Trends Kart

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Abstract: *"Trends Kart" focuses on the development of a Customer Relationship Management ,which serves as a digital tool to manage and analyze customer interactions and data throughout the customer lifecycle. Trends Kart system offers businesses a centralized platform to store and track customer information, including contact details, purchase history, and communication history. By leveraging Trends Kart systems, businesses can improve customer relationships, optimize communication, identify sales opportunities, and efficiently handle customer support inquiries. The proposed system emphasizes the importance of considering specific business needs and goals when selecting a Trends Kart system, highlighting key features such as contact and customer data management, sales and marketing automation, customer support and service management, and reporting and analytics. The effective implementation of Trends Kart can result in enhanced customer relationships, increased operational efficiency, and revenue growth. The project further discusses the working modules of the Trends Kart system, including the Admin Module, CR Manager Module, Customer Module, and Business Module, detailing their functionalities and contributions to managing customer relationships and business operations. The website utilizes various technologies and frameworks such as React, NodeJS, Express, MongoDB.*

Keywords: HTML, CSS, JavaScript

I. INTRODUCTION

"Trends Kart" project is a strategic initiative undertaken by organizations to manage their interactions with customers, clients, and sales prospects. This system enable organizations to build long-lasting relationships with their customers by providing personalized services and tailoring their marketing efforts to meet the needs of individual customers. The primary goal of a Trends Kart project is to increase customer satisfaction and loyalty, while also improving business profitability. To achieve these goals, a Trends Kart project typically involves   implementing a range of technologies and processes that streamline customer interactions,
automate routine tasks, and provide valuable insights into customer behavior and preferences. Some of the key features of a Trends Kart project include customer data management, sales force automation, marketing automation, and customer service management. These features are typically integrated into a single platform, which allows organizations to access and analyze customer data from a centralized location.

There are mainly four modules:

- Admin
- CR Manager
- Customer
- Business Module

In this paper, we have 4 logins such as for Admin, CR Manager, Customer and for Business Module. Admin is capable of managing all the users of this project including customer, CR manger and the business modules. The CR Manager module in a Trends Kart project is a crucial component that helps businesses manage their interactions with customers. The module offers several features that enable businesses to effectively engage with their customers, such as the ability to view customer details, track customer behavior, group customers based on various criteria, view whishlists, carts and purchase details. Customers can register for an account to access the system and log in to their accounts to perform various activities. The module offers several features that allow customers to easily navigate and make purchases, such as adding items to their wishlist, searching for items, buying items, and cancelling orders. The

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DOI: 10.48175/IJARSCT-12949

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ISSN
2581-9429
IJARSCT

business module in a Trends Kart project provides a set of tools and functionalities for managing the products that the business offers to its customers. The module offers several features such as adding shopping items, updating item details, removing items, and viewing all items.

II. METHODOLOGY

- Project Planning and Requirements Gathering: Define the objectives, features, and target audience of the website. Gather all the functional and non-functional requirements.
- Database Design: Design the database schema using MongoDB to store data, such as customer, orders, cart etc.
- Backend Development with Node.js and Express.js: Implement the server-side logic to handle user requests, authentication, and interactions with the MongoDB database.
- API Development: Create RESTful APIs to handle CRUD operations (Create, Read, Update, Delete) for recipes and user-related actions.
- User Authentication and Authorization: Implement user authentication and authorization using tools like JSON Web Tokens (JWT) to secure the API endpoints and manage user sessions.
- Frontend Development with React.js: Build the user interface for the website, allowing customers to search products, products added to cart and buy.
- User Interface Design: Design an intuitive and visually appealing user interface with responsive layouts, making it accessible across different devices.
- User Interaction and Social Features: Allow customers to add products to cart. Implement features to create user profiles and save the products in the cart.
- Testing: Perform unit testing, integration testing, and user testing to ensure the website functions correctly and meets the requirements.
- Security Considerations: Ensure data security by validating user inputs, sanitizing data, and protecting against common web vulnerabilities.
- Community and Feedback: Encourage user engagement, feedback, and community building to enhance the website's growth and content quality.

III. EXISTING AND PROPOSED SYSTEMS

The existing system of trends kart is a normal business usually don't care much about their customer. A proper customer relationship is absent in most of the cases. Companies are forcing or trying to sell them the products that they need to sell, instead of what the customers actually need. Lack of customer focus: In the existing system, businesses often do not prioritize building and maintaining strong relationships with their customers. Customer satisfaction and engagement are not given enough importance, resulting in a potential loss of customer loyalty and repeat business.

