

ECOMMERCE WEBSITE WITH ECOMMERCE TRACKING

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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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APPROVAL

This project titled "**Ecommerce Website with Ecommerce Tracking**", submitted by Md. Shariful Islam to the Department of Computer Science and Engineering, Daffodil International University, has been accepted as satisfactory for 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 16 July 2024.

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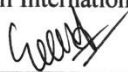
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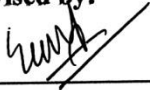
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We hereby declare that this project was done by us under the supervision of **Md. Sazzadur Ahamed**, Assistant Professor, and the Department of Computer Science and Engineering at Daffodil International University. In addition, we declare that neither this project nor any part of it has been submitted elsewhere for the award of any degree or diploma or for any other purpose.

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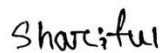
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Finally, we recognize the unwavering support and patience of our parents, whose help made this achievement possible.

ABSTRACT

In today's world, people's lifestyles are largely digital and automated. They want to find things faster and more easily than ever before, and the internet has a huge impact on this. An "Ecommerce Website" plays an important role in providing this convenience. Bangladesh is going digitalize day by day. And people are prefer to buy product from online where ecommerce website play a important role. A lot of ecommerce website around us and a huge competition among them for selling a product. For selling a product a ecommerce owner use different platform like Google, Facebook, YouTube and others for advertising their product or website but the problem is happen when a sells occur and it's hard to understand from which platform the visitor is coming and make a purchase. If the website owner can understand from which platform the sells is happen then they can increase their budget for adverting which is increase their conversion rate. For fusing these ideas, I thought to build something tracking for ecommerce website Which is helpful for website owner to better understand their customer acquisition like which ads platform they use to land on this website or they land organically to the website and make a purchase. My project name is "Ecommerce Website with Ecommerce Tracking". Working on the **Ecommerce Website with Tracking** provided me with valuable experience for my future career. Handling real client problems was a key part of this learning process. This report covers all the details of the project and the experiences I gained during the four months of work.

TABLE OF CONTENTS

CONTENTS	PAGE
APPROVAL	I
BOARD OF EXAMINERS	I
DECLARATION	II
ACKNOWLEDGEMENT	III
ABSTRACT	IV
CHAPTER 1: INTRODUCTION	1-3
1.1 Introduction	1
1.2 Motivation	1
1.3 Objective	2
1.4 Expected Outcome	2
1.5 Report Layout	3
CHAPTER 2: BACKGROUND STUDY	4-5
2.1 Introduction	4
2.2 Related Work	4
2.3 Comparative Studies	5
2.4 Scope of the Problem	5
2.5 Challenges	5
Chapter 3: Requirement Specification	6-8

3.1 Business Process Modeling	6
3.2 Requirement Collection and Analysis	6
3.3 Use Case Modeling	7
3.4 Logical Data Model	8

CHAPTER 4: DESIGN SPECIFICATION 9-12

4.1 Front End Design	9
4.2 Interaction Design and UX	9
4.3 Back End	10
4.3.1 PHP	10
4.3.2 Database	11
4.4 Implementation Requirements	12

CHAPTER 5: OVERALL IMPLEMENTATION 13-32

5.1 Ecommerce Website with Tracking	13
5.1.1 Overview	13
5.1.2 Technologies	13
5.1.3 Tools	14
5.1.4 Home page	14
5.2 Product Details	15
5.2.1 Overview	15
5.2.2 Technologies	15
5.2.3 Tools	16

5.3 Product Details & Add to Cart	16
5.3.1 Cart	16
5.4 Checkout	17
5.5 Payment	18
5.5.1 Payment Status	18
5.6 Purchased Products	19
5.7 Profile Update	20
5.8 Admin Login	20
5.8.1 Dashboard	21
5.8.2 Technologies	22
5.8.3 Tools	22
5.9 Add Product	22
5.9.1 Product List	23
5.9.2 Product Edit	24
5.9.3 Product Delete	24
5.10 Category	24
5.10.1 Add Category	25
5.10.2 Category List	25
5.10.3 Category Delete	26
5.10.4 Category Update	26
5.11 Order	27
5.11.1 Order List	27
5.11.2 Order Attribution (e-Commerce Tracking)	28
5.12 Exclusive Brand	29

5.13 User	30
5.13.1 Add New User	30
5.13.2 All Users	31
5.13.3 Edit User	32
5.13.4 Delete User	32
CHAPTER 6: CONCLUSION AND FUTURE SCOPE	33
6.1 Discussion Conclusion	33
6.2 Future Work and Future Development	33
REFERENCE	34-35

LIST OF FIGURES

FIGURES	PAGE NO
Figure – 3.1 Business Process Modeling	6
Figure – 3.2 Use Case Model	7
Figure – 3.3 Logical Data Model (ER- Diagram)	8
Figure – 4.1 Connect Server with Browser	10
Figure – 4.2 Database	12
Figure – 5.1 Home Page	14
Figure – 5.2 Product Details	15
Figure – 5.3 Cart Page	17
Figure – 5.4 Checkout	17
Figure – 5.5 Payment Option	18
Figure – 5.6 Payment Success	19
Figure – 5.7 Purchased Products	19
Figure – 5.8 Profile Update	20
Figure – 5.9 Admin Login	21
Figure – 5.10 Admin Dashboard	21
Figure – 5.11 Add Product	23
Figure – 5.12 Product List	23
Figure – 5.13 Product Edit	24
Figure – 5.14 Add Category	25
Figure – 5.15 Category List	26
Figure – 5.16 Update Category	27

Figure – 5.17 Order List	28
Figure – 5.18 Order Attribution	29
Figure – 5.19 Update Exclusive Product	30
Figure – 5.20 Add New User	31
Figure – 5.21 All Users	31
Figure – 5.22 Edit User	32

CHAPTER 1

INTRODUCTION

1.1 Introduction

This project is titled "Ecommerce Website with Ecommerce Tracking." The entire focus of the work has been on ecommerce. In simple terms, I developed this web application with ecommerce as the foundation. In our digital country, the demand for ecommerce has grown significantly.

The ecommerce system in our country is evolving similarly to other industries, with ecommerce websites playing a significant role. Their impact on the ecommerce business has been substantial for many years. Numerous people are benefiting greatly by engaging in ecommerce business and developing ecommerce websites. They earn foreign exchange by working with both international and local clients, helping to reduce unemployment in the country. This web application was created based on these factors.

This entire system has been developed using HTML5, CSS3, font-awesome, JavaScript, PHP, and MySQL.

1.2 Motivation

I was inspired to undertake this project through my freelance work. I manage two separate accounts on Upwork and Fiverr specifically for handling ecommerce tracking-related jobs. This web application is a result of that experience.

1.3 Objective

My main goal is to simplify the ecommerce system with ecommerce tracking, ensuring accurate storage and access to all necessary data. This helps us make informed decisions going forward.

More specifically these are called technical objectives which are as follow:

- To develop a comprehensive e-commerce platform.
- To ensure a user-friendly interface.
- To implement secure payment processing.
- To integrate product management features.
- To enable e-commerce tracking and analytics.
- To ensure mobile responsiveness.
- To enhance security measures.
- To provide customer support features.
- To tracking source and medium of purchase.

These are the main goals I aim to achieve.

1.4 Expected Outcome

Those are the outcomes we will get at the end of this project.

- A website owner can effortlessly store all their product data using this web application.
- Using this web application will save both time and money.
- A website owner or user can access this application from anywhere.
- Easily Track Purchase Source and Medium.
- Time efficiency will improve; typing is easier than writing by hand.
- The ecommerce-based economy will speed up by using the application.

This project should achieve these things by the time we're done.

1.5 Report Layout

The report begins with an outline detailing how the format was created. Essentially, I focused on four main chapters for this project.

In “Chapter 1” Introduction:

Chapter one covers the introduction, motivation, objectives, and expected outcomes of the project, followed by an overview of the report layout.

In “Chapter 2” Background Study:

Chapter two covers introduction, related work, comparative studies, scope of the problem and challenges.

In “Chapter 3” Requirement Specification:

Chapter three covers the business process modeling, requirement collection and analysis, use case modeling and description, logical data model and design requirements.

In “Chapter 4” Design Specification:

Chapter four cover the project's back-end design and front-end specifications.

In “Chapter 5” Overall Implementation:

Chapter five details my overall implementation during the project timeline.

In “Chapter 6” Conclusion and Future Scope:

Chapter six covers the future plans for this web-based project and concludes the entire effort.

CHAPTER 2

BACKGROUND STUDY

2.1 Introduction

Through the use of this web application, people will be able to purchase their product easily. With the use of this application, businessmen will be able to sell their products more easily. Using this application will benefit both sellers as well as buyers in the long run.

