Binge Ur Bya – A Wedding Event Management Platform

Aditya Shivaji Dinde
Department of Computer Engineering
Datta Meghe College of Engineering,
Mumbai University
Navi Mumbai, Mumbai, India
aditya.dinde.comp@gmail.com

Vaibhav Shantkumar Ghale
Department of Computer Engineering
Datta Meghe College of Engineering,
Mumbai University
Navi Mumbai, Mumbai, India
vaibhavghale.dev.273@gmail.com

Omkar Deepak Borate
Department of Computer Engineering
Datta Meghe College of Engineering,
Mumbai University
Navi Mumbai, Mumbai, India
omkarborate81@gmail.com

Dr. S. D. Sawarkar
Professor
Datta Meghe College of Engineering,
Mumbai University
Navi Mumbai, Mumbai, India
sudhirsawarkar@dmce.ac.in

ABSTRACT **- Binge Ur Bya is a revolutionary wedding event management platform designed to simplify and streamline the process of wedding planning. By integrating vendor selection, venue booking, budget management, and real-time coordination, the platform provides a seamless experience for users. Unlike traditional wedding planning methods that rely on fragmented tools and manual coordination, Binge Ur Bya offers a centralized digital solution that enhances efficiency, personalization, and convenience. This paper explores the system architecture, features, technological components, and the impact of this platform in transforming the wedding planning industry.**

Keywords:Git Integration;CI/CD; Software Deployment Automation; Domain Management.Wedding Planning, Vendor Management, Event Coordination, Real-time Data, Personalization, Digital Wedding Solutions.

I. Introduction

1.1 Motivation

Weddings are one of the most significant milestones in a person's life, often associated with emotion, tradition, and elaborate celebrations. However, the journey leading up to the big day is rarely as joyful as the event itself. Families often face immense pressure to coordinate a vast network of services—ranging from selecting venues, hiring vendors, managing budgets, to personalizing every detail of the event—all while maintaining harmony between both sides. The complexity and emotional stakes involved can be overwhelming, especially in culturally rich countries like India, where weddings span multiple days and traditions. This fragmented and often manual approach to wedding planning inspired the development of **Binge Ur Bya**. The motivation stems from a clear gap in the market: the lack of an integrated, intelligent, and user-friendly platform that could bring all wedding-related services into one place. Existing solutions are either too generic, lack personalization, or require juggling between various tools and platforms, resulting in inefficiencies and frustration. The idea was to create a centralized, AI-powered wedding planning ecosystem that could make decision-making smarter, communication smoother, and coordination more efficient. By leveraging modern web technologies, real-time data processing, and personalized machine learning algorithms.

Binge Ur Bya empowers users to focus on the joy of celebration rather than the burden of planning. The goal is not just to automate tasks, but to enhance the entire wedding planning experience—making it seamless, memorable, and stress-free for families and vendors alike.

1.2 Introduction to Theoretical Knowledge Required for the Project

A) Programming Languages and Runtime

The platform is developed using JavaScript (Node.js, React.js) for frontend and backend applications, ensuring seamless interaction. Python is used for machine learning-based recommendations, while MongoDB serves as the NoSQL database. These languages ensure scalability, flexibility, and efficient runtime execution.

- **JavaScript**: It is Core language used for both frontend (React.js) and backend (Node.js) for efficient handling. Its asynchronous and event-driven nature makes

it ideal for real-time applications.

- **JSX (JavaScript XML)**: Used in React to write HTML-like syntax within JavaScript, allowing modular and reusable UI components.
- **Node.js**: A fast, non-blocking JavaScript runtime used on the server-side. It powers the backend services and APIs of the application.
- **Python**: Used for developing machine learning modules like recommendation systems and sentiment analysis due to its simplicity and powerful libraries (e.g., scikit-learn, pandas).
- **JSON**: Lightweight format used for exchanging data between frontend and backend.

This combination ensures a robust development environment with seamless interaction between the client interface, backend logic, and AI components.

B) Frameworks and Web Development

Binge Ur Bya utilizes modern web development frameworks to ensure a responsive, scalable, and maintainable application structure:

- **React.js**: Chosen for frontend development due to its **component-based architecture**, **virtual DOM**, and efficient **state management**, enabling dynamic and interactive UI components.
- **Express.js**: A minimal and flexible **Node.js framework** used to build RESTful APIs and handle backend routing, middleware, and server logic.
- **Bootstrap**: Used for quick UI prototyping and consistent layout structures, offering pre-designed components that improve development speed.
- **Tailwind CSS**: A utility-first CSS framework used alongside Bootstrap for **custom styling**, **mobile responsiveness**, and clean design flexibility.

These frameworks together enable **fast development**, **modular code**, and **seamless user experiences** across devices.

C) Package Manager and Dependency Management

To manage external libraries and ensure smooth development workflows, **Binge Ur Bya** utilizes the following package managers:

- **npm (Node Package Manager)**: Handles all **JavaScript dependencies** for both frontend (React) and backend (Node/Express). It allows easy installation, version control, and updating of packages essential for UI, routing, server logic, and testing.
- **pip (Python Installer Package)**: Used to manage **Python libraries** required for AI/ML modules like recommendation engines and sentiment analysis. It ensures **dependency compatibility**, **security**, and **effortless environment setup** for data processing tasks.

These tools simplify project scalability, maintainability, and ensure all components work seamlessly across environments.

