

A Project/Dissertation Review Report

on

**ARTIFICIAL INTELLIGENCE AND ITS IMPACT
ON E-COMMERCE**

*Submitted in partial fulfillment of the
requirement for the award of the degree
of*

**B.TECH COMPUTER SCIENCE
AND TECHNOLOGY**



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**Under The Supervision
DR Raju Ranjan**

Submitted By

Tanya Charan Pahadi	18SCSE1010164	18021011410
Abhishek Verma	18SCSE1010423	18021011654

**SCHOOL OF COMPUTING SCIENCE AND ENGINEERING
DEPARTMENT OF COMPUTER SCIENCE AND ENGINEERING
GALGOTIAS UNIVERSITY, GREATER NOIDA**

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Abstract

COVID-19 has taught us the need of practicing Social distancing. In the year 2020 because of sudden lockdown all across the globe, E-commerce websites and e-shopping were the only escape to fulfill our basic needs and with the advancement of technology putting your websites online has become a necessity. Be it food, groceries, or our favorite outfit, all of these things are now available online. It was noticed during the lockdown period that the businesses that had no social presence suffered heavy losses. On the other hand, people who had established their presence on the internet saw a sudden boom in their overall sales. This project discusses how the recent advancement in the field of Machine Learning and Artificial Intelligence has led to an increase in the sales of various businesses. The machine learning model analyses the pattern of customer's behavior which affects the sales builds a dataset after a large number of observations and finally helps generate an algorithm which is an efficient recommendation system. This project also discusses how blockchain and cyber security helps us have secured and authenticated transactions which have aided the e-comm business growth by building customers' trust.

Existing Problem

In this fast-paced world, more and more people are looking for an alternative to fulfill their requirements. People these days don't want to leave the comfort of their home and especially after the covid lockdown, They look for everything online because of which, unfortunately, a large number of small businesses and local vendors had to suffer a massive loss. While, on the other hand, big e-commerce platforms like Amazon, Flipkart saw a sudden boom in their overall sales during this period. The e-commerce businesses played smart and used technologies like Machine Learning to increase their sales. People have adapted to this new routine and going back to traditional shopping is not just time-consuming but also burdensome to them.

Proposed Solution

In this project, we will be developing a website for local stores with the help of which they can showcase their products on the internet and grow their business online which would help them reach more people. They can have Direct, personalized communication with their customers, Improve customer loyalty and retention, Optimize business decisions, operations, products, and services. Moreover, if the business is present online it is open to be accessed 24X7 irrespective of the time or the date.

Tools and Technology Used

Technology:- Full-Stack, Machine Learning

Tools used:- Visual Studio code, MongoDB compass

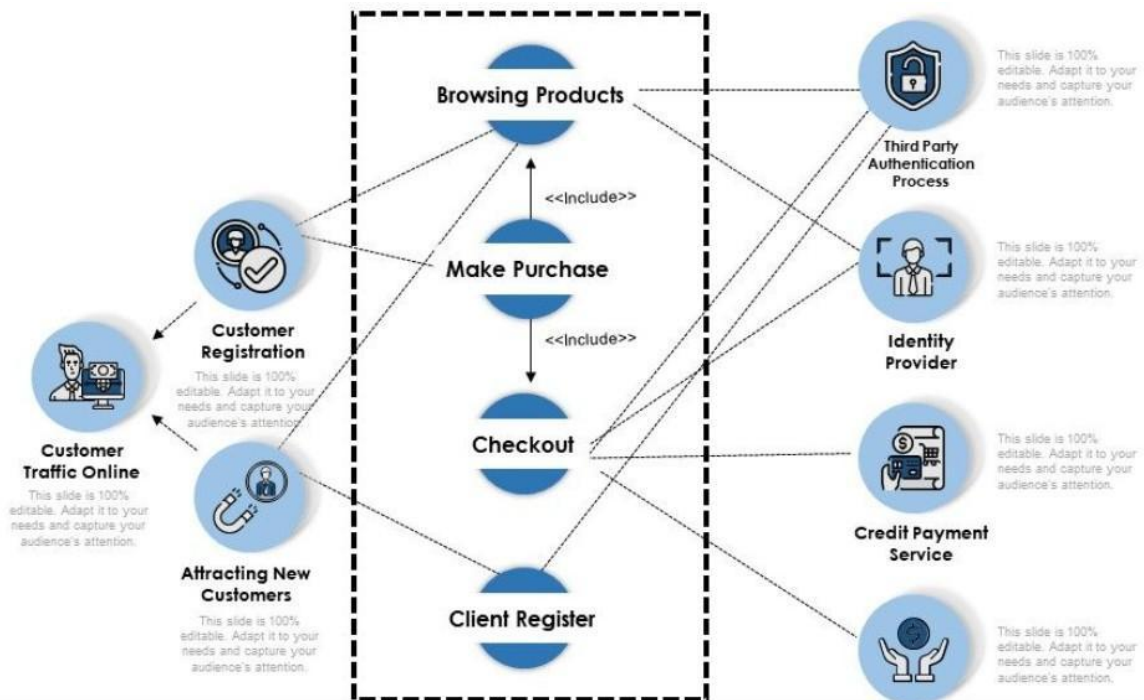
Designing the front-end:- Figma, canvas

Front-end :- HTML, CSS, Javascript, Bootstrap, React.js

Backend :- Node.js, Express.js, socket.io

Database :- MongoDB

UML DIAGRAM



Literature Review

By definition, eCommerce, also known as Electronic commerce or online retailing, refers to “any type of business, or profitable transaction which involves the transmission of information transversely over the internet” [1]. According to Mishra and Mukherjee [2], eCommerce has grown rapidly over the past five years to become among the most promising aspect of the internet in terms of potential and is expected to continue at the same rate or higher in the next few years. This means that retailers have no other choice but to jump on the bandwagon, otherwise they risk being put out of business due to obsolescence. The significance of evidence from present-day studies proposes that there are numerous advantages uniformly accrued by the businesses when they retail online for instance inexpensiveness of business, convenience to new markets, and data apprehension from customer information. However, the online platforms also come with their complexities such as high technical costs in the form of big-budget technical infrastructure, hassle in the calculation of sales tax, and cultural barriers especially when the market is extensive. These problems apace with others produce a real warning to the management coherence and productivity of the retail businesses. Various solutions to some of these obstacles have been advocated through various hypothetical studies, however, the most emphasized solution is the application of artificial intelligence to the eCommerce infrastructure. AI can be simply defined as a complex software system that performs certain tasks akin to the human brain [3]. AI simulates and extends human intelligence to address the rising challenges in e-commerce [4]. For instance, Soni [5] established that AI helps e-commerce platforms to manage and monitor their customers. Through AI, a business can gather a wide range of information and evaluate customers to ensure that quality services are offered to them The several regards where AI can be used to magnify the overall eCommerce experience and customer engagement are personalization based on users, improved customer services, easy and efficient recommendation, the predicament of stock and supply as well as marketing and sales. In this paper, we reproachfully, and exhaustively evaluate the literature on the use of artificial intelligence in amplifying business engagement in an eCommerce business. A detailed overview of what comprises artificial intelligence and its various utilization in eCommerce is given. We find from a preliminary review that AI is almost ubiquitous in the eCommerce industry. This research work demonstrates how AI is a crucial tool for enhancing business engagement in eCommerce.

Artificial Intelligence

It is a Science of mimicking human-like decision-making capabilities into machines with the help of algorithms and data. The big eCommerce giants established as Walmart labs and Amazon Inc. have continued to record tremendous turnover over the years that have chosen the interests of various scholars. According to Mohapatra [2], the part of AI that has further enhanced the growth of these two giants, as well as upcoming eCommerce stores are their ability to identify and predict customer buying behavior patterns, this pattern recognition algorithm is what is considered to be the driving force behind the success of these stores.