2.2 Related Work

In terms of applications, there are some related applications such as AjkerDeal, Pickaboo, Bagdoo Online, Othoba.com, etc. Amazon, AliBaba, AliExpress, and a few other international companies are some examples.

2.2.1 AjkerDeal

Ajkerdeal is also a highly popular app in Bangladesh, and is also regarded as one of the best online selling apps in the country. Their website gives a lot of information about every product and they also provide a proper price for every product.

2.2.2 Pckaboo

Picaboo.com is an online marketplace primarily focused on selling electronics and perfumes.

2.2.3 Othoba

In the e-commerce market, Othoba has become one of the leading sites offering online shopping that is quick and safe from a wide selection of high quality items.

2.3 Comparative Studies

In recent years, Ecommerce has become a significant business sector in all countries. After researching on Google, I decided to take on this project. It has been reported that the world's richest person is an Ecommerce entrepreneur. I believe that by creating this project, I can put my experience to good use and achieve excellent results.

2.4 Scope of the Problem

This is a brand new online app where both shopkeepers and customers have the option of sitting side by side. Using this web application, the website owner can track sales sources and mediums. With this information, advertisers can easily promote their products on suitable platforms, thereby increasing the conversion rate.

2.4.1 Business Analysis

It is a web application designed primarily for businesses that operate online. By using this website, business owners will be able to sell products on an online platform. Additionally, they can easily understand where their product or website needs to be promoted.

2.5 Challenges

In terms of user friendliness, this web application is very much user friendly both for the shopkeeper as well as the customer.

CHAPTER 3

Requirement Specification

3.1 Business Process Modeling

An analysis of the Business Process Model demonstrates the utility of the project. In our project, most of the components are visible. In the following diagram, you can see a representation of the Business Process Model. As shown in figure 3.1

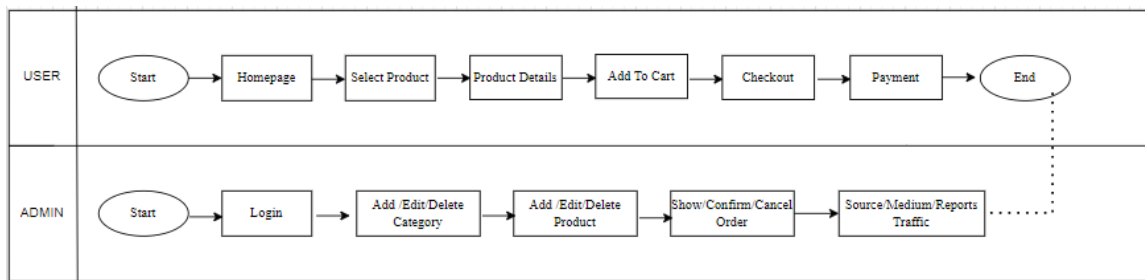


Figure 3.1: Business Process Modeling

3.2 Requirement Collection and Analysis

Requirements of the Web app:

- Make the procedure easy for consumer.
- More user friendly for the customer.
- Keep updated with product.

3.2.1 Hardware and Software Requirements of Our System

First of all, you need to ensure you have the minimum requirements in terms of hardware and software to run this application. In addition to the software requirements, this app also has specific hardware requirements to run smoothly and efficiently. To increase the efficiency of the new system, all necessary equipment and structures will be described in the development phase of the project, such as

- IDE (Sublime Text)
- Installed PHP Version 8.2 on Desktop or Laptop

3.2.2 Analysis

As soon as I understood the concept behind the project, I was confident that I would be able to develop the site successfully. It is my belief that I can execute this work with a fresh approach based on my previous experience. It was after researching a number of related websites that I decided to create an Ecommerce website with tracking capabilities.

3.3 Use Case Modeling

A use-case model is a model of how different types of users interact with the system in order to solve a problem that they are facing. Accordingly, it describes the goals of the users, their interactions with the system, and the required behavior of the system in order to ensure that the users achieve these goals. The Use Case model that we have used in our project can be seen below. As shown in figure 3.2

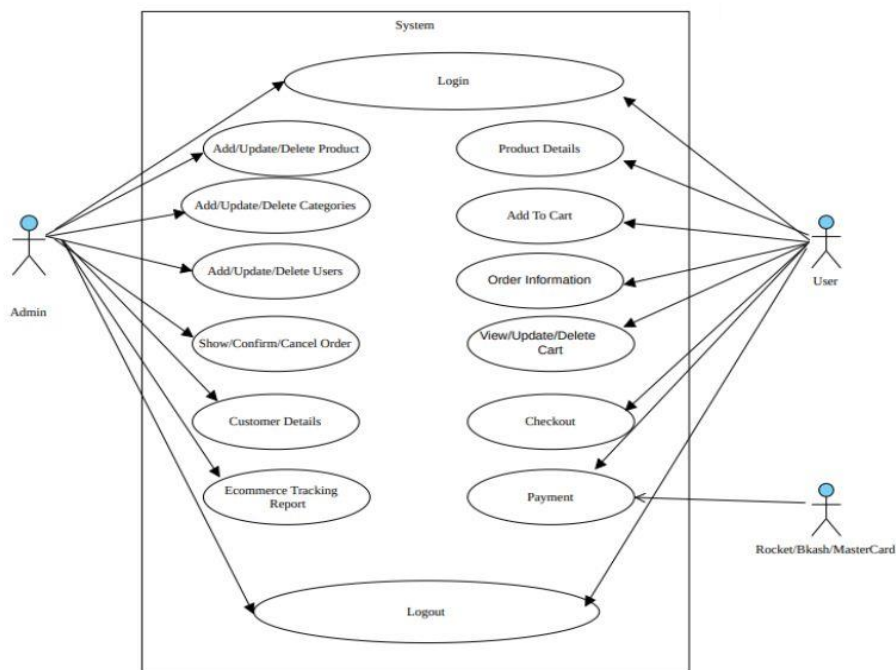


Figure 3.2: Use Case Model

3.4 Logical Data Model

There is a method called logical data modeling which is used to outline and analyze the requirements needed in order to assist the business methods within the scope of the corresponding data systems here in a company. As a logical data model, the Entity Relationship model involves the entity, attributes and relationships in a logical manner.

There are three main elements that make up an Entity Relationship Diagram. There are three main types of entities in this world: Entities, which are objects that can be used to store data, Relationships between the Entities, and Cardinality, which is how we describe a relationship in terms of numbers. We used the Entity Relationship diagram in the following project to illustrate the relationship between the entities. As shown in figure 3.3

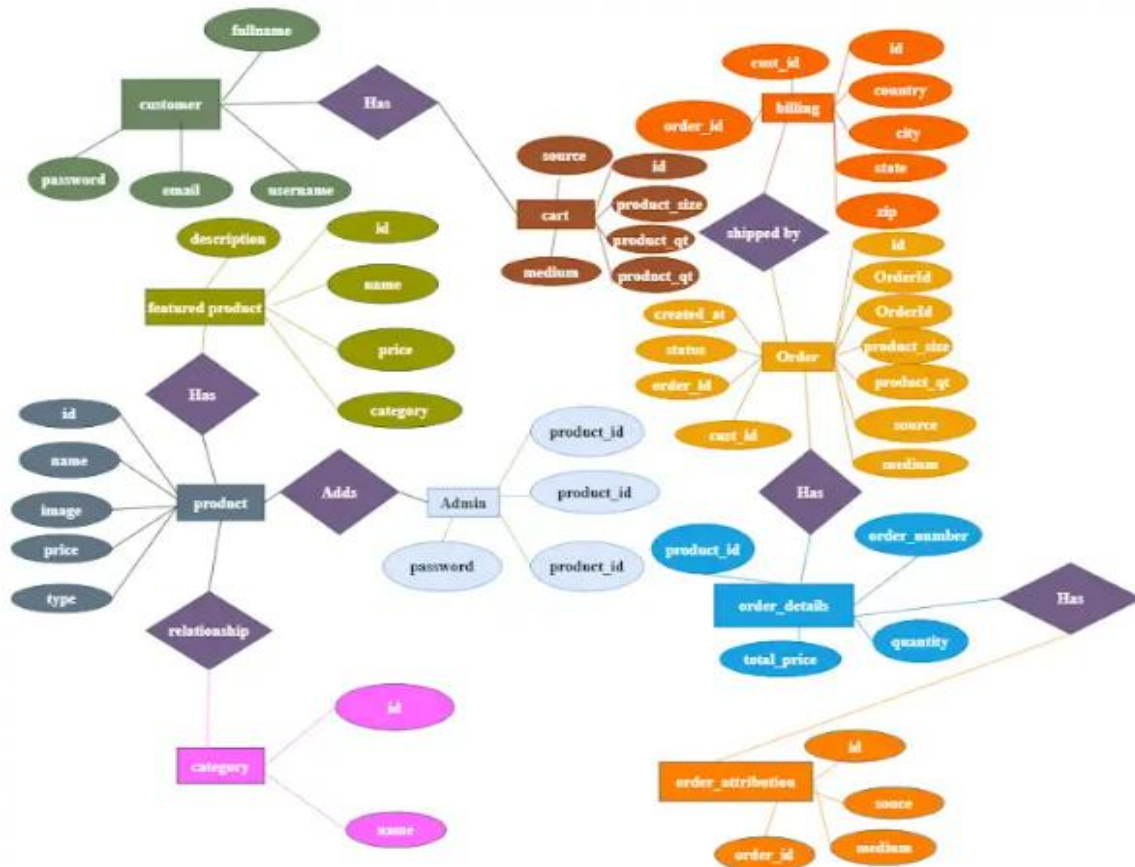


Figure 3.3: Logical Data Model (ER – Diagram)

CHAPTER 4

DESIGN SPECIFICATION

The next section covers the design and implementation of the proposed system. It explains how different technologies and components were used to build the system. Additionally, it includes details about testing, demonstrating how well the system functions and performs post-presentation.

