

Nearest Shop Android App (Online Advertising of Offline Shops)

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Abstract

Basically the project smart shop system deals with online advertising of offline shops. In this project we are trying to combine the advantages of both online and offline shopping systems to provide customers a better option with high benefits. The application will be a central medium that will encapsulate solution for the variety of problems of retail shops. The application will consist of various sections of shopping like clothing, accessories, electronics, home and kitchen. Each section will have a database of retail shops regarding that particular section. Each particular retail shop will include the products available in that store. The user can search for the product required by him/her. Each of the product or retail shop can have discounts associated with it based on the proprietor's scheme of advertising. The user will be provided with a benefit that based on location of user the nearby retail shops are displayed initially. According to shopping of user, new suggestions will be available based on discounts also.

Keywords: Android Application, Internet of Things, Data Mining, Gps Tracking

I. INTRODUCTION

To support the online advertising of offline shop (retailers) some common medium is required to help business strategy. The android application is now a best way to reach to large audience. Many retailers have to face problems like they have to use various advertising in tv, newspaper, pamphlets, flex. So if a common medium development is a need of market.

The customers can also be reliable on offline shop products as they can insure the product before purchasing it. Various price comparing algorithms can be used to make a best deal for user.

The online shopping system has a very high demand because of its ease and high availability. Globally, online sales already exceed 1 trillion a year. This tremendous increase in online shopping affected the retailers around us. The growth in online shopping doesn't mean that retailers or offline shops are no longer required. The online websites used variety of techniques to know the interests of individual. After many practices now online shopping has become a stable platform for shopping.

To compete with the online shopping model we visited some shops and had a discussion with proprietor for their experiences. The offline shops have numerous products with confidentiality. The retailers use pamphlets, TV advertising, Radio advertising, newspaper advertising and many other mediums for advertising their products. And each individual retailer has to do it separately that is no common medium is available to them.

After studying all the aspects in survey, we discussed the same to come with any solution that will address the problems with retail shops to compete it with online shopping model. For that purpose we selected the medium which is most probably used for online shopping which is internet. Then we discovered that generally used device is Smartphone. So we decided to develop an Android application. The application will be a central medium that will encapsulate solution for the variety of problems of retail shops. The application will consist of various sections of shopping like clothing, accessories, electronics, home and kitchen.

Each section will have a database of retail shops regarding that particular section. Each particular retail shop will include the products available in that store. The user can search for the product required by him/her. Each of the product or retail shop can have discounts associated with it based on the proprietor's scheme of advertising. The user will be provided with a benefit that based on location of user the nearby retail shops are displayed initially. According to shopping of user, new suggestions will be available based on discounts also.

II. IMPLEMENTATION

We will try to implement the project by considering the use of the proposed system to a large user's group. The motivation is to cover set of users so as to accompany the online shopping websites and also to promote the retailer shops business.

The Android application or IOS application with the integrity of website, the proposed system can be implemented and provided to several consumers. As the current market trend specifies the use and availability of android customers more than IOS customers, The Android application is well suited for the project.

Android provides the API's and developer tools with the development environment using which one can concentrate on the basic purpose rather than worrying for unrelated problems.

III. USE OF DATA MINING

The project requires use of some of the data mining techniques for competing with the online traders. The E-commerce websites uses the customer buying patterns to provide them with better discounts on relevant products. Also some techniques ensure the proper working of overall website.

Using data mining the methods of attracting customers and enhancing the business in terms of money is general strategy of such businesses.

Similar techniques can also be applied to the smart shop application. The database and mining techniques are as similar as those used in the online shopping.

IV. INTERNET OF THINGS

The term Internet of things refers to the connecting the real world things to the internet as much as possible. It is the idea that suggests connecting billions of devices that we use in our day-to-day life to a common source Internet. It provides many benefits but comes with many challenges.

The smart shop system is one of the ways to take advantage of Internet of things. There are infinite retail shops around the world and connecting all such shops with Internet will provide high benefits.

V. GPS TRACKING

The android devices are manufactured with implicit support to gps tracking systems. The advantage of it is to get the user location and provide the best deals, discounts, offers around that location.

The users of smart shop system will get notified when offers intended are available near to the permanent location of user as well as the current location of the user.

The user request for any specific product or service can be made available which is nearest from the location of user.

A. Goals and Objectives

- 1) Enhancing users shopping experience by giving information about best deals through an android application.
- 2) Providing a common platform for the shopkeepers to advertise their goods and services and enabling them to enhance their business.
- 3) Avoiding the advertising media such as tv, newspaper, pamphlets, flex which is costlier for every proprietor.

VI. SYSTEM ARCHITECTURE

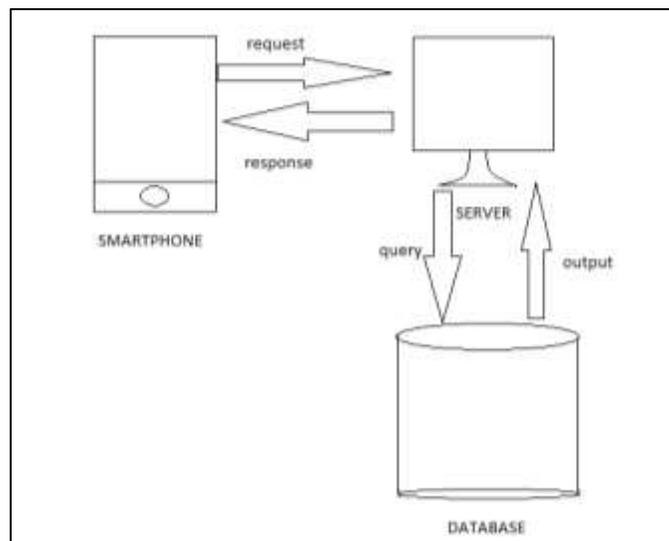


Fig. 1:

VII. SCOPE OVER CURRENT SYSTEM

The project will be helping the customers to find out reliable products, and availability in nearby retail shops.

The time of waiting to get the product in hand will be eliminated and a quality assured product will be deployed directly to the customer.

A retailer can have direct profit in hand by the secured transaction from the user.

VIII. CONCLUSION

The proposed project thus will help the retail shopkeepers to advertise their products online and thus helping the customers to find the list of various shops and various products can be searched online.

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