Subfields of Artificial Intelligence

The definition of human intelligence is a combination of reasoning, learning, problem-solving, Linguistic Intelligence, and perception. But unlike humans, machines cannot make decisions based on instinct, vision, knowledge, contexts, surroundings, visual and raw data available, On other hand, machines at all levels use a variety of algorithms, pre-defined steps, backlog data, and machine learning to achieve the desired output.

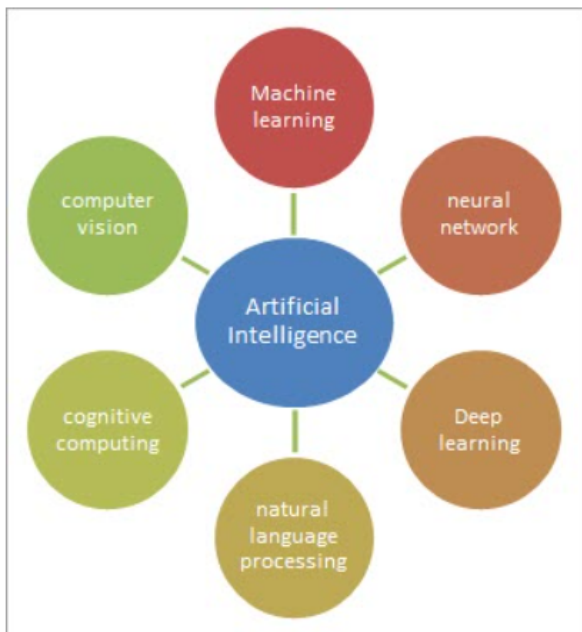


Figure 1: subfields of AI

Machine Learning: Machine learning is an artificial intelligence feature that gives a computer the ability to automatically collect data and learn from the experience of problems or situations encountered rather than exclusively designed programs that perform a specific task.

Recognizing the pattern is also a part of Machine Learning and it is also a key factor behind most of the applications that use AI.

Deep Learning: It is a process of learning by clarifying and analyzing input data in a few ways until the machine finds the one desired output. The machine runs various random algorithms and programs to plot the input sequence to output.

Neural Network: They are computer programs that symbolize the communication of emotions to the human brain. With the help of distinct learning models, this procedure of analyzing data will also give a solution for many associated queries that were unanswered previously. Deep learning in combination with neural networks can unwind the various layers of hidden data. Neural networks can be used to arrange and display data for an organization to better acknowledge customer behavior, which can be used downstream to help marketers and business leaders predict how that behavior will affect future sales.

Natural Language Processing: With this characteristic of AI, computers can translate, interpret, locate, identify and process human language and speech. With the help of NLP, various in-built features of modern e-commerce applications are possible. The Alexa of Amazon is one such example that uses natural language processing and customers can make a purchase or search for any item by simply speaking on the microphone and AI will do its job.

Cognitive Computing: It is a set of interactive, contextual, and flexible systems that add a personal touch to the online user experience. In e-commerce cognitive computing is natural and that is why it is so effective in collecting rich personal data. It works in the following ways by evaluating Customer Data and their online purchase behavior, by predicting Purchases in Advance, Optimal Pricing, digital voice assistant.

Computer Vision: It eases the computer to spontaneously recognize, analyze, and interpret the visual data from the real world images and visuals by capturing and intercepting them. There are features in e-commerce applications where we can upload an image and the search engine then recognizes our image and shows us the products that are similar to it, this is possible because of AI and computer vision that detects the object so seamlessly.

Pandemic's impact on E-commerce

E-commerce has been regularly growing - globally and also in India much before COVID-19. In particular, the arrival of the pandemic and the subsequent lockdown have hampered the continuation of online purchases due to the limitations of the necessity of the relevant item and because of the restrictions imposed on the physical movement that directly affect delivery. Nevertheless, when the lockdown eased the growth of e-commerce was skyrocketing and, life experiences during the closure have triggered the attitudes of choosing e-commerce options once things have returned to normal.

In a way, the Covid-19 pandemic has altered the way we shop, work, and stay in touch with people around us a lot more than anything that has ever happened in the past. As an increasingly large number of people start working from home, they stick to the fundamentals and rarely go out to buy only essentials and constantly worry about the risk of infection in crowded places like supermarkets and food vendors.

On the basis of a few market studies and research, it was predicted that the E-commerce market in India would reach 200 billion US dollars by the end of 2026. However, because of the pandemic, this number is expected to be reached much before the expected time.

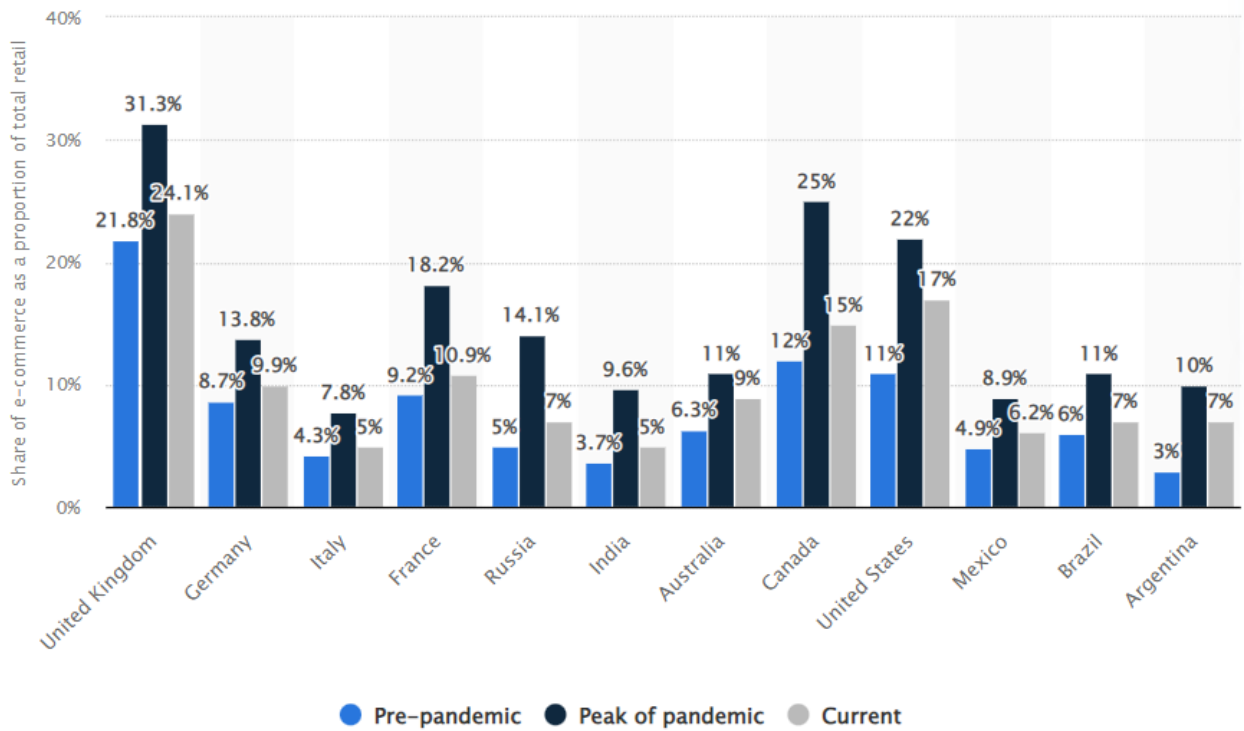


figure 2: Plot on e-commerce impact post-covid-19 [6]

Global online sales reached \$4.29 trillion in 2020, boosted by approx. \$3.46 trillion from 2019 due to this pandemic. The year-on-year growth from 2018 to 2019 was 17.9% that converted to 24.1% in the next year. The total retail sales in 2020 were \$21.11 trillion while 20.2% of it is the online retail sales [7].