4.1 Front End Design

The front-end or UI layer of our system acts as the initial interface, offering users an intuitive way to interact with our framework. UI configuration is pivotal in shaping user experience, aiming to facilitate effective interaction for desired outcomes. Platforms like Wikipedia and Stack Overflow highlight this by prominently displaying essential options that most users require. Front-end or UI development, also known as client-side development, focuses on creating elements and features that users engage with directly through an application or framework.

To design the front-end, here's what we need:

- Need to gather information about Google's material design principles.
- Require a competent review manager.
- Should have knowledge of HTML5, CSS3, and font-awesome.
- Should have knowledge of JavaScript or more points are required

4.2 Interaction Design and UX

CSS 3 involves creating web interfaces that are both engaging and user-friendly. CSS3 provides a range of features such as transitions, animations, and flexible layouts, which enhance the interactivity and visual appeal of web pages. These tools allow designers to

develop responsive and dynamic elements like hover effects, animated buttons, and fluid layouts that boost user engagement and satisfaction.

By leveraging CSS 3, designers can ensure consistent and appealing designs across different devices, leading to a smooth and enjoyable user experience. This makes CSS 3 a crucial element in modern web development for superior interaction design and UX.

4.3 Back End Design

The back-end of a web application operates behind the scenes, away from direct client interaction. Its role includes managing data storage and retrieval from a database, handling client requests, and executing the core functionalities that drive the application. You're correct that PHP is a popular choice for developing back-end systems, especially for web applications. PHP is a server-side scripting language ideal for web development because of its extensive resources, user-friendly nature, and flexibility. As shown in figure 4.1

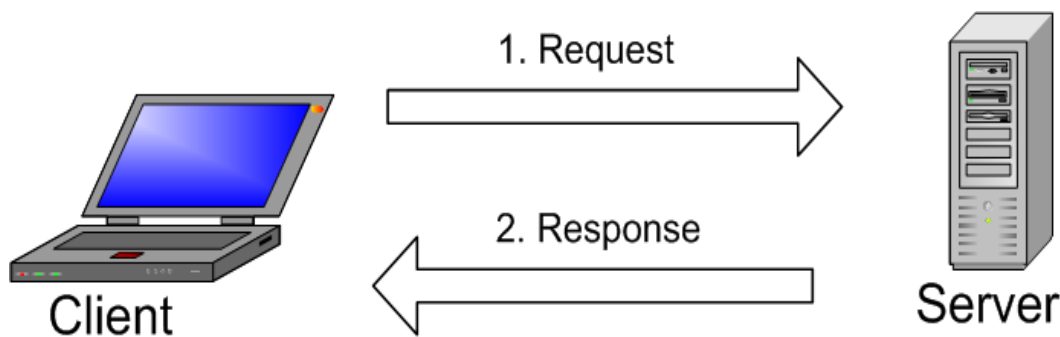


Figure 4.1: Connect Server with Browser

4.3.1 PHP

PHP, initially created as a server-side scripting language for web development, has evolved into a versatile tool widely adopted today. It functions by executing code on the server to produce dynamic web pages. PHP scripts are seamlessly integrated into HTML, allowing developers to create interactive and dynamic content effortlessly. This integration facilitates the easy blending of PHP code with HTML markup, simplifying the construction of web applications that respond to user input and interact with databases.

A significant advantage of PHP is its robust support for interacting with diverse databases, notably MySQL, enabling efficient data management. This capability makes PHP ideal for developing content management systems (CMS), e-commerce platforms, and other database-driven websites. Additionally, PHP boasts compatibility with numerous frameworks and libraries that enhance functionality and streamline development processes.

4.3.2 Database

MySQL, often pronounced as "My S-Q-L" or "My Sequel," is an open-source relational database management system (RDBMS). It uses structured query language (SQL) to manage and handle data in databases, including tasks like inserting, deleting, and updating information. Data in a database is organized into tables consisting of rows and columns, which facilitates easy retrieval and management of specific information. Databases are designed to efficiently handle and store large volumes of information. A Database Management System (DBMS) enables users to access and retrieve data effortlessly using query languages like SQL (Structured Query Language). As shown in figure 4.2

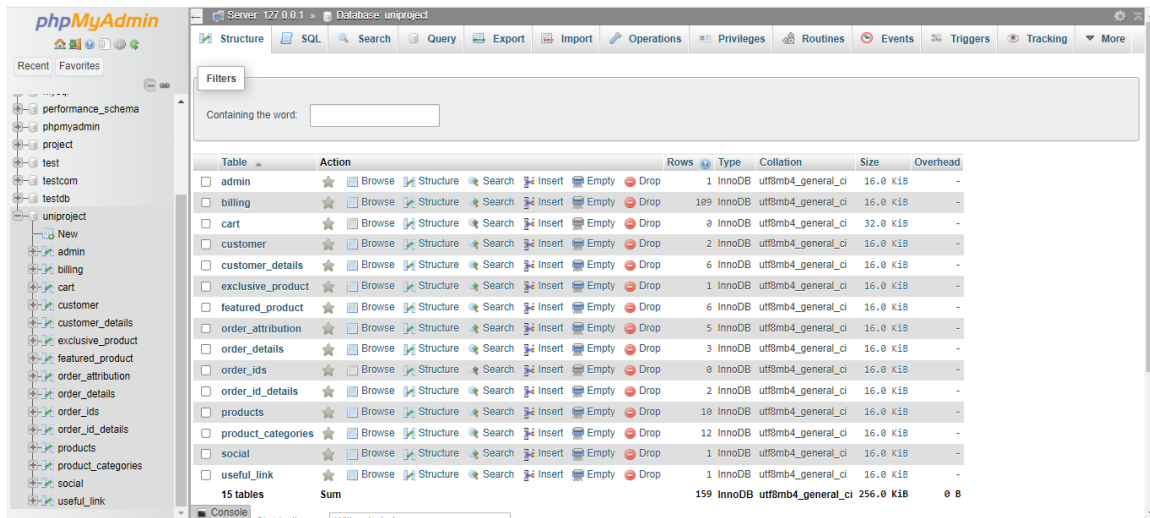


Figure 4.2: Database

4.4 Implementation Requirements

- CSS3
- HTML5
- Bootstrap
- MySQL
- JavaScript
- PHP

CHAPTER 5

OVERALL IMPLEMENTATION

5.1 Ecommerce Website with Tracking

The Ecommerce Website with Tracking is an online web application designed to facilitate the management of ecommerce businesses. It enables organizations to efficiently store and access essential data necessary for sustainable ecommerce operations. Utilizing a robust database, authorized personnel can retrieve comprehensive data to make informed decisions, enhancing overall business and organizational management. This system supports various functions such as inventory tracking, sales monitoring, customer management, and analytical reporting, all essential for optimizing ecommerce performance and ensuring operational efficiency.

5.1.1 Overview

This is my first project focusing on ecommerce organization. I put in my best effort to incorporate all essential data into this project. To develop this technology, I learned HTML5, CSS3, JavaScript, Font Awesome, PHP and Mysql. By implementing this web application, any ecommerce organization can effectively manage their business, make data-driven decisions, and increase their conversion rates.

5.1.2 Technologies

Here I use for web Front End and Back End those language:

- PHP
- Mysql
- JavaScript
- HTML5
- CSS 3
- Bootstrap

5.1.3 Tools

- Windows 10
- XAMPP Server
- Sublime Text
- Live Domain Hosting

5.1.4 Home Page

When someone visits our website by using its url, they will directly land on our website once they enter the website's url. It is possible for anyone to access the front end of this website. As shown in figure 5.1.

