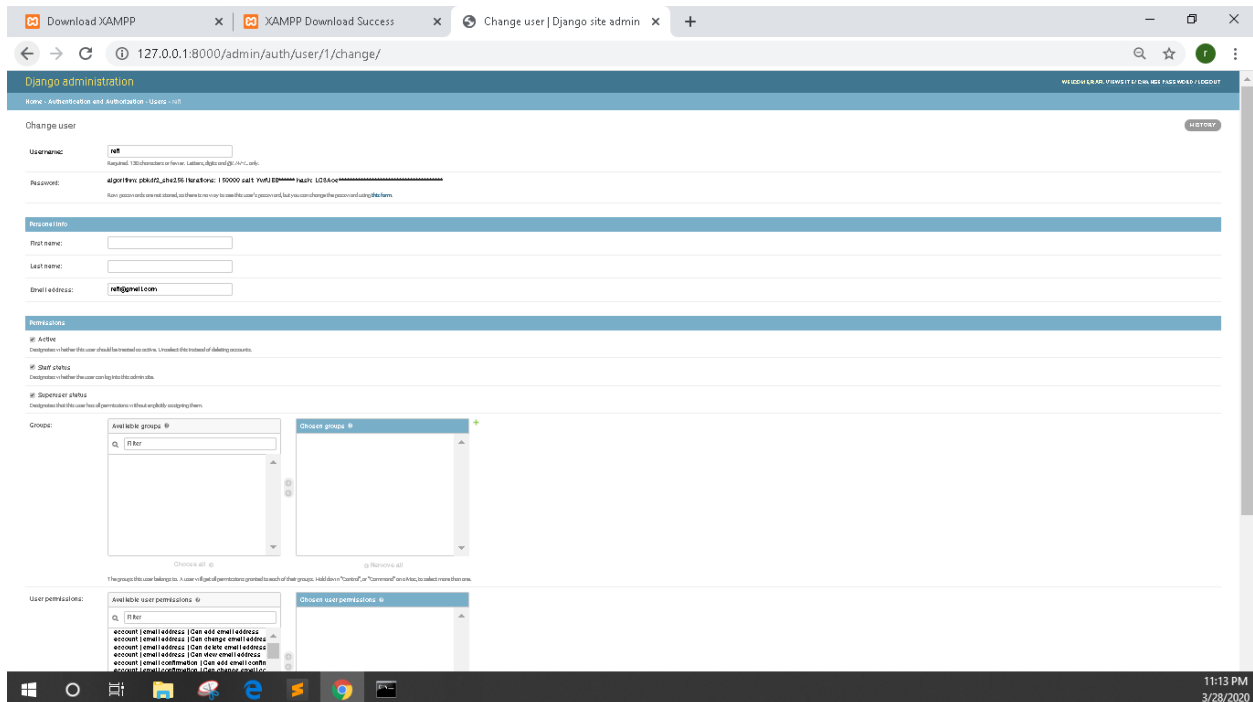
## 5.1.7 Log-in page

- After registration by simply type the username and password user can log- in into the website.



## 5.1.8 User manage and monitoring page:

- Here admin can monitor all the activities of a user like, when they are logging in, what are they search for, which products has more demand, which products are purchasing more.





## 5.1.9 Checkout page

- Checkout page is mainly a form which shown to a customer before proceed to the payment page during the process of a step by step checkout.

The screenshot displays a web browser window with the URL `127.0.0.1:8000/checkout/`. The page features a navigation bar with links for Home, Shop, Sale, Features, Blog, About, Cart (with a notification badge), and Logout. The main content area is titled "Checkout form" and includes a descriptive paragraph about Bootstrap form controls. The form is divided into two main sections: "Billing address" and "Your cart".

**Billing address section:**

- Address:** A text input field containing "1234 Main St".
- Address 2 (Optional):** A text input field containing "Apartment or suite".
- Country:** A dropdown menu with the placeholder "(select country)".
- City:** A dropdown menu with the placeholder "Choose...".
- Zip:** A text input field.
- Shipping options:** Two checkboxes: "Shipping address is the same as my billing address" and "Save this information for next time".
- Payment:** Two radio buttons: "Stripe" and "PayPal".
- Continue to checkout:** A prominent blue button.