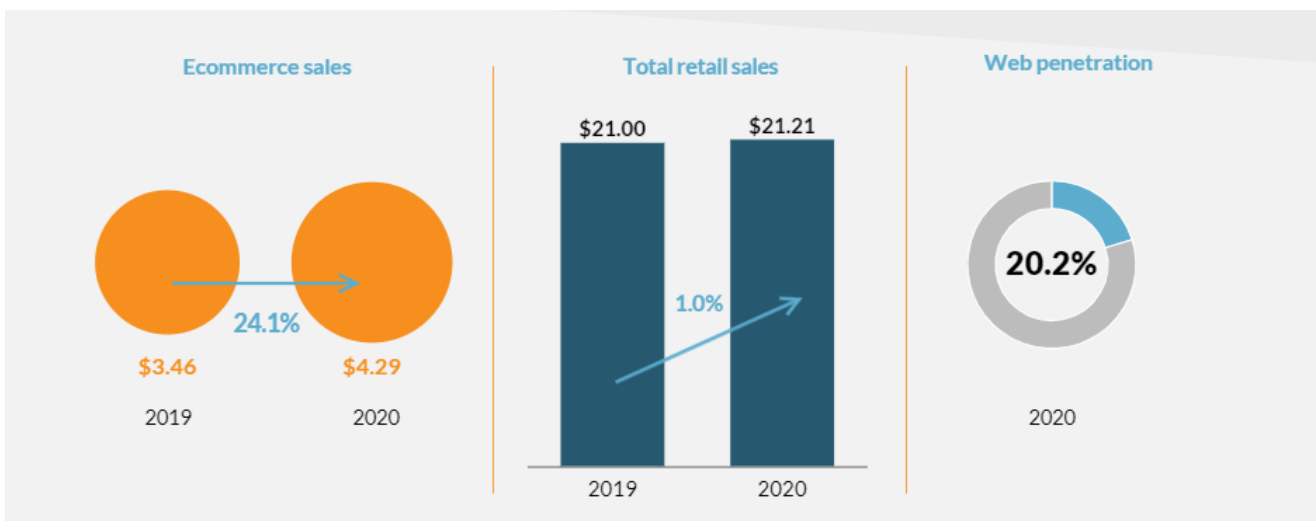


figure 3: Global retail sales. [7]

How Artificial Intelligence affects e-commerce

In this fast-paced world, The essence of AI can be noticed in every sector, be it automatic cash counters to the advanced security verification and authentication at the airport. according to a survey done by Tractica, AI in eCommerce is booming at such a pace that the revenue is expected to reach \$36.8 Billion worldwide by 2025.[8]

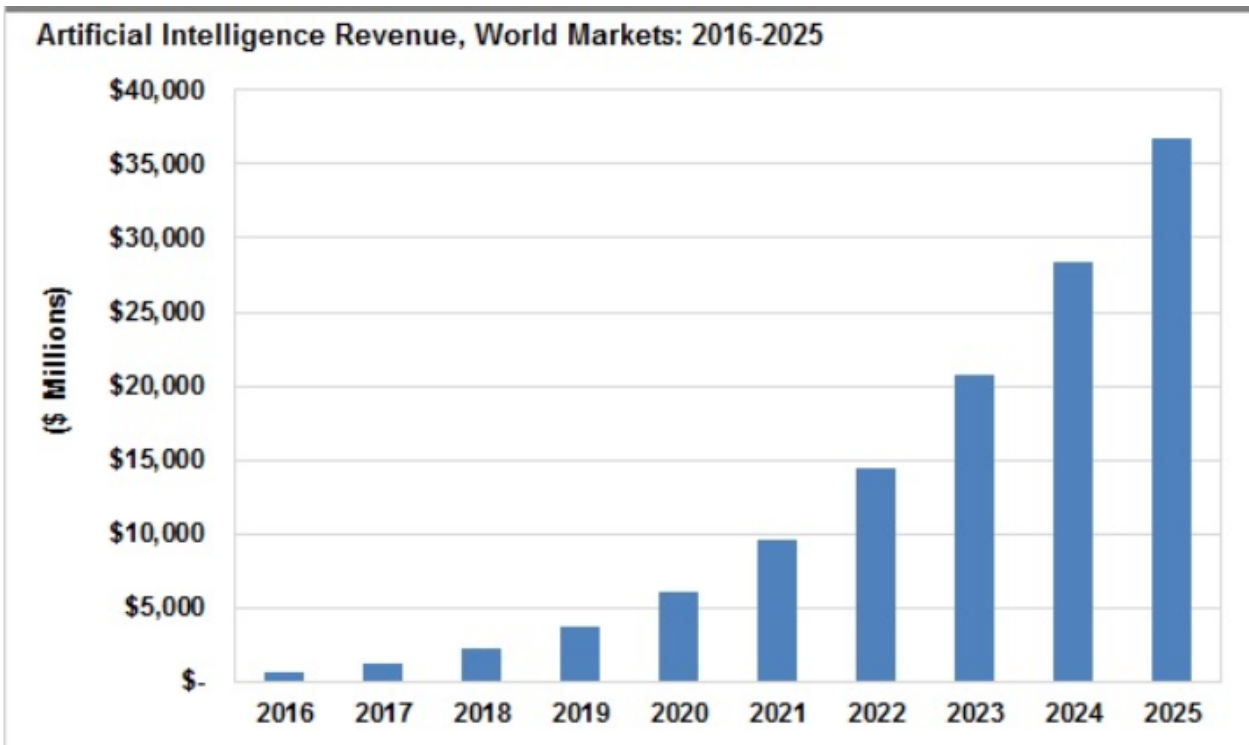


figure 4: Artificial Intelligence revenue. [8]

Artificial Intelligence is already being used by a lot of the e-commerce industry and others have noticed its impact and are working on the process to adopt it.

Every time an application tracks our search history and remembers the products that we have browsed through, every time we are being recommended the products that we have previously searched for, every time we are notified about the sale in our whitelisted or frequently browsed product, every time we are interacting with the chatbots for any query, every time we are talking to the voice assistants and every time we get personalized browsing experience we are knowingly or unknowingly becoming a part of this machine learning process. This has all become possible because of Artificial Intelligence and According to Sophia Martin “, this is how the e-commerce business sector is joining hands to artificial intelligence”[9].

Now, We will be diving deep into every topic that AI is dealing with respect to E-commerce.

Creating customer-centered search and the use of computer vision: As a consumer, we often abandon e-commerce because a lot of time there is a miscommunication between what we are looking for and what we are being shown. However, the tech giants were successfully able to study this loophole and work on its solution. This is where AI-powered computer vision again comes into the picture. AI helps developers to create smart apps that can see through the world just like its user and develop customer-focused user experience through advanced image and video recognition. The Artificially Intelligent software auto-detects tags and labels and perceivably searches for contents in its database by filtering characteristics of the image or video. This feature authorizes users to choose a product in any picture online and then ask the application to surface similar items using image recognition software. AI helps consumers to display interrelated products whether it is size, color, shape, fabric, or even brand. The visual proficiency of such software is remarkably unbelievable.

By first obtaining visual cues from the uploaded imagery, the software can successfully assist the customer in finding the product they desire.



figure 5: Computer Vision in E-commerce.[10]

Personalization: Personalization is the ability to use mass consumers and the data to customize content and web interface. According to a study done by Monetate, “Marketers see an aggregate rise of 23% in trading when they use data to provide personalized experiences.” According to another study by Epsilon 78% of customers are more probable to purchase from a company that provides personalized experiences. Accenture surveys depict that, 83% of consumers are ready to share data to get a convenient, personalized online shopping experience [11]. Netflix says that 80% of their consumers' content is based on algorithmic feedback. Personalizing the results often means a large amount of overwhelming information that is frequently displayed is removed. This practice allows the consumers to make decisions faster and with more confidence. Personalization is done based on our behavior while we are surfing online. Through the products we browse through, through the items we search for, Based on our location, age, gender, and ever based on the links we click online and the articles we read on google. For example, if we read articles related to health and fitness the next thing AI would do is recommend us health supplements and target specific ads on us.