The proposed system of a Trends Kart system helps in creating a better relationship and understanding between the customer and seller / businessmen. The purchasing history and other information can be properly utilized to analyze and sort the products based on what the customer actually needs. Using Trends Cart can increase the efficiency in sales, and bring more revenue to the company. It also helps in sorting and selling all the items to the proper customers in need of that product.

Limitations of the Existing System
- Lack of variety
- Limited user feedback
- Limited accessibility
- To overcome the drawbacks on the existing system a new system has to be implemented. In the proposed system,

Advantages and Features of the Proposed System
- Improved customer relationship and understanding.
- Enhanced sales efficiency.
- Revenue growth.

IV. BACKGROUND

Technologies used in this Project:

The MERN stack is a popular combination of technologies used to build web applications. MERN stands for MongoDB, Express.js, React.js, and Node.js. Each component of the stack has a specific role to play in the web application development process. MongoDB is a NoSQL database that is used to store and manage the application data. Express.js is a server-side framework for Node.js that helps in building RESTful APIs and handling HTTP requests. React.js is a front-end framework used for building user interfaces. Node.js is a server-side JavaScript runtime used to build scalable and high-performance applications

V. RESULTS AND DISCUSSIONS
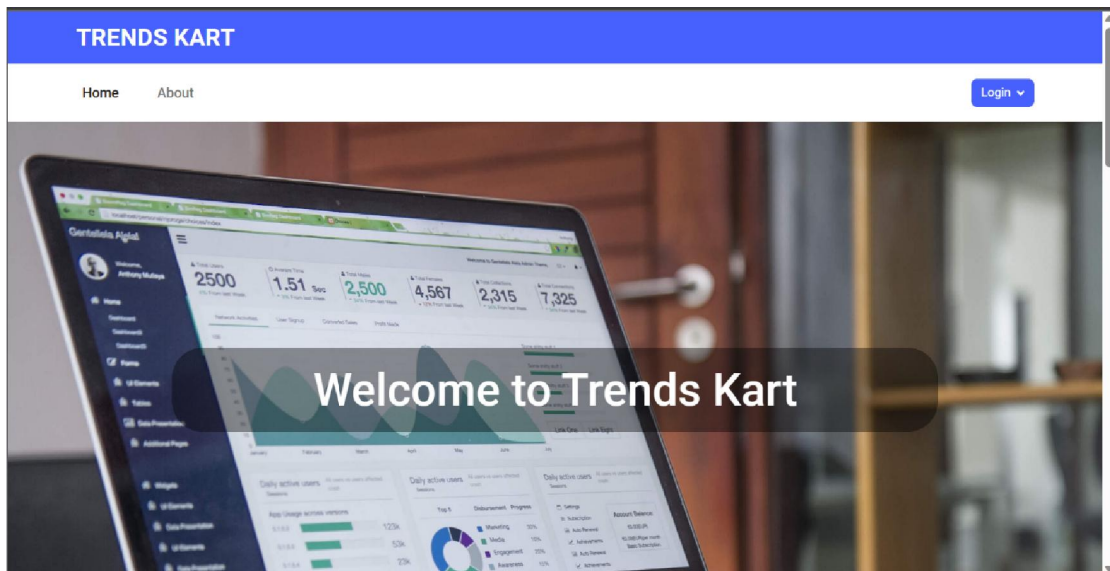
Figure 1: Home Page
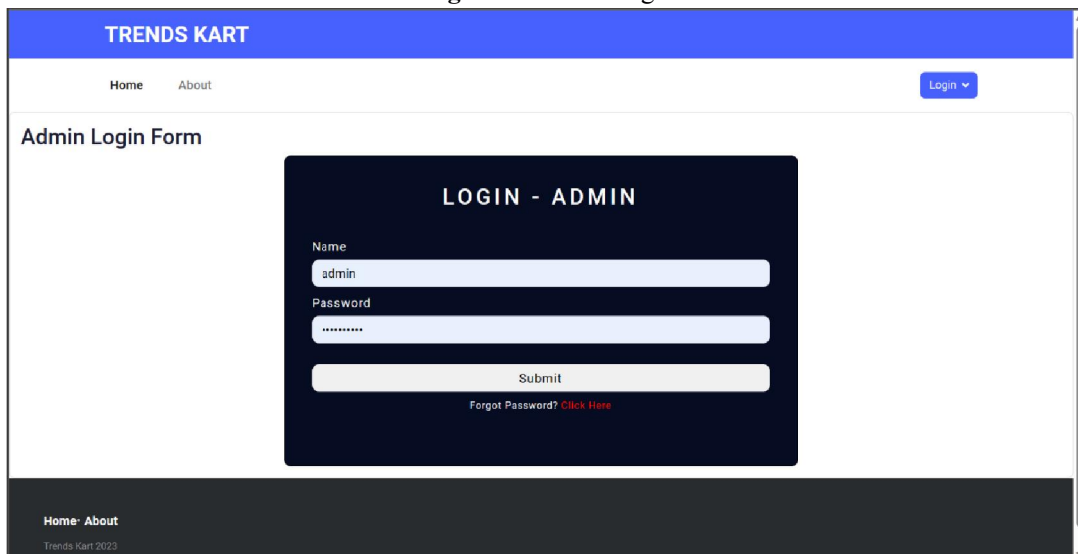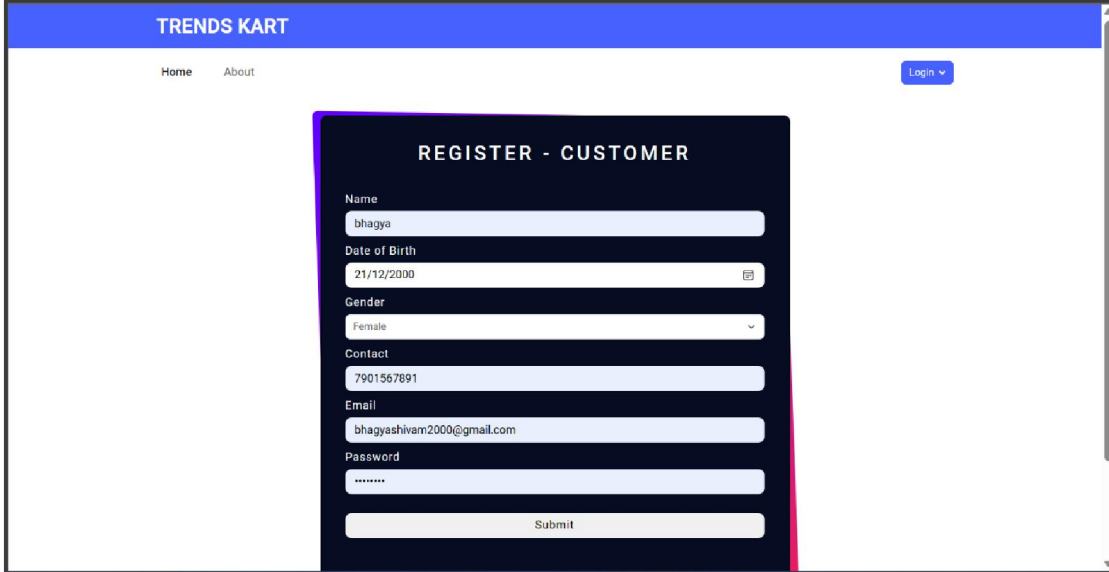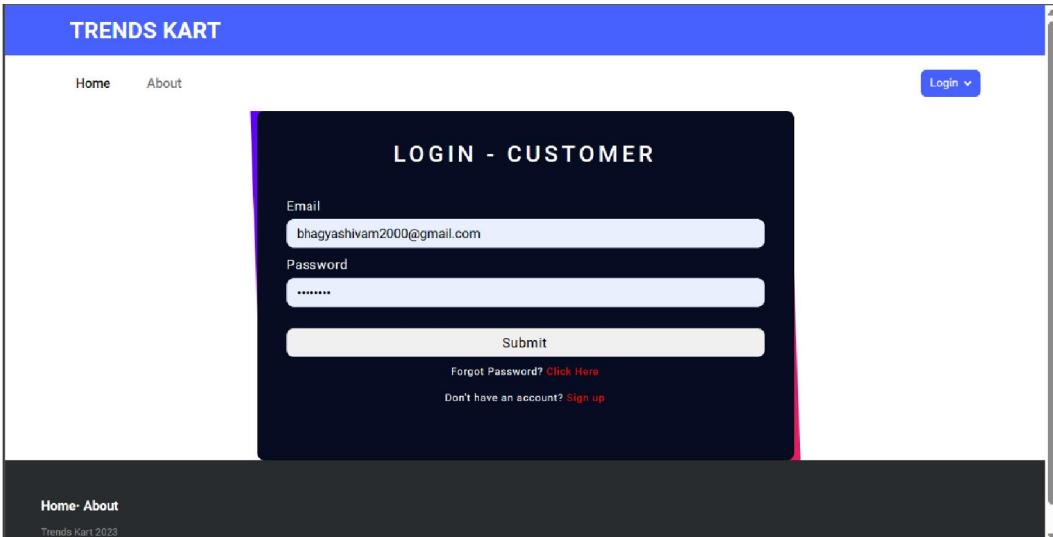
Figure 2: Admin Login Page
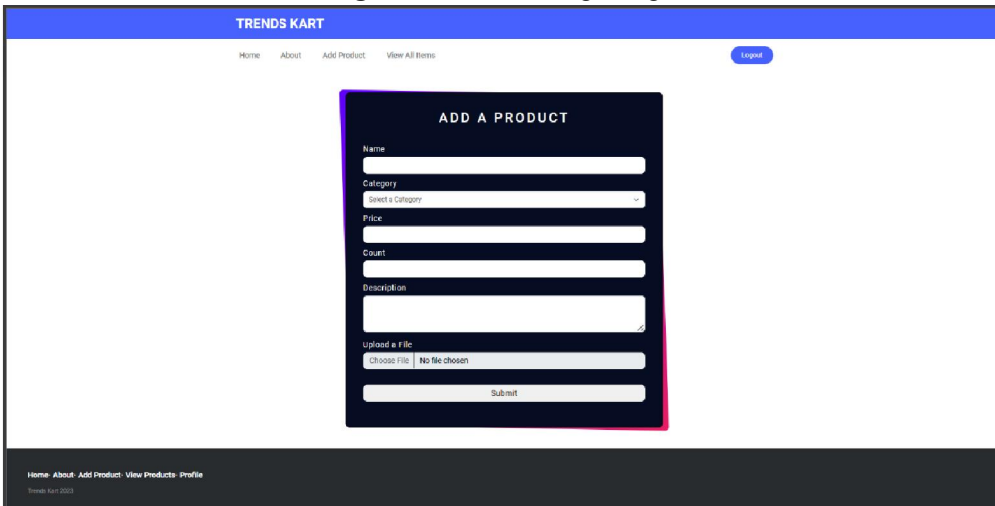
Figure 3: Customer Registration Page