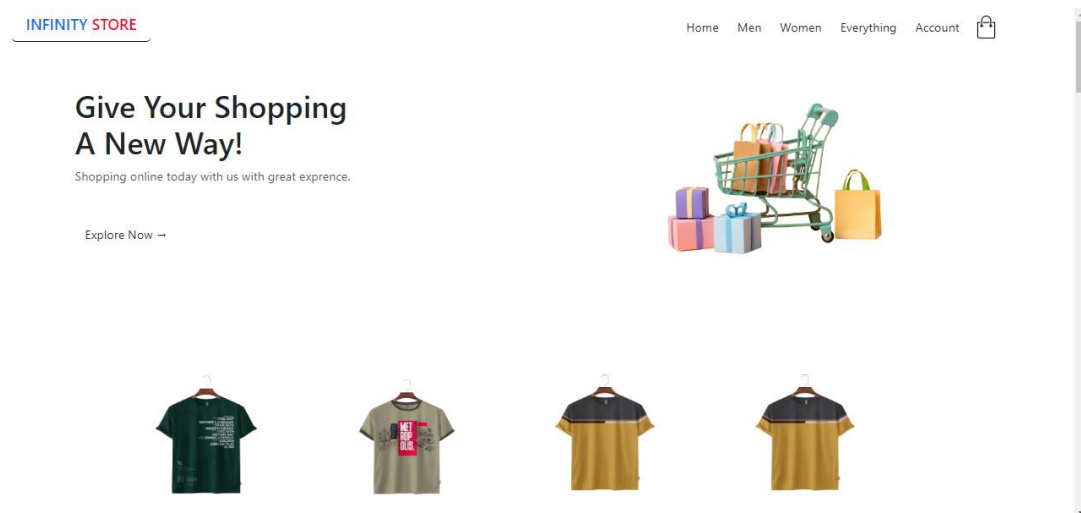


Figure 5.1: Home Page

Once a user visits this page, they will be able to navigate to any other page except for the cart, checkout, and accounts pages, which are only accessible to registered users. There is a lot of product information that can be viewed from the home page, including prices, sizes, colors and so on.

5.2 Product Details

After click any product users with redirect to product details page where user can see the product detail information and add to cart option. As shown in figure 5.2

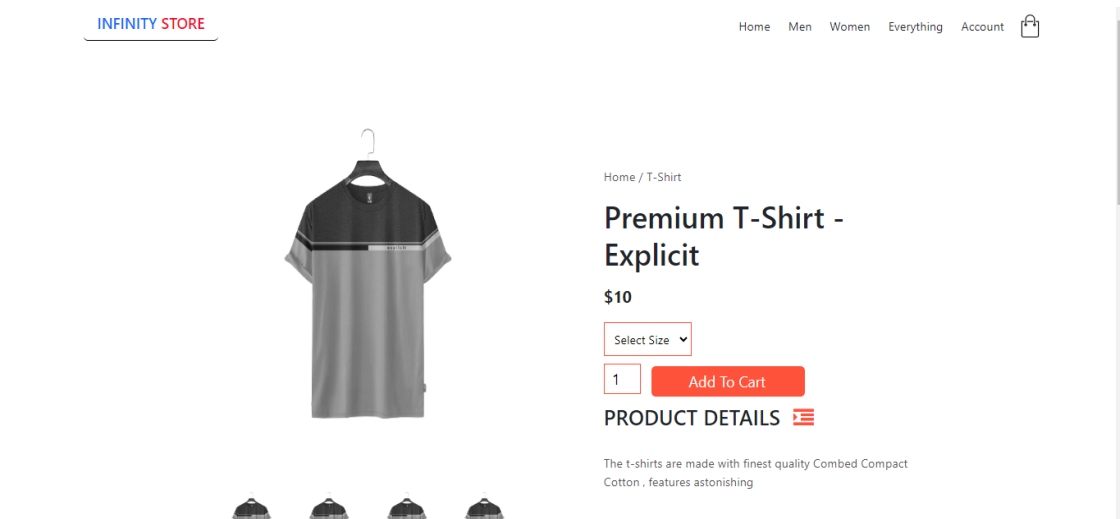


Figure 5.2: Product Details

After clicking add to cart users will redirect to the register/login page. After register users can add any product to the cart.

5.2.1 Overview

When home page is displayed users can see all the product, latest product, featured product and categories and all the navigation. According to users chose the can navigation to the different pages.

5.2.2 Technologies

When developing ideas for the project, I utilized W3Schools and Tutorialspoint to learn the latest coding techniques and implement all the necessary features.

- PHP
- Mysqli

- JavaScript
- Bootstrap
- CSS3

5.2.3 Tools

- Windows
- XAMPP Server
- Domain Hosting
- Sublime Text

5.3 Product Details and Add To Cart

According to users need a user can chose a product and view the product details like price, size and description. After chose a product users can add the product so that the can purchase it.

5.3.1 Cart

You will be able to see the specific product you would like to purchase in your shopping cart once you click 'Add to Cart.' All the products you have added will be available on the cart page. If you wish, you can update the quantity of any product from the cart page as well as remove any product from the cart if you wish. On the cart page, you will find the products with their prices and a short summary of your cart details. As shown in figure 5.3

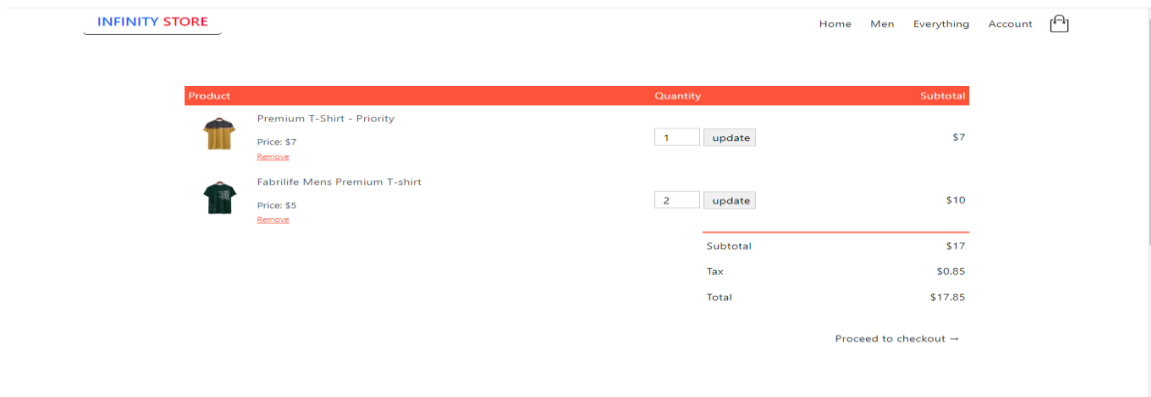


Figure 5.3: Cart Page

5.4 Checkout

Users can add product to their cart after adding their necessary to product to the cart then they will be able to checkout. After clicking checkout button users will be redirect to the checkout page and they have fill out the billing or shipping details where the product will be deliver. And the also see their order summery before checkout. After fill out the shipping details users will be redirect to payment page for complete the payment. As shown in figure 5.4

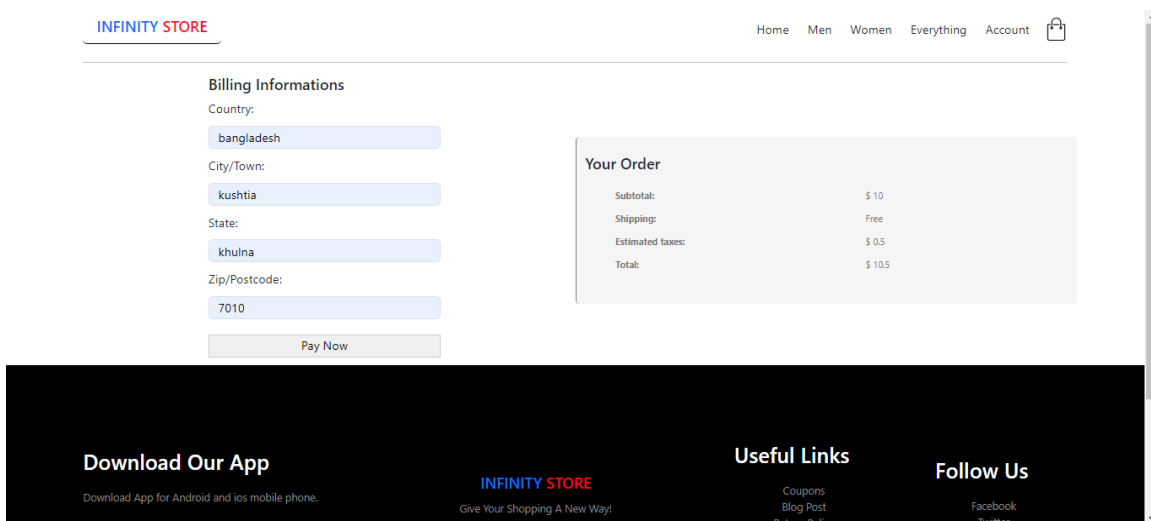


Figure 5.4: Checkout

Here users are able to add their billing or shipping details. And users can also see their order summary like total amount, shipping cost, tax etc.