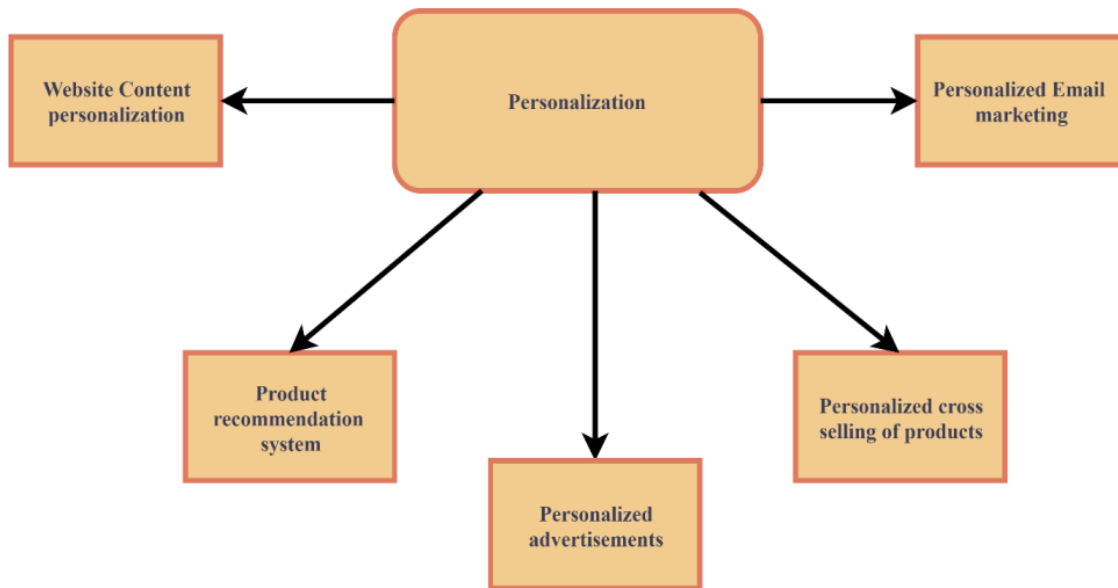


figure 6: Personalization chart

AI Assistants and Chatbots: it helps the brand while dealing and responding to customer’s queries: written as well as voice ones. They use Natural Language Processing to understand the customer’s requirements and these algorithms are being trained repeatedly with a large variety of data to understand the customer’s requirement. One such example is Amazon-powered Alexa. We just need to give a command and amazon’s assistant Alexa would present us with all the available products and that too at according to our filtered requirement and not to forget at the cheapest rate. for example, if you say “Alexa, show my Nike’s sports shoes for women” then the search engine would immediately respond with the following results.

Price and other details may vary based on product size and colour.

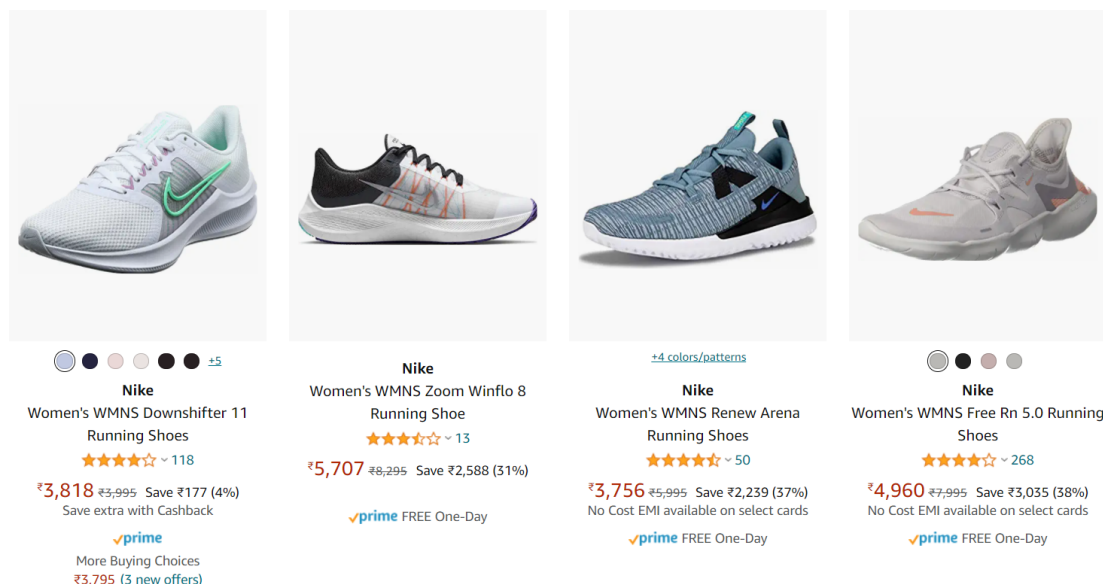


figure 7: the result of a voice-based search on amazon

Sales Forecasting: it is the practice of studying the trend of data based on various factors like season, time of the month, weekdays, time of the year, festival occasion, and ongoing fashion trends, etc. Then feeding these data to the machine learning algorithm that can study the hidden correlated pattern so that we can get an expected sales prediction in a particular time of the year. This will help up majorly in meeting the supply and demand chain by keeping the most demanded items in stock during a particular season. For example, lotions and moisturizers are mostly demanded during the winters, and sunscreen and goggles are mostly demanded during summers. In this way, we can study the data and always keep the items in stock. This practice of sales forecasting also helps us in balancing the prices of the items in e-commerce during the festive season and creating the pricing strategy based on demand.

Filtering Fake Reviews: In the world of online shopping where before making the payment you cannot touch or feel or analyze the product. The online rating and review is the only thing that you can trust and make a decision. According to a study by Zendesk, “90% of respondents who recalled reading online reviews claimed that positive online reviews influenced buying decisions.” [12]. In a market where online reviews decide the entire turnover of a brand or the product, it would be really critical if these reviews turn out to be fake. According to Danny Asling, “Customer reviews have become the cornerstone of trust in the online shopping world.” [13]. Amazon uses AI to filter these fake reviews by doing a background check. Similarly, other platforms like Myntra review and monitor the review before publishing it to cross-verify that the account holder is a genuine purchaser of the product.

Intelligent Searches: Just like any other search engine the search engine used by the e-commerce platform is also capable enough to correct our spelling mistakes and human error and rectify our intentions to give us our desired result. AI-powered search engines track our browsing patterns and history and do searches as per our behavior to help us find exactly what we are looking for.

Enhance Cybersecurity: AI is famous for its fraud detection algorithm. Therefore, an AI-powered app knows how to keep its customer’s data safe and secure.

Conclusion

Business engagement is fundamentally a complete set of value-added approaches that are designed to promote and bolster economic success through viable solutions to the challenges facing a business. eCommerce is predicated upon the efficacy of internet services. Therefore, without efficiency on the internet, eCommerce businesses would collapse. Since every technological system is susceptible to bottlenecks at any given time, whether technical or due to human causes, a proper set of strategies that seeks to mitigate any threats while ensuring the efficacy of the system is requisite.