Figure 4: Customer Login Page
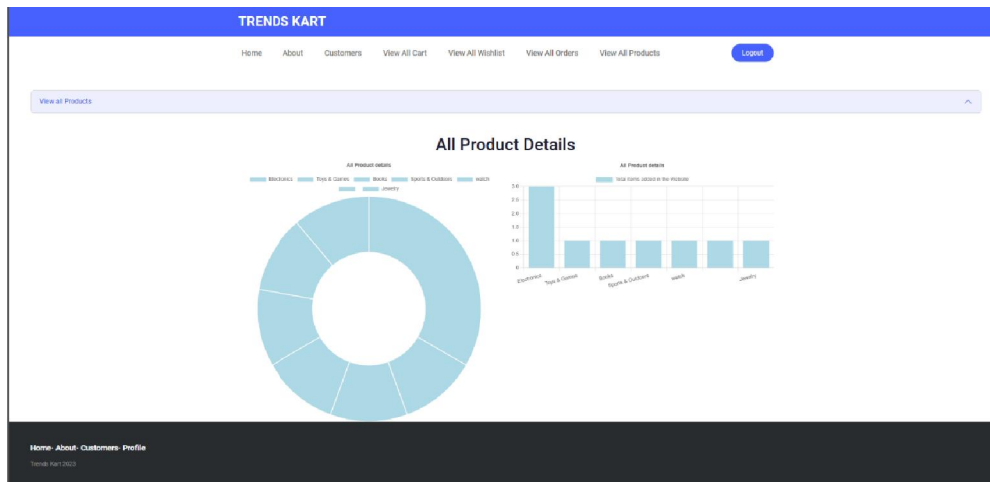

Figure 5: Add Product Page

Figure 6: CR Manager Page

VI. CONCLUSION

In conclusion, the Trends Kart, project is an invaluable tool for businesses seeking to enhance customer engagement and streamline their operations. By effectively managing customer interactions and data throughout the customer lifecycle, businesses can develop stronger relationships, identify sales opportunities, and improve customer support. The key features of a Trends Kart, such as contact and customer data management, sales and marketing automation, customer support and service management, and reporting and analytics, provide businesses with the necessary tools to effectively understand and engage with their customers. By centralizing customer information and leveraging data analytics, businesses can gain valuable insights into customer behavior, preferences, and trends, enabling them to tailor their marketing strategies and offerings accordingly. Overall, a well-implemented system acts as a catalyst for building strong customer relationships, improving operational efficiency, and ultimately, achieving sustainable business success. There are several potential future enhancements that can be made to a Trends Kart project, including personalization providing personalized recommendations and offers to customers based on their previous purchases, wishlist items, and search history. Social media integration social media platforms into the this system to allow businesses to engage with customers on various social media channels.

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