5.5 Payment

After clicking the pay now button, the customer will be redirected to the payment page where a lot of payment options are available provided by sslcommerz. As shown in figure 5.5

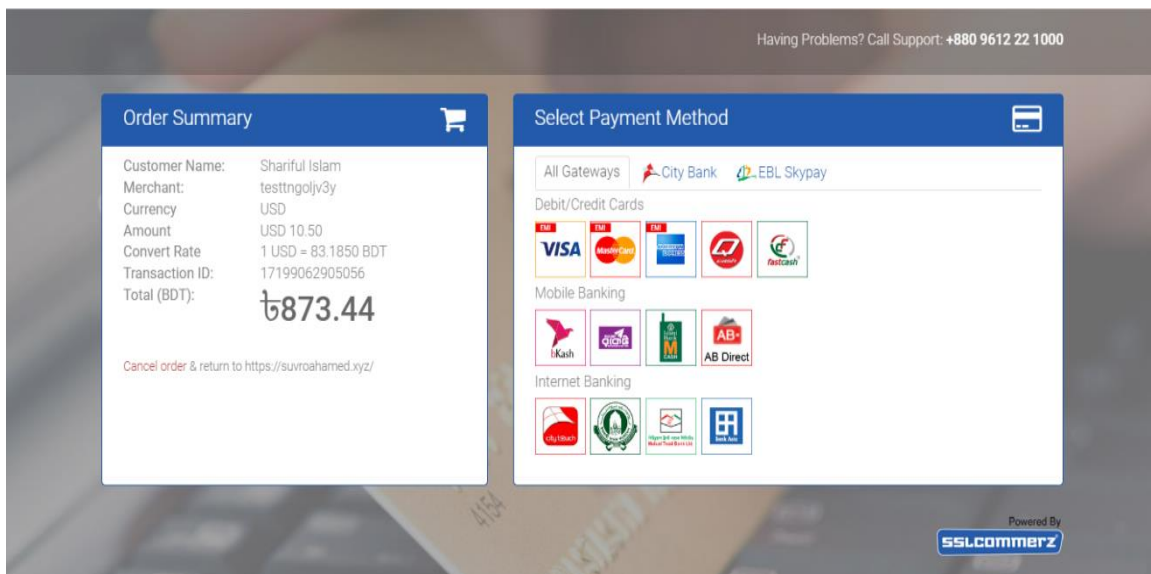


Figure 5.5: Payment Option

5.5.1 Payment Status

After successfully clearing payment, the user will be redirected to a thank you page with their order summary and Transaction ID. Using those transaction IDs, you can track your order easily. As shown in figure 5.6

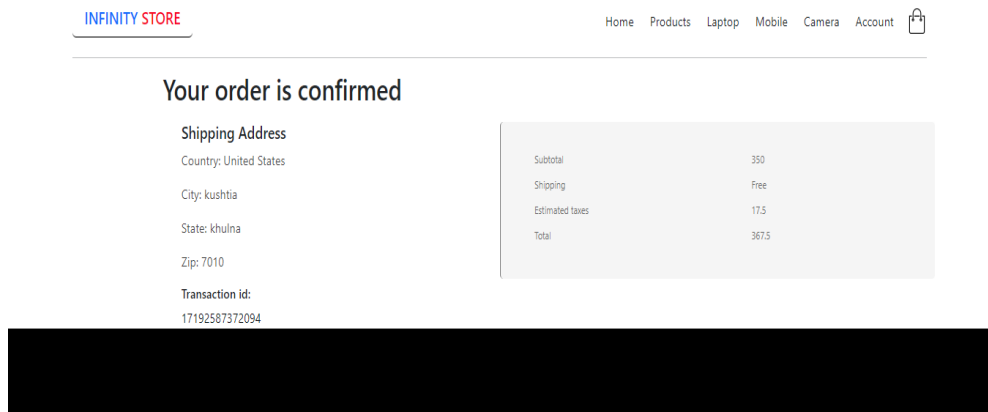


Figure 5.6: Payment Success

5.6 Purchased Products

After making a purchase use can check it from their dashboard. From dashboard customer will find their order details with summery. As shown in figure 5.7

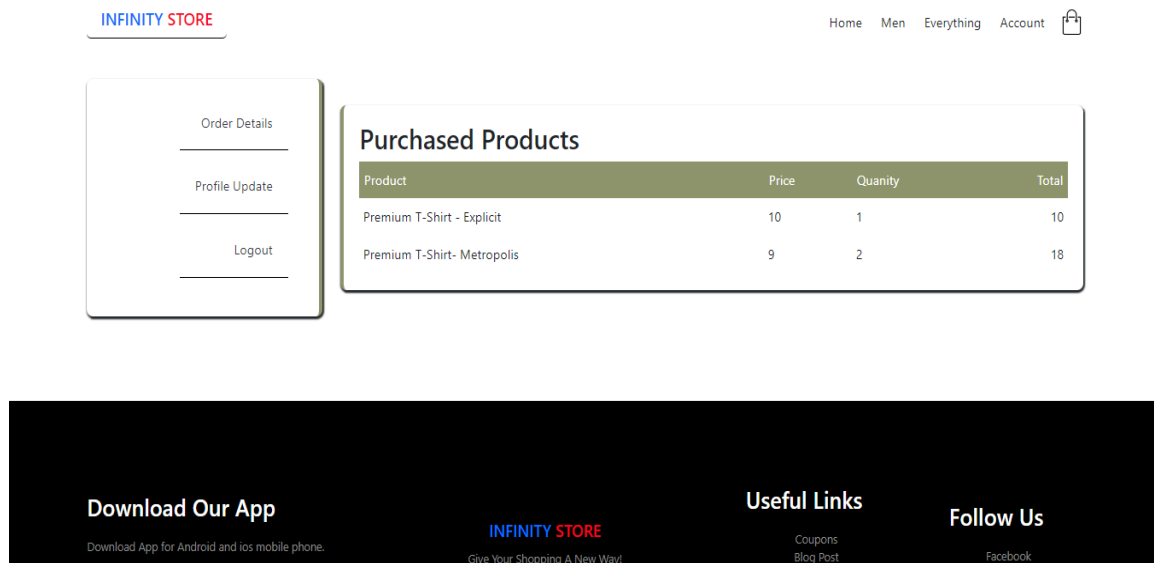
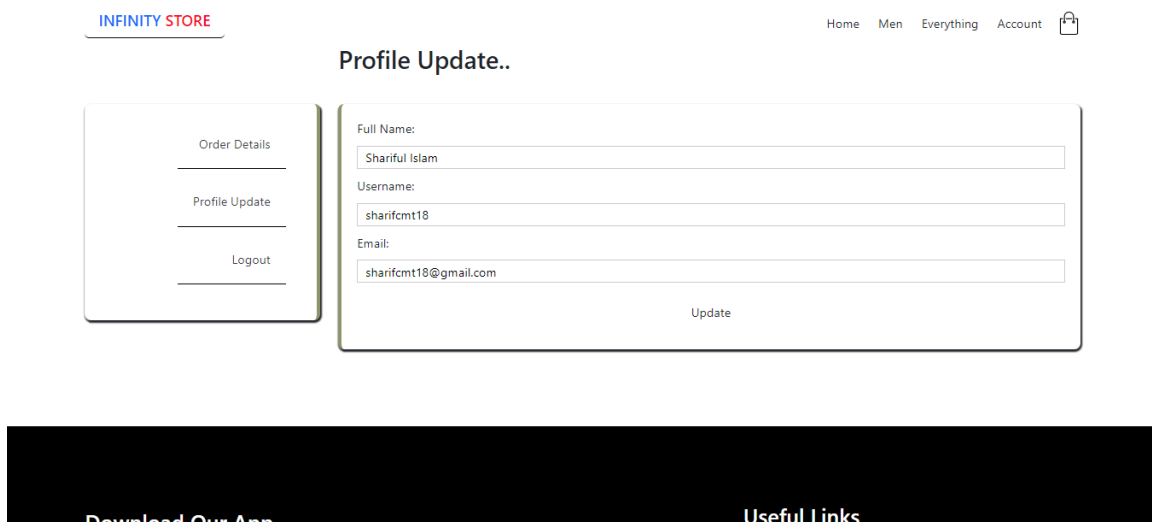


Figure 5.7: Purchased Products

5.7 Profile Update

After login user dashboard a user can update their profile with name, username and email. As shown in figure 5.8



The screenshot shows the 'Profile Update..' page of the 'INFINITY STORE' dashboard. The top navigation bar includes links for 'Home', 'Men', 'Everything', 'Account', and a shopping cart icon. On the left, a sidebar menu contains 'Order Details', 'Profile Update' (which is highlighted), and 'Logout'. The main content area contains three input fields: 'Full Name:' with the value 'Shariful Islam', 'Username:' with the value 'sharifcm18', and 'Email:' with the value 'sharifcm18@gmail.com'. Below these fields is an 'Update' button. At the bottom of the page, there is a black footer bar with the text 'Download Our App' and 'Useful Links'.