CODE

HTML

```
<!DOCTYPE
html>

<html lang="en">

<head>

  <meta charset="UTF-8">

  <meta http-equiv="X-UA-Compatible" content="IE=edge">

  <meta name="viewport" content="width=device-width, initial-scale=1.0">

  <title>Yumtum</title>

                                <link                rel="stylesheet"
href="https://cdnjs.cloudflare.com/ajax/libs/font-awesome/5.15.4/css/all.m
in.css">
  <link rel="stylesheet" href="CSS/style.css">

</head>

<body>

<!-- Header Starts
-->

  <header class="header">

    <a href="#" class="logo">

    </a>

  <nav class="navbar">

    <a href="#home">home</a>

    <a href="#about">about</a>

    <a href="#menu">menu</a>

    <a href="#products">products</a>

    <a href="#review">review</a>
```

```

        <a href="#contact">contact</a>

        <a href="#blogs">blogs</a>

</nav>

<div class="icons">

        <div class="fas fa-search" id="search-btn"></div>

                <div class="fas fa-shopping-cart"
id="shopping-cart"></div>

        <div class="fas fa-bars" id="bars"></div>

</div>

<div class="search-form">

                <input type="search" id="search-box"
placeholder="Search here...">

        <label for="search-box" class="fas fa-search"></label>

</div>

<div class="cart-items-container">

        <div class="cart-item">

                <span class="fas fa-times"></span>

                <div class="content">

                        <h3>cart item 01</h3>

                        <div class="price">$15/-</div>

                </div>

        </div>

        <div class="cart-item">

                <span class="fas fa-times"></span>

                <div class="content">

                        <h3>cart item 02</h3>

                        <div class="price">$10/-</div>

                </div>

```

```
</div>
<div class="cart-item">
  <span class="fas fa-times"></span>
  
  <div class="content">
    <h3>cart item 03</h3>
    <div class="price">$12/-</div>
  </div>
</div>
<div class="cart-item">
  <span class="fas fa-times"></span>
  
  <div class="content">
    <h3>cart item 04</h3>
    <div class="price">$25/-</div>
  </div>
</div>
<a href="#" class="btn">checkout now</a>
</div>
</header>
<!-- Header End -->
```

```
<!-- Home Section
Starts -->
```

```
<section class="home" id="home">
  <div class="content">
    <h3>Fresh cakes for special occasion</h3>
    <p>Get fresh homemade customized cakes for your loved
ones delivered at your home</p>
    <a href="#" class="btn">Order Now</a> </a>
  </div>
</section>
```

```
<!-- About Section Starts -->
```

```
<section class="about" id="about">
```

```
<h1 class="heading"><span>about</span> us </h1>
```

```
<div class="row">
```

```
<div class="image">
```

```

```

```
</div>
```

```
<div class="content">
```

```
<h3>What makes our cakes special?</h3>
```

```
<p>Lorem ipsum dolor sit amet consectetur adipisicing elit. Quis  
natus
```

```
fugiat, error delectus quod, dolor iure, et officiis esse hic  
quos laborum assumenda ad
```

```
commodi quia doloribus incidunt. Recusandae voluptate, saepe  
velit quam, sint officia ipsam hic rem, cumque eveniet
```

```
vel eos sit dolores error! Lorem ipsum dolor sit amet  
consectetur, adipisicing elit. Vel eum pariatur voluptate praesentium ipsum  
veritatis tempora cum, vitae nam ullam mollitia tenetur rem. Alias magnam rerum  
consectetur error voluptates quia perspiciatis, veniam ducimus sapiente animi,  
reiciendis aut odit molestiae tempora dolores dignissimos fugiat dolorem sequi  
illo eligendi. Quia, iste sapiente!</p>
```

```
<p>Lorem, ipsum dolor sit amet consectetur adipisicing elit. Iure  
nulla, non nesciunt voluptatem error dicta tenetur aliquam repellat. Enim veniam  
sapiente culpa error dolores.</p>
```

```
<a href="#" class="btn">Learn more</a>
```

```
</div>
```

```
</div>
```



```
</section>
```

```
<!-- About Section Ends -->
```

```
<!-- Menu section Starts -->
```

```
<section class="menu" id="menu">
```

```
  <h1 class="heading">Our <span>menu </span></h1>
```

```
  <div class="box-container">
```

```
    <div class="box">
```

```
      
```

```
      <h3>Chocolate burst cake</h3>
```

```
      <div class="price">₹1200<span>1359</span></div>
```

```
      <a href="#" class="btn">add to cart</a>
```

```
    </div>
```

```
    <div class="box">
```

```
      
```

```
      <h3>Chocolate burst cake</h3>
```

```
      <div class="price">₹700<span>759</span></div>
```

```
      <a href="#" class="btn">add to cart</a>
```

```
    </div>
```

```
    <div class="box">
```

```
      
```

```
      <h3>Chocolate heart cake</h3>
```

```
      <div class="price">₹500<span>659</span></div>
```

```
      <a href="#" class="btn">add to cart</a>
```

```
    </div>
```

```
    <div class="box">
```

```
      
```

```
<h3>Dry fruits cake</h3>
<div class="price">₹700<span>759</span></div>
<a href="#" class="btn">add to cart</a>
</div>
<div class="box">
  
  <h3>Orange flavoured cake</h3>
  <div class="price">₹700<span>759</span></div>
  <a href="#" class="btn">add to cart</a>
</div>
<div class="box">
  
  <h3>Pistachio flavoured cake</h3>
  <div class="price">₹700<span>759</span></div>
  <a href="#" class="btn">add to cart</a>
</div>
<div class="box">
  
  <h3>Rose cake</h3>
  <div class="price">₹700<span>759</span></div>
  <a href="#" class="btn">add to cart</a>
</div>
<div class="box">
  
  <h3>Vanilla cake</h3>
  <div class="price">₹700<span>759</span></div>
  <a href="#" class="btn">add to cart</a>
</div>
<div class="box">
  
  <h3>Barbie cake</h3>
  <div class="price">₹700<span>759</span></div>
  <a href="#" class="btn">add to cart</a>
</div>
```

```
</div>
<div class="box">
    
    <h3>Friends Theme cake</h3>
    <div class="price">₹700<span>759</span></div>
    <a href="#" class="btn">add to cart</a>
</div>
<div class="box">
    
    <h3>Frozen Theme cake</h3>
    <div class="price">₹700<span>759</span></div>
    <a href="#" class="btn">add to cart</a>
</div>
<div class="box">
    
    <h3> Makeup Lover Theme cake</h3>
    <div class="price">₹700<span>759</span></div>
    <a href="#" class="btn">add to cart</a>
</div>
<div class="box">
    
    <h3>Mickey Mouse Theme cake</h3>
    <div class="price">₹700<span>759</span></div>
    <a href="#" class="btn">add to cart</a>
</div>
<div class="box">
    
    <h3>Christmas santa Theme cake</h3>
    <div class="price">₹700<span>759</span></div>
    <a href="#" class="btn">add to cart</a>
</div>
<div class="box">
    
```

```
<h3>Ciggi lover Theme cake</h3>
<div class="price">₹700<span>759</span></div>
<a href="#" class="btn">add to cart</a>
</div>
<div class="box">
  
  <h3>Unicorn cake</h3>
  <div class="price">₹700<span>759</span></div>
  <a href="#" class="btn">add to cart</a>
</div>
<div class="box">
  
  <h3>Black Layered cake</h3>
  <div class="price">₹1200<span>1259</span></div>
  <a href="#" class="btn">add to cart</a>
</div>
<div class="box">
  
  <h3>Blue Layered cake</h3>
  <div class="price">₹1200<span>1259</span></div>
  <a href="#" class="btn">add to cart</a>
</div>
<div class="box">
  
  <h3>Pink Layered cake</h3>
  <div class="price">₹1200<span>1259</span></div>
  <a href="#" class="btn">add to cart</a>
</div>
<div class="box">
  
  <h3>White Layered Wedding cake</h3>
  <div class="price">₹1200<span>1259</span></div>
  <a href="#" class="btn">add to cart</a>
```

```
</div>
<div class="box">
  
  <h3>cupcake</h3>
  <div class="price">₹500<span>559</span></div>
  <a href="#" class="btn">add to cart</a>
</div>
<div class="box">
  
  <h3>cupcake</h3>
  <div class="price">₹500<span>559</span></div>
  <a href="#" class="btn">add to cart</a>
</div>
<div class="box">
  
  <h3>cupcake</h3>
  <div class="price">₹500<span>559</span></div>
  <a href="#" class="btn">add to cart</a>
</div>
<div class="box">
  
  <h3>Gift Hamper</h3>
  <div class="price">₹1000<span>1059</span></div>
  <a href="#" class="btn">add to cart</a>
</div>
<div class="box">
  
  <h3>Gift Hamper</h3>
  <div class="price">₹1000<span>1059</span></div>
  <a href="#" class="btn">add to cart</a>
</div>
<div class="box">
  
