

A commodity search system for online shopping based on web mining

ABSTRACT

With the popularity of Internet and e-commerce, the number of shopping websites has rapidly increased on the Internet, and this enables people to shop easily through the Internet. Consumers spend a lot of time searching commodity, because they need to filter and compare search results data by themselves. Online shopping is a form of electronic commerce which allows consumers to directly buy goods or services from a seller over the Internet using a web browser. Consumers find a product of interest by visiting the website of the retailer directly or by searching among alternative vendors using a shopping search engine, which displays the same product's availability and pricing at different e-retailers. Web mining is the application of data mining techniques to discover patterns from the World Wide Web. As the name proposes, this is information gathered by mining the web. It makes utilization of automated apparatuses to reveal and extricate data from servers and web2 reports, and it permits organizations to get to both organized and unstructured information from browser activities, server logs, website and link structure, page content and different sources.

EXISTING SYSTEM

In the existing system, there is a growing parity websites helping consumers to buy cheaper commodity. Although these websites can help consumers get the parity price of commodities, the search results are not so ideal. Because these websites may occur problems about the difference commodity between search results and consumers want to search, or the difference commodity price between search results and commodity web page.

DRAWBACKS

- The search activity of the user is very difficult.
- May get wrong results.

PROPOSED SYSTEM

This study proposes a novel commodity search system to track consumer demand, and that is, when the commodity price of any website is lower than the consumer price conditions, the system will proactively notify consumers. This study results indicate that the novel commodity search system could assist consumers to search commodity, and provide historical price information of commodity for consumers to decide. Therefore, this study attempts to use web mining technique as a basic approach.

ADVANTAGES

- The search activity of the users is now made easy.

Modules:

- User
 - Register
 - Login
 - View Product
 - Search
 - Change Password
- Admin
 - View Users
 - Add Websites

System Requirements:

Software Components:

- Operating System : Windows 7 or Higher.
- Server : WAMP Server.
- IDE : Notepad++.
- Database : My SQL 5.6

Hardware Components:

- Processer : Pentium – III
- RAM : 1GB
- Hard Disk : 50GB
- Monitor
- Internet Connection