Figure 5.8: Profile Update

5.8 Admin Login

An Admin is a person responsible for managing the website from the backend. This type of user has access to the admin panel, which allows them to perform a wide range of tasks. These tasks include adding, deleting, and updating products in the inventory, managing user accounts, and overseeing customer interactions. Admins can also generate and view detailed sales reports, track website performance, and monitor site analytics. They play a crucial role in maintaining the website's functionality, ensuring data security, and implementing updates and improvements to enhance the user experience. Additionally, admins can configure settings, manage content, handle orders, and address any technical issues that may arise. As shown in figure 5.9

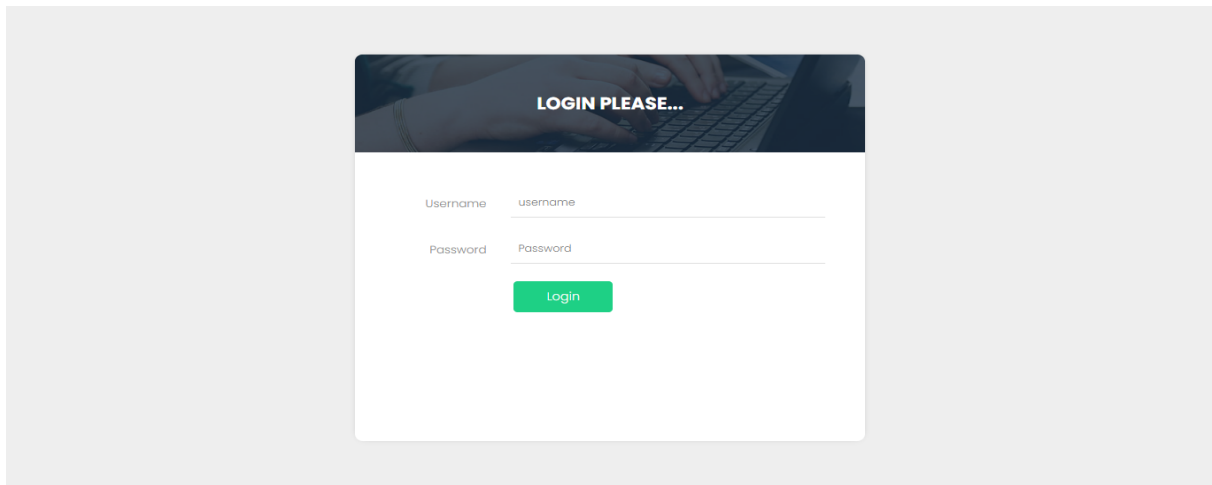


Figure 5.9: Admin Login

5.8.1 Dashboard

After logging in with a valid username and password, users will be redirected to this dashboard. This page provides an overall summary of the organization. As shown in figure 5.10

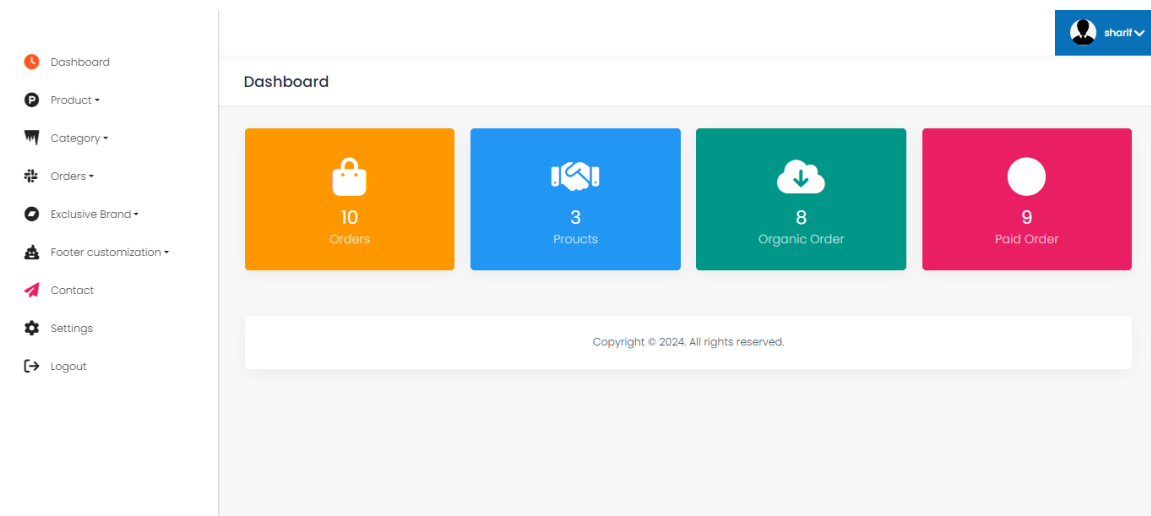


Figure 5.10: Admin Dashboard

After login users will be redirect to the dashboard page where we will see menus like Product, Category, Orders, Brand, Setting, Logout.

5.8.2 Technologies

For design and develop backend we use different technology like-

- HTML
- CSS
- JavaScript
- Bootstrap
- Php
- MySQL
- Font Awesome

5.8.3 Tools

- Windows
- XAMPP
- Sublime Text Editor

5.9 Add Product

We can see under product there option select product add page and you will be redirect to product add page there you get a form where you have to put information related to product like product title, product image, product price, product description, category. As shown in figure 5.11

Product Title
Enter Product Title

Product Image
Choose File No file chosen

Product Price
Product Price

Description
Enter Product Description

Category
Select Category..

Add Product

Figure 5.11: Add Product

Put all information of the product after click the Add product button product will added to store. And you will see a success message if it successfully added else you will get error message.

5.9.1 Product List

From product menu you can chose product list where you will see all the product information which is already available to the database. As shown in figure 5.12

Products

Product List

Sr.No	Product Name	Price	Image	Action
1	Long Sleeve Casual Shirt For Men	399		Featured Product Edit Delete
2	Formal Shirt	1200		Featured Product Edit Delete
3	Long Sleeve Stylish Shirt	350		Featured Product Edit Delete

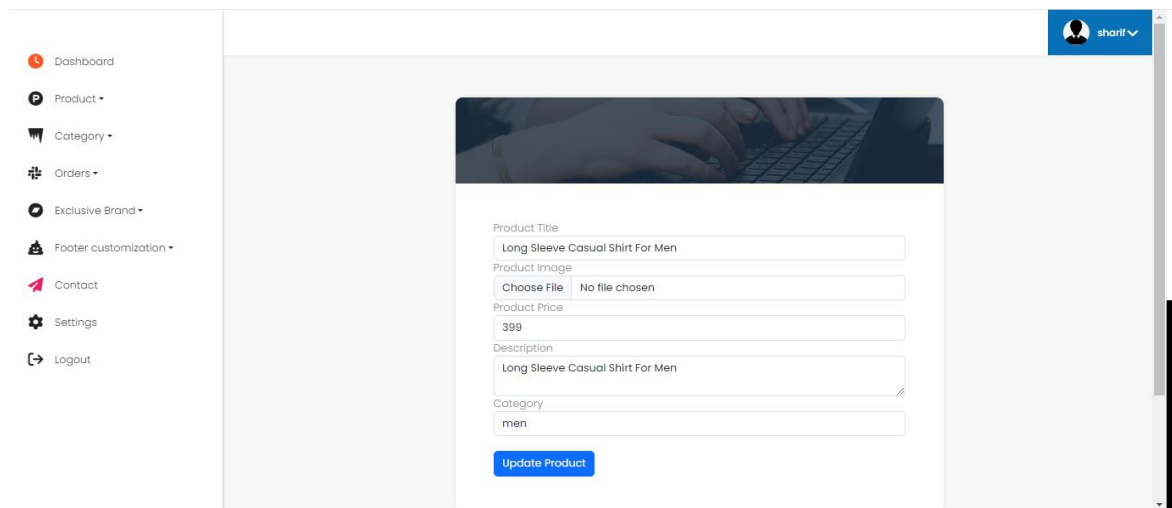
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Figure: 5.12 Product List

From product list you will find all necessary information related to the product and you can manage it from here like edit and delete any product.