```

```

        <h3>Gift Hamper</h3>
        <div class="price">₹1000<span>1059</span></div>
        <a href="#" class="btn">add to cart</a>
    </div>
    <div class="box">
        
        <h3>Gift Hamper</h3>
        <div class="price">₹1000<span>1059</span></div>
        <a href="#" class="btn">add to cart</a>
    </div>

</div>
</section>

<!-- Menu Section ends -->

<!-- Our Products -->

<!-- <section class="products" id="products">
    <h1 class="heading">our <span>range of Services</span></h1>

    <div class="box-container">
        <div class="box">
            <div class="image">
                
            </div>
            <div class="content">
                <h3>Fresh Homemade Cakes</h3>
            </div>
            <div class="image">
                
            </div>
        </div>
    </div>
</section>

```

```
</div>
<div class="content">
  <h3>Fresh Homemade cupcakes</h3>
</div>
<div class="image">
  
</div>
<div class="content">
  <h3>Gift Hampers</h3>
</div>
<div class="image">
  
</div>
<div class="content">
  <h3>Fresh Homemade Indian Sweets</h3>
</div>
<div class="image">
  
</div>
<div class="content">
  <h3>flavoured shakes</h3>
</div>
<div class="image">
  
</div>
<div class="content">
  <h3>Pizza</h3>
</div>
</div>
-->
```

```
<!-- Our Product ends -->
```

```
<section class="review" id="review">

  <h1 class="heading">Our <span>Services</span></h1>

  <div class="box-container">

    <div class="box">

      <h3>Pizza Delivery</h3>

      <div class="stars">

        <i class="fas fa-star"></i>

        <i class="fas fa-star"></i>

        <i class="fas fa-star"></i>

        <i class="fas fa-star"></i>

        <i class="fas fa-star-half-alt"></i>

      </div>

    </div>

    <div class="box">

      <h3>Fresh Homemade cake Delivery</h3>

      <div class="stars">

        <i class="fas fa-star"></i>

        <i class="fas fa-star"></i>

        <i class="fas fa-star"></i>

        <i class="fas fa-star"></i>

        <i class="fas fa-star-half-alt"></i>

      </div>

    </div>

    <div class="box">

      <h3>Cupcakes Delivery</h3>

      <div class="stars">

        <i class="fas fa-star"></i>

        <i class="fas fa-star"></i>

        <i class="fas fa-star"></i>
```



```
        <i class="fas fa-star"></i>
        <i class="fas fa-star-half-alt"></i>
    </div>
</div>
<div class="box">
    
    <h3>Gifthampers customizations</h3>
    <div class="stars">
        <i class="fas fa-star"></i>
        <i class="fas fa-star"></i>
        <i class="fas fa-star"></i>
        <i class="fas fa-star"></i>
        <i class="fas fa-star-half-alt"></i>
    </div>
</div>
<div class="box">
    
    <h3>Shakes Delivery</h3>
    <div class="stars">
        <i class="fas fa-star"></i>
        <i class="fas fa-star"></i>
        <i class="fas fa-star"></i>
        <i class="fas fa-star"></i>
        <i class="fas fa-star-half-alt"></i>
    </div>
</div>
</div>
</section>

<!-- Contact Section -->

<section class="contact" id="contact">
```

```
<h1 class="heading"> <span>contact</span> us </h1>
```

```
<div class="row">
```

```
    <iframe class="map"
```

```
        src="https://www.google.com/maps/embed?pb=!1m18!1m12!1m3!1d30153.788252261566!2d72.82321484621745!3d19.141690214227783!2m3!1f0!2f0!3f0!3m2!1i1024!2i768!4f13.1!3m3!1m2!1s0x3be7b63aceef0c69%3A0x2aa80cf2287dfa3b!2sJogeshwari%20West%2C%20Mumbai%2C%20Maharashtra%20400047!5e0!3m2!1sen!2sin!4v1629452077891!5m2!1sen!2sin"
```

```
        allowfullscreen="" loading="lazy"></iframe>
```

```
        <!-- <iframe width="600" height="450" style="border:0" loading="lazy" allowfullscreen
```

```
        src="https://www.google.com/maps/embed/v1/place?q=hanuman%20vatila%20rairanpur&key=..."></iframe> -->
```

```
    <form action="">
```

```
        <h3>get in touch</h3>
```

```
        <div class="inputBox">
```

```
            <span class="fas fa-user"></span>
```

```
            <input type="text" placeholder="name">
```

```
        </div>
```

```
        <div class="inputBox">
```

```
            <span class="fas fa-envelope"></span>
```

```
            <input type="email" placeholder="email">
```

```
        </div>
```

```
        <div class="inputBox">
```

```
            <span class="fas fa-phone"></span>
```

```
            <input type="number" placeholder="number">
```

```
        </div>
```

```
        <input type="submit" value="contact now" class="btn">
```

```
    </form>
```

```
</div>
```

```
</section>
```

```
<section class="blogs" id="blogs">
```

```
<h1 class="heading"> My Secret Recipes <span>Tutorial</span> </h1>
```

```
<div class="box-container">
```

```
<div class="box">
```

```
<div class="image">
```

```

```

```
</div>
```

```
<div class="content">
```

```
<a href="#" class="title">Eggless Fudgy Choclate Brownie</a>
```

```
<span>by admin / 3rd November, 2021</span>
```

```
<p>Learn how to cook delicious eggless fudgy chocolate brownie  
for you and your loved ones</p>
```

```
<a href="https://www.youtube.com/watch?v=TUGVtr7OaOE"  
target="_blank" class="btn">Learn Now</a>
```

```
</div>
```

```
</div>
```

```
<div class="box">
```

```
<div class="image">
```

```

```

```
</div>
```

```
<div class="content">
```

```
<a href="#" class="title">Home made delicious Donuts</a>
```

```
<span>by admin / 1st December, 2021</span>
```

```
<p>Cook Eggless and yeast Less Delious Spongy flavoured  
donuts.</p>
```

```
<a href="https://www.youtube.com/watch?v=3LtsiNDURWA"  
target="_blank" class="btn">Learn Now</a>
```

```
        </div>
    </div>

    <div class="box">
        <div class="image">
            
        </div>
        <div class="content">
            <a href="#" class="title">tasty Paneer Lababdar</a>
            <span>by admin / 5th December, 2021</span>
            <p>Learn my secret recipe for Paneer lababdar in restraunt
style</p>
            <a href="https://www.youtube.com/watch?v=VuEz2sliFpw"
target="_blank" class="btn">Learn Now</a>
        </div>
    </div>

</div>

</section>

<section class="footer">

    <div class="share">
        <a href="https://www.facebook.com/yumtum1503" target="_blank"
class="fab fa-facebook-f"></a>
        <a
href="https://www.youtube.com/channel/UC1uUbwfQ_ZwSWTOgou6VxqA/video"
target="_blank" class="fab fa-youtube"></a>
        <a href="https://www.instagram.com/yumtum15/" target="_blank"
class="fab fa-instagram"></a>
    </div>

    <div class="links">
        <a href="#">home</a>
```

```
<a href="#">about</a>
<a href="#">menu</a>
<a href="#">products</a>
<a href="#">review</a>
```

```
<a
href="#">co
ntact</a>
```

```
<a href="#">blogs</a>
</div>
```

```
<div class="credit">created with Love ❤ by <span>Tanya and
Abhishek</span></div> || all rights reserved by Yumtum</div>
```

```
</section>
```

```
<!-- Contact -->
```

```
<script src="js/script.js"></script>
```

```
</body>
```

```
</html>
```