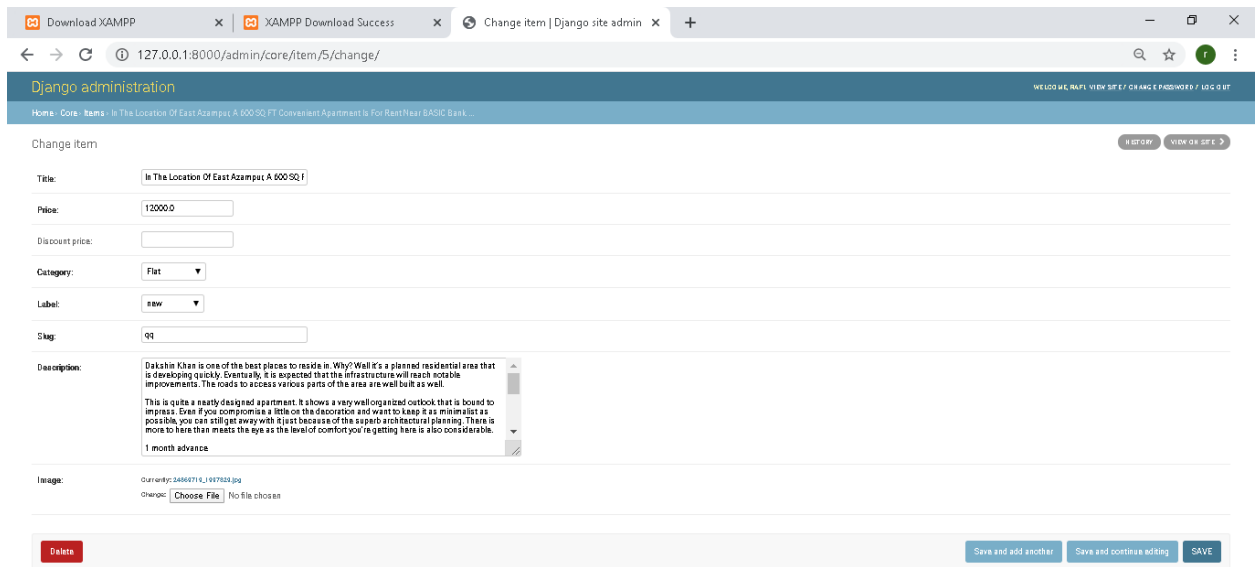
**Your cart section:**

- Item 1:** "In The Location Of East Azampur, A 600 SQ FT Convenient Apartment Is For Rent Near BACIC Bank Limite" with a quantity of 8 and a price of TAKA-96000.0.
- Item 2:** "Bedroom(s)2,East Azampur, Dalishin Khan, Dhaka" with a quantity of 3 and a price of TAJKA-42000.0.
- Promo code:** "123456" with a discount of -TAKA-50.0.
- Total TAKA:** TAJKA-137950.0.
- Promo code field:** A text input field with a "Redeem" button.

At the bottom of the page, there is a small copyright notice: "© 2017-2019 Company Name".

## 5.1.10 Ip Tracking and Monitoring Page

- Here users ip address is being tracked for look-up, or trace user location for security purpose.



The screenshot shows a web browser window with the URL `127.0.0.1:8000/admin/core/item/5/change/`. The page title is "Django administration". The breadcrumb trail is "Home > Core > Items > In The Location Of East Azampas A 600 SQ FT Convenient Apartment Is For Rent Near BASIC Bank...". The page content is titled "Change item" and includes the following fields:

- Title:** In The Location Of East Azampas A 600 SQ F
- Price:** 120000
- Discount price:** (empty)
- Category:** Flat
- Label:** new
- Tag:** qq
- Description:** Dakshin Khan is one of the best places to reside in. Why? Well it's a planned residential area that is developing quickly. Generally, it is expected that the infrastructures will reach notable improvements. The roads to access various parts of the area are well built as well. This is quite a neatly designed apartment. It shows a very well organized outlook that is bound to impress. Even if you compromise a little on the decoration and want to keep it as minimalist as possible, you can still get away with it just because of the superb architectural planning. There is more to here than meets the eye as the level of comfort you're getting here is also considerable. 1 month advance
- Image:** Currently: 34666718\_1487828.jpg. Change: Choose File. No file chosen.

At the bottom of the form, there are three buttons: "Delete" (in red), "Save and add another", and "Save and continue editing". A "SAVE" button is also visible on the right side.

Pictute: IP tracking

## **CHAPTER 6 CONCLUSION**

### **6.1 CONCLUSION**

Since we build an e-commerce website so, usually it will be used for buying and selling goods and services on the online platform. The main objective was to build a website where users can sell and as well as provide their goods for rent. Besides other products and property will also be rented and sold here. We know how difficult it is to find a rental home in a certain area at a new town. So, our main goal is that people can search area wise rental home. This will save their time and extra efforts. And we use IP tracking system for monitoring users browsing area. We work on customer segmentation to prevent loss by providing different types of coupons and discounts.

#### **Advantages:**

- People can search specific area wise rented house according to their choice.
- Reduce user time and extra efforts.
- Better service will be provided.
- Customer will get the service within less time.
- Easy to search specific product.
- People will get the freedom to make choice on buy and sell.
- IP monitoring for security.
- Customer can rent and sell at the same time.

### **6.2 LIMITATION OF THE SYSTEM**

For now, we are just using stripe for payment system. Since bKash, Rocket and other payment systems are paid so, for now we can't add them.

- Lack of trust and security issue.
- Integrity and authentication.
- Find users.
- Marketing and promoting.

- User can't provide product by themselves.
- Payment method is not user friendly.
- Achieving buyer's reliability.
- Monitoring transactions.
- Internet and knowledge limitation.

### **6.3 FUTURE WORKS**

In future we will work on many issues. Our main goal will be to allow users to upload product for sale and rent on their own. And make the payment system easier.

### **6.4 SUMMARY OF THE CHAPTER**

In this chapter we just talk about the advantages, limitations and future work of our project.

# Sayem-Humawra Report

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