5.9.2 Product Edit

Under product list you can get edit option. After clicking edit button you will be redirect to the edit page there you can edit product information like title, image, price, description and categories. After Put all necessary information related to the product which you want to update click the update product button then product will be update with your update information. As shown in figure 5.13



The screenshot shows a dashboard with a sidebar on the left containing navigation links: Dashboard, Product, Category, Orders, Exclusive Brand, Footer customization, Contact, Settings, and Logout. The main content area displays the 'Product Edit' form. At the top right of the main area is a user profile icon labeled 'sharif'. The form itself has a header image of hands typing on a keyboard. Below this, the form fields are: 'Product Title' with the value 'Long Sleeve Casual Shirt For Men'; 'Product Image' with a 'Choose File' button and the text 'No file chosen'; 'Product Price' with the value '399'; 'Description' with the value 'Long Sleeve Casual Shirt For Men'; and 'Category' with the value 'men'. A blue 'Update Product' button is at the bottom of the form.

Figure 5.13: Product Edit

5.9.3 Product Delete

Delete option is available under product list. If you want to delete a product which is useless for your store then you can easily delete it by clicking delete button.

5.10 Category

Ecommerce website contain multiple categories like if someone wants sell laptop then main category will be laptop and subcategory will be HP, Dell, Acer, Asus, Mac and so on.

5.10.1 Add Category

Website owner can add different category to their website. Under category menu there is a option add category. After clicking the add category users will be redirect to the add category page where you will find a text box which is asking for add category. Shown in figure 5.14

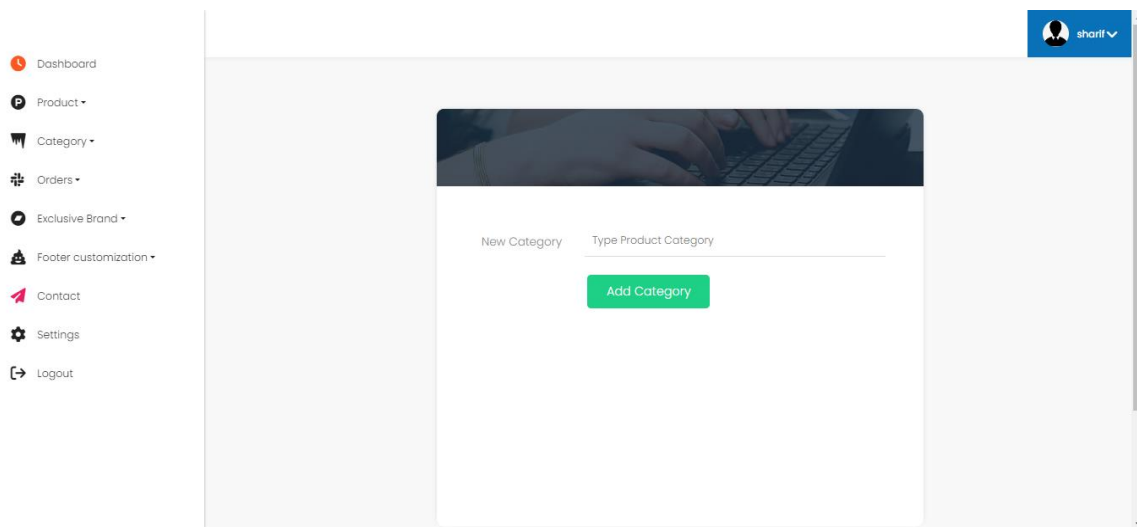


Figure 5.14: Add Category

After put a category name when user click add button the category will be added to database.

5.10.2 Category List

Under category menu users will find category list. From category list you can easily manage your category like edit and edit. Category list important while users going to add a product to the store. Shown in figure 5.15

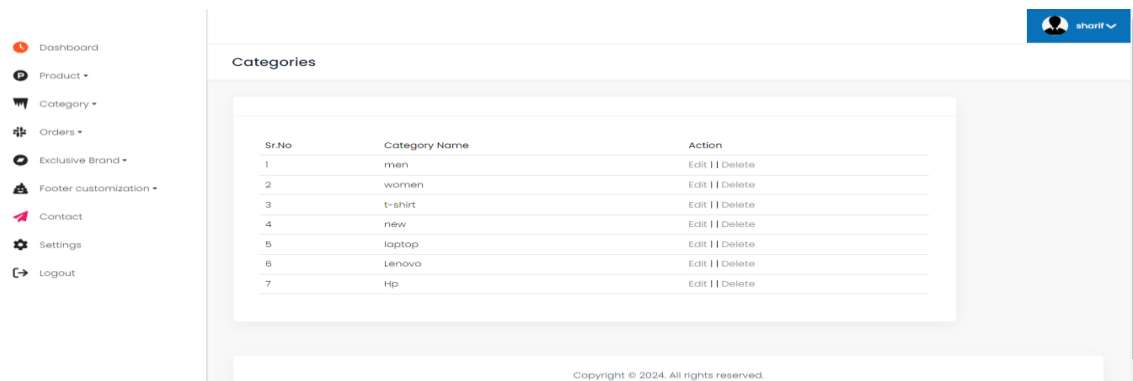


Figure 5.15: Category List

5.10.3 Category Delete

If you think your category is now useless for your store then you can remove it from your website backend. Under category list you will find delete button which is allow you to delete any category from the list.

5.10.4 Update Category

Sometimes users put some wrong category that times its need to update. Under category list you find edit button. After click the edit button you will be redirect to the category edit page where you can easily edit your category. You can change the category name, description, and any other relevant information to ensure that items are correctly categorized. This process helps maintain the integrity of the website's organization system, making it easier for users to find what they are looking for. As shown in figure 5.16

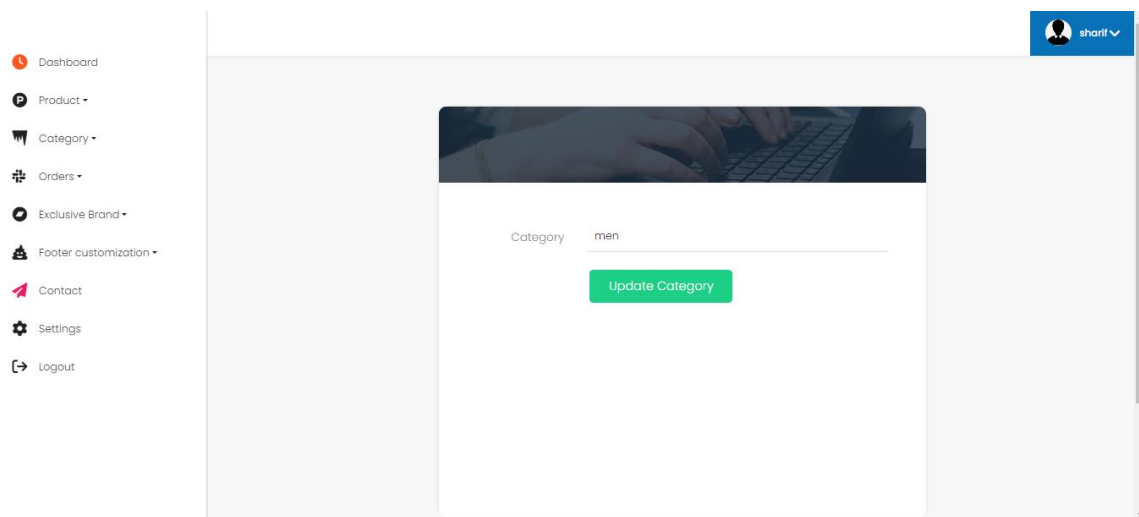


Figure 5.16: Update Category

5.11 Order

When a customer place a order it will be available under order we will find a order list under order from order list we can manage a order like we can see any specific order details.

5.11.1 Order List

From the order list, admins can access detailed information about each order. This includes viewing the order source, which indicates where the order originated, and the medium through which the order was placed, such as the website, mobile app, or other sales channels. Each order entry also displays the unique order ID, which is crucial for tracking and reference. As shown in figure 5.17

Order	Customers	Status	Source	Medium	Details
17191699253096	Shariful Islam	Processing	direct	direct	Check
17191700159564	Shariful Islam	Processing	direct	direct	Check
17191700159564	Shariful Islam	Processing	direct	direct	Check
17192416352797	Shariful Islam	Processing	direct	direct	Check
17192416352797	Shariful Islam	Processing	direct	direct	Check
17192427915144	Shariful Islam	Processing	direct	direct	Check
17192564222844	Shariful Islam	Processing	direct	direct	Check
17192564222844	Shariful Islam	Processing	direct	direct	Check
17192564222844	Shariful Islam	Processing	direct	direct	Check
17192587372094	Shariful Islam	Processing	direct	direct	Check
17199062905056	Shariful Islam	Processing	direct	direct	Check

Figure 5.17: Order List

After clicking any specific order we can check the order detail report and status like the order the completed or pending.