CSS

```
:root
{
  --main-color: #d3ad7f;
  --black: #13131a;
  --bg: #010103;
  --border: .1rem solid
  rgba(255,255,255,.3);
}
```

```
*
{
    font-family: 'Baloo Bhaijaan 2',
    cursive;
    margin: 0;
    padding: 0;
    box-sizing: border-box;
    outline: none;
    border: none;
    text-decoration: none;
    text-transform: capitalize;
    transition: 2s linear;
}
```

```
html{
    font-size: 62.5%;
    overflow-x: hidden;
    scroll-padding-top: 9rem;
    scroll-behavior: smooth;
}
```

```
html::-webkit-scrollbar{
    width: .8rem;
}
html::-webkit-scrollbar-track{
    background: transparent;
}
html::-webkit-scrollbar-thumb{
    background: #fff;
    border-radius: 5rem;
}
```

```
body{
  background: var(--bg);
}

section{
  padding: 2rem 7%;
}

.heading{
  text-align: center;
  color:#fff;
  text-transform: uppercase;
  padding-bottom: 3.5rem;
  font-size: 4rem;
}

.heading span{
  color:var(--main-color);
  text-transform: uppercase;
}

.btn{
  margin-top: 1rem;
  display: inline-block;
  padding:.9rem 3rem;
  font-size: 1.7rem;
  color:#fff;
  background: var(--main-color);
  cursor: pointer;
}

.btn:hover{
  letter-spacing: .2rem;
}
```

```
.header{
  background:var(--bg);
  display:flex;
  align-items:center;
  justify-content:space-between;
  padding:1.5rem 7%;
  border-bottom:var(--border);
  position:fixed;
  top:0;
  left:0;
  right:0;
  z-index:1000;
}
```

```
.header .logo img{
  height:6rem;
}
```

```
.header .navbar a{
  margin:0 1rem;
  font-size:1.6rem;
  color:#fff;
}
```

```
.header .navbar a:hover{
  color:var(--main-color);
  border-bottom:.1rem solid
var(--main-color);
  padding-bottom:.5rem;
}
```

```
.header .icons div{
```



```
    color:#fff;

    cursor: pointer;

    font-size: 2.5rem;

    margin-left: 2rem;

}
```

```
.header .icons div:hover{

    color: var(--main-color);

}
```

```
#menu-btn{

    display: none;

}
```

```
.header .search-form{

    position:absolute;

    top:115%;

    right: 7%;

    background: #fff;

    width:50rem;

    height: 5rem;

    display: flex;

    align-items: center;

    transform: scaleY(0);

    transform-origin: top;

}
```

```
.header .search-form.active{

    transform: scaleY(1);

}
```

```
.header .search-form input{
```

```
height:100%;  
width:100%;  
font-size:1.6rem;  
color: var(--black);  
padding:1rem;  
text-transform: none;  
}
```

```
.header .search-form label{  
  cursor: pointer;  
  font-size: 2.2rem;  
  margin-right: 1.5rem;  
  color: var(--black);  
}
```

```
.header .search-form label:hover{  
  color:var(--main-color);  
}
```

```
.header .cart-items-container{  
  position: absolute;  
  top:100%; right: -100%;  
  height: calc(100vh - 9.5rem);  
  width: 35rem;  
  background: #fff;  
  padding:0 1.5rem;  
}
```

```
.header .cart-items-container.active{  
  right: 0;
```

```
}
```

```
.header .cart-items-container  
.cart-item{  
  position: relative;  
  margin:2rem 0;  
  display: flex;  
  align-items: center;  
  gap:1.5rem;  
}
```

```
.header .cart-items-container  
.cart-item .fa-times{  
  position: absolute;  
  top:1rem; right: 1rem;  
  font-size: 2rem;  
  cursor: pointer;  
  color: var(--black);  
}
```

```
.header .cart-items-container  
.cart-item .fa-times:hover{  
  color:var(--main-color);  
}
```

```
.header .cart-items-container  
.cart-item img{  
  height: 7rem;  
}
```

```
.header .cart-items-container  
.cart-item .content h3{  
  font-size: 2rem;
```

```
    color:var(--black);  
    padding-bottom: .5rem;  
}
```

```
.header .cart-items-container  
.cart-item .content .price{  
    font-size: 1.5rem;  
    color:var(--main-color);  
}
```

```
.header .cart-items-container .btn{  
    width: 100%;  
    text-align: center;  
}
```

```
.home{  
    min-height: 100vh;  
    display: flex;  
    align-items: center;  
    background:  
url(../jose-tebar-rlcIcF532ns-unsplash.  
jpg);  
    background-size: cover;  
    background-position: center;  
  
}
```

```
.home .content{  
    max-width: 60rem;  
}
```

```
.home .content h3{  
  font-size: 6rem;  
  text-transform: uppercase;  
  color:#fff;  
}
```

```
.home .content p{  
  font-size: 2rem;  
  font-weight: lighter;  
  line-height: 1.8;  
  padding:1rem 0;  
  color:#eee;  
}
```

```
.about .row{  
  display: flex;  
  align-items: center;  
  background:var(--black);  
  flex-wrap: wrap;  
}
```

```
.about .row .image{  
  flex:1 1 45rem;  
}
```

```
.about .row .image img{  
  width: 100%;  
}
```

```
.about .row .content{  
  flex:1 1 45rem;  
  padding:2rem;
```

```
}
```

```
.about .row .content h3{  
    font-size: 3rem;  
    color:#fff;  
}
```

```
.about .row .content p{  
    font-size: 1.6rem;  
    color:#ccc;  
    padding:1rem 0;  
    line-height: 1.8;  
}
```

```
/* about ends */
```

```
/* Menu starts */
```

```
.menu .box-container{  
    display: grid;  
    grid-template-columns:  
repeat(auto-fit, minmax(30rem, 1fr));  
    gap:1.5rem;  
}
```

```
.menu .box-container .box{  
    padding:5rem;  
    text-align: center;  
    border:var(--border);
```

```
}
```

```
.menu .box-container .box img{  
  height: 28rem;  
  width: 23rem;  
}
```

```
.menu .box-container .box h3{  
  color: #fff;  
  font-size: 2rem;  
  padding: 1rem 0;  
}
```

```
.menu .box-container .box .price{  
  color: #fff;  
  font-size: 2.5rem;  
  padding: .5rem 0;  
}
```

```
.menu .box-container .box .price span{  
  font-size: 1.5rem;  
  text-decoration: line-through;  
  font-weight: lighter;  
}
```

```
.menu .box-container .box: hover{  
  background: #fff;  
}
```

```
.menu .box-container .box: hover > *{
```

```
    color:var(--black);
}

.products .box-container{
    display: grid;
    grid-template-columns:
repeat(auto-fit, minmax(30rem, 1fr));
    gap:1.5rem;
}

.products .box-container .box{
    text-align: center;
    border:var(--border);
    padding: 2rem;
}

.products .box-container .box .icons a{
    height: 5rem;
    width: 5rem;
    line-height: 5rem;
    font-size: 2rem;
    border:var(--border);
    color:#fff;
    margin:.3rem;
}

.products .box-container .box .icons
a:hover{
    background:var(--main-color);
}

.products .box-container .box .image{
```



```
padding: 2.5rem 0;
}

.products .box-container .box .image
img{
  height: 25rem;
}

.products .box-container .box .content
h3{
  color:#fff;
  font-size: 2.5rem;
}

.products .box-container .box .content
.stars{
  padding: 1.5rem;
}

.products .box-container .box .content
.stars i{
  font-size: 1.7rem;
  color: var(--main-color);
}

.products .box-container .box .content
.price{
  color:#fff;
  font-size: 2.5rem;
}

.products .box-container .box .content
.price span{
```

```
    text-decoration: line-through;

    font-weight: lighter;

    font-size: 1.5rem;
}

/* Menu ends */

/* .products .box-container{

    display: grid;

    grid-template-columns:
repeat(auto-fit, minmax(30rem, 1fr));
    gap:1.5rem;
}

.products .box-container .box{

    text-align: center;

    border:var(--border);

    padding: 2rem;
}

.products .box-container .box .icons a{

    height: 5rem;

    width: 5rem;

    line-height: 5rem;

    font-size: 2rem;

    border:var(--border);

    color:#fff;

    margin:.3rem;
}

.products .box-container .box .icons
a:hover{

    background:var(--main-color);
}
}
```

```
.products .box-container .box .image{
  padding: 2.5rem 0;
}
```

```
.products .box-container .box .image
img{
  height: 25rem;
}
```

```
.products .box-container .box .content
h3{
  color:#fff;
  font-size: 2.5rem;
}
```

```
.products .box-container .box .content
.stars{
  padding: 1.5rem;
}
```

```
.products .box-container .box .content
.stars i{
  font-size: 1.7rem;
  color: var(--main-color);
}
```

```
.products .box-container .box .content
.price{
  color:#fff;
  font-size: 2.5rem;
}
```

```
.products .box-container .box .content
.price span{
  text-decoration: line-through;
  font-weight: lighter;
}
```

```
    font-size: 1.5rem;
} */

.review .box-container{
    display: grid;
    grid-template-columns:
repeat(auto-fit, minmax(30rem, 1fr));
    gap:1.5rem;
}

.review .box-container .box img{
    height: 23rem;
    width: 23rem;
}

.review .box-container .box{
    border:var(--border);
    text-align: center;
    padding:3rem 2rem;
}

.review .box-container .box p{
    font-size: 1.5rem;
    line-height: 1.8;
    color:#ccc;
    padding:2rem 0;
}

.review .box-container .box .user{
    height: 7rem;
    width: 7rem;
    border-radius: 50%;
    object-fit: cover;
```

```
}
```

```
.review .box-container .box h3{
```

```
padding:1rem 0;
```

```
font-size: 2rem;
```

```
color:#fff;
```

```
}
```

```
.review .box-container .box .stars i{
```

```
font-size: 1.5rem;
```

```
color:var(--main-color);
```

```
}
```

```
.contact .row{
```

```
display: flex;
```

```
background:var(--black);
```

```
flex-wrap: wrap;
```

```
gap:1rem;
```

```
}
```

```
.contact .row .map{
```

```
flex:1 1 45rem;
```

```
width: 100%;
```

```
object-fit: cover;
```

```
}
```

```
.contact .row form{
```

```
flex:1 1 45rem;
```

```
padding:5rem 2rem;
```

```
    text-align: center;
}

.contact .row form h3{
    text-transform: uppercase;
    font-size: 3.5rem;
    color:#fff;
}

.contact .row form .inputBox{
    display: flex;
    align-items: center;
    margin-top: 2rem;
    margin-bottom: 2rem;
    background:var(--bg);
    border:var(--border);
}

.contact .row form .inputBox span{
    color:#fff;
    font-size: 2rem;
    padding-left: 2rem;
}

.contact .row form .inputBox input{
    width: 100%;
    padding:2rem;
    font-size: 1.7rem;
    color:#fff;
    text-transform: none;
    background:none;
```

```
}
```

```
.blogs .box-container{  
  display: grid;  
  grid-template-columns:  
repeat(auto-fit, minmax(30rem, 1fr));  
  gap:1.5rem;  
}
```

```
.blogs .box-container .box{  
  border:var(--border);  
}
```

```
.blogs .box-container .box .image{  
  height: 25rem;  
  overflow:hidden;  
  width: 100%;  
}
```

```
.blogs .box-container .box .image img{  
  height: 100%;  
  object-fit: cover;  
  width: 100%;  
}
```

```
.blogs .box-container .box:hover .image  
img{  
  transform: scale(1.2);  
}
```

```
.blogs .box-container .box .content{
```

```
padding:2rem;
}

.blogs .box-container .box .content
.title{
  font-size: 2.5rem;

  line-height: 1.5;

  color:#fff;
}

.blogs .box-container .box .content
.title:hover{
  color:var(--main-color);
}

.blogs .box-container .box .content
span{
  color:var(--main-color);

  display: block;

  padding-top: 1rem;

  font-size: 2rem;
}

.blogs .box-container .box .content p{

  font-size: 1.6rem;

  line-height: 1.8;

  color:#ccc;

  padding:1rem 0;
}

.footer{

  background:var(--black);
```



```
    text-align: center;
}
```

```
.footer .share{
    padding:1rem 0;
}
```

```
.footer .share a{
    height: 5rem;
    width: 5rem;
    line-height: 5rem;
    font-size: 2rem;
    color:#fff;
    border:var(--border);
    margin:.3rem;
    border-radius: 50%;
}
```

```
.footer .share a:hover{
    background-color: var(--main-color);
}
```

```
.footer .links{
    display: flex;
    justify-content: center;
    flex-wrap: wrap;
    padding:2rem 0;
    gap:1rem;
}
```

```
.footer .links a{
```

```
padding:.7rem 2rem;

color:#fff;

border:var(--border);

font-size: 2rem;

}

.footer .links a:hover{

background:var(--main-color);

}

.footer .credit{

font-size: 2rem;

color:#fff;

font-weight: lighter;

padding:1.5rem;

}

.footer .credit span{

color:var(--main-color);

}

/* Media Queries */

@media (max-width:991px){

html{
```

```
        font-size: 55%;
    }

    .header{
        padding:1.5rem 2rem;
    }

    section{
        padding:2rem ;
    }

}

@media (max-width:768px){

    #menu-btn{
        display: inline-block;
    }

    .header .navbar{
        position: absolute;
        top:100%; right: -100%;
        background: #fff;
        width: 30rem;
        height: calc(100vh - 9.5rem);
    }

    .header .navbar.active{
        right:0;
    }
}
```

```
.header .navbar a{
    color:var(--black);
    display: block;
    margin:1.5rem;
    padding:.5rem;
    font-size: 2rem;
}
```

```
.header .search-form{
    width: 90%;
    right: 2rem;
}
```

```
.home{
    background-position: left;
    justify-content: center;
    text-align: center;
}
```

```
.home .content h3{
    font-size: 4.5rem;
}
```

```
.home .content p{
    font-size: 1.5rem;
}
```

```
}
```

```
@media (max-width:450px){
```

```
  html{
```

```
    font-size: 50%;
```

```
  let navbar=
```

```
  document.querySelector('.navbar');
```

```
  document.querySelector('#menu-btn').onclick
```

```
  = ()=>{
```

```
    navbar.classList.toggle('active');
```

```
    searchForm.classList.remove("active");
```

```
    cartItem.classList.remove("active");
```

```
  }
```

```
  let navbar=
```

```
  document.querySelector('.search-form');
```

```
  document.querySelector('#search-btn').onclick
```

```
  = ()=>{
```

```
    searchForm.classList.toggle('active');
```

```
    navbar.classList.remove("active");
```

```
    cartItem.classList.remove("active");
```

```
  }
```

```
  let cartItem=
```

```
  document.querySelector('.cart-items-container');
```

```
  document.querySelector('#cart-btn').onclick
```

```
  = ()=>{
```

```
        cartItem.classList.toggle('active');
        navbar.classList.remove("active");

        searchForm.classList.remove("active");

    }

    window.onscroll=()=>{
        navbar.classList.remove('active');

        searchForm.classList.remove('active');
        cartItem.classList.remove('active');
    }
}
```

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