5.11.2 Order Attribution (e-Commerce Tracking)

In order details you will find order source and medium which use to identify from where the customer land in our website and place an order like if someone coming from Google organically then it will be updated as source is Google and medium is organic, if someone coming from Facebook then it will showing source Facebook medium organic social. If someone coming from paid advertisement like Google ads then it will be updated as source is Google and medium is CPC and from Bing it will be updated as source Bing and medium organic according to the platform it will be updated every time dynamically. As shown in figure 5.18

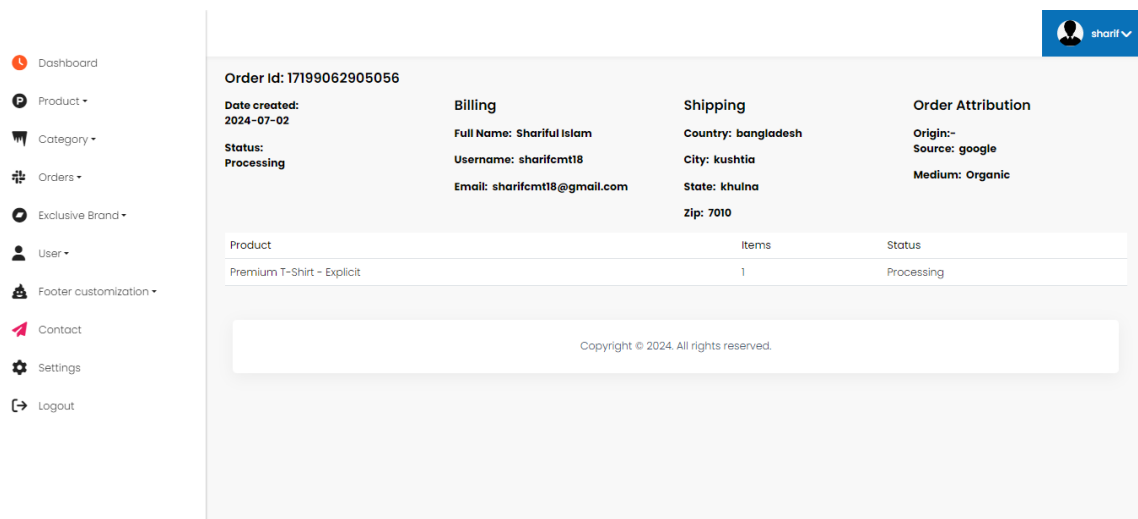


Figure 5.18: Order Attribution

5.12 Exclusive Brand

The product is more popular than others and hard to find out around us that will be known as exclusive brand.

5.12.1 Add Exclusive Product

Under the "Exclusive Brand" section in the admin panel, you will find an option called "Exclusive Product." This option allows you to manage products that are part of exclusive collections. By selecting "Exclusive Product," you can easily update the details of these exclusive items. On the exclusive product page, you have the ability to modify various aspects of each product. This includes updating the product name, description, price, and any special attributes that distinguish it from regular products. As shown in fig 5.19

The screenshot shows an admin dashboard with a sidebar on the left containing links: Dashboard, Product, Category, Orders, Exclusive Brand, Exclusive Product, Footer customization, Contact, Settings, and Logout. The main content area displays a form titled 'Update Exclusive Products'. The form has a header image of hands typing on a keyboard. Below the image are the following fields:

- Product Title:** Latest watch
- Product Image:** Choose File | No file chosen
- Product Price:** 56
- Description:** Latest watch in 2025 with new updated features.

A blue button labeled 'Update Exclusive Product' is located at the bottom of the form.

Figure 5.19: Update Exclusive Products

5.13 User

User is the person who can manage website content, orders and other things. There are different types of users like administrator, author, editor. According to their role they manage the admin panel.

5.13.1 Add New User

To manage the admin panel and website content effectively, various types of users are available, each with distinct roles and responsibilities tailored to their specific functions. Under the "User" section in the admin panel, you will find an option labeled "Add New User." By clicking on this option, you will be redirected to the new user form, where you can input essential information about the user and assign their appropriate role. In the new user form, you will need to enter key details, including the user's full name, email address, and contact information. You will also set a username and a secure password to ensure the security of their account. One of the most critical steps in this process is defining the user's role, which may include designations such as Admin, Editor, Moderator. As shown in figure 5.20

Add New User

Username Username

Email Email

First Name First Name

Last Name Last Name

Role Role

Password password

Add User

Figure 5.20: Add New User

After assigning a specific role user can manage admin panel according their role.

5.13.2 All Users

Under user section you will see all user lists. After click on all users you will be redirect to the user list page where you will see all users' information like username, email, role, name etc. As shown in figure 5.21

User List

Sr.No	Username	Name	Email	Role	Action
1	imran21	imran	imran21@gmail.com	admin	Edit Delete
2	sarkar32	raz	sarkar32@gmail.com	author	Edit Delete
3	abir34	abir	abir34@gmail.com	editor	Edit Delete

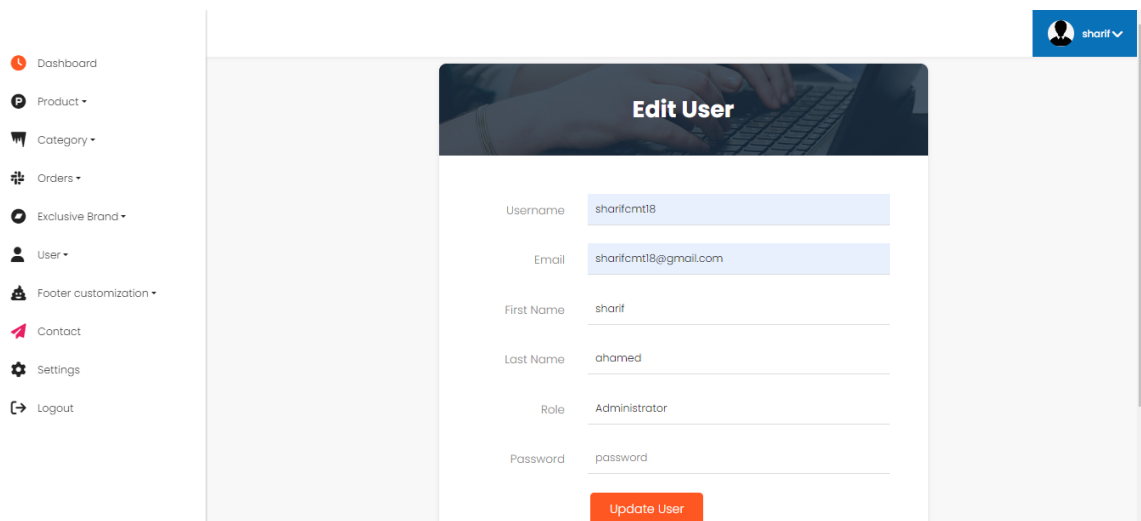
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Figure 5.21: All users

From all users page you can easily manage your users like you can delete and edit your user's information.

5.13.3 Edit User

After add user if you feel you put some wrong information about that user then you can easily edit that user information. Under the user list you will find an option for edit. After clicking the edit button you will redirect to the edit page with the specific user. As shown in figure 5.22



The screenshot displays the 'Edit User' interface. On the left is a sidebar with navigation links: Dashboard, Product, Category, Orders, Exclusive Brand, User, Footer customization, Contact, Settings, and Logout. The main content area features a form titled 'Edit User' with the following fields: Username (sharifcm18), Email (sharifcm18@gmail.com), First Name (sharif), Last Name (ahamed), Role (Administrator), and Password (password). An orange 'Update User' button is positioned below the password field. In the top right corner, a user profile for 'sharif' is shown.

Figure 5.22: Edit Users

After put all valid information you have to press update user button and you will see a success message that user is updated.

5.13.4 Delete User

After complete the task of individual user you can easily delete it from users list. In user list a delete button is available when you click on delete button the users will be deleted from database and you will see a deleted message that the user is deleted successfully.

CHAPTER 6

CONCLUSION AND FUTURE SCOPE

6.1 Discussion and Conclusion

E-commerce tracking plays a vital role in the growth of online commerce in Bangladesh. Nowadays, many people in Bangladesh are striving to establish their businesses both online and offline, and e-commerce tracking plays a significant role in this process. Our application is now ready for use, and we have invested a huge amount of time for this project. This e-commerce tracking feature provides an additional benefit to e-commerce owners, whether they are organizations or individuals. I have incorporated numerous advantages into this website, such as the ability to add, delete, and update products, track traffic sources, and provide detailed reporting. I believe this application will be highly beneficial for every organization related to e-commerce.

6.2 Future work and Further Development

Since this project was created for learning purposes, I intend to further develop and apply it in the future.

I plan to add more features and functions to the system, aiming to enhance its user-friendliness. Below are the potential upgrades and expansions:

- Enhance user interface
- Add more features.
- Detail Analytics
- Traffic Acquisition
- User Behavior to the Website.

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ECOMMERCE WEBSITE WITH ECOMMERCE TRACKING

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