D) Database and Data Management

Binge Ur Bya uses **MongoDB**, a NoSQL database, to store both structured and unstructured data crucial for wedding planning, such as vendor profiles, user preferences, venue bookings, and event details. MongoDB's flexibility with its schema-less design allows seamless adaptation to the changing needs of the platform. Its support for **sharding** and **indexing** ensures efficient data storage, fast query execution, and optimal performance, even as the platform scales and the volume of data increases.

E) Continuous Integration and Continuous Deployment (CI/CD)

Binge Ur Bya incorporates **GitHub Actions** and **Jenkins** to automate **code integration**, **testing**, and **deployment** to streamline the development process.

- **GitHub Actions**: Automatically runs workflows on every code push, performing tasks like running unit tests, ensuring code quality, and verifying that no new changes break existing functionality. This helps maintain a stable codebase and speeds up the integration process.
- **Jenkins**: Handles **continuous deployment** by automating the deployment process once the code passes the integration tests. It manages the deployment of both the backend and machine learning models, ensuring new features and updates are pushed to production quickly and securely.
- By automating these stages, the CI/CD pipeline reduces **deployment time**, **minimizes manual errors**, and guarantees that the platform remains stable and ready for release at all times.

F) Subdomain and Domain Management

Binge Ur Bya allows users to create personalized wedding event pages, each with a unique **subdomain** for easy access and customization. Users can select a custom subdomain, making their event page easily identifiable and accessible. To ensure **security** and **accessibility**, **DNS management** is used to configure and direct traffic to the correct pages, while **SSL certificates** are implemented to secure communications by enabling **HTTPS**. This provides users with a **safe** and **trustworthy experience** when accessing and sharing their wedding event details.

G) System Architecture and Web Application Deployment

Binge Ur Bya follows a **microservices architecture**, where various services like **vendor management**, **venue selection**, and other event management functionalities operate independently, ensuring flexibility and scalability.

Each service is responsible for a specific functionality, helping manage, maintain, and scale the platform efficiently.

- **Microservices**: This approach allows each module of the platform (such as vendor management, user preferences, and venue selection) to be developed, deployed, and scaled independently, improving **modularity** and **fault isolation**.

- **Docker Containers**: Each microservice is deployed in **Docker containers**, ensuring consistent and isolated environments for development, testing, and production. This simplifies deployment and scaling.

- **Traditional Hosting (Shared/VPS Hosting)**: The platform is hosted on traditional infrastructure like **Shared Hosting** or **Virtual Private Servers (VPS)**, ensuring cost-effectiveness and ease of management. This setup provides the necessary resources for the platform to run smoothly while maintaining flexibility for scaling as needed.

This architecture allows **Binge Ur Bya** to maintain **high performance**, **reliability**, and **scalability** as it grows and evolves.

H) Security Problems and Management

To protect sensitive data, **Binge Ur Bya** implements several key security measures.

- **OAuth authentication** ensures secure access without exposing passwords, while **JWT-based authorization** manages user permissions and access to protected resources.
- **SSL encryption** secures communications, safeguarding data during transmission. .
- To prevent unauthorized database manipulation, the platform also employs **SQL injection prevention** techniques through parameterized queries.These combined strategies ensure the safety and integrity of user data and transactions.

1.3. Literature Review / Background and Related Work

Several wedding planning platforms, such as **WeddingWire**, **The Knot**, and **Zola**, have become popular for providing vendor directories, budgeting tools, and event organization services. These platforms assist users in finding vendors, tracking expenses, and organizing wedding tasks. However, they have notable limitations in terms of **real-time coordination**, **automated vendor selection**, and **personalized recommendations**.

- **WeddingWire** and **The Knot** focus on providing lists of vendors, user reviews, and basic budget calculators. While helpful, they lack **real-time communication** between users and vendors, which can lead to delays in scheduling and decision-making.

- **Zola** offers comprehensive wedding registry and guest management tools, but it still relies heavily on manual input for selecting vendors and organizing events. It does not incorporate intelligent, data-driven systems to automate decisions or personalize the planning experience for users.

Binge Ur Bya seeks to address these gaps by offering a comprehensive **all-in-one wedding planning platform**. The platform integrates **AI-driven recommendations**, **real-time communication**, and **automated vendor selection**, providing users with a seamless and personalized experience. Unlike traditional platforms that focus primarily on information and directory listings, **Binge Ur Bya** leverages **advanced machine learning** to streamline decision-making, enhance user engagement, and simplify the planning process from start to finish.

1.4. Architecture and System Design

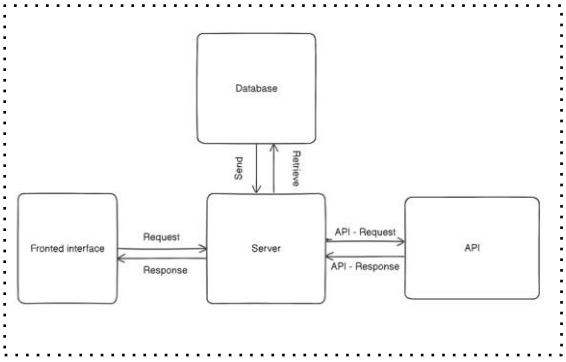

Figure 1 : Low Level Design

A) User Interaction

Users interact with **Binge Ur Bya** primarily through a **web-based application** designed to be intuitive and easy to navigate. The platform offers a variety of features, such as vendor browsing, service booking, and event management. Users can easily explore a range of wedding vendors, view vendor profiles, and book services like venues, photography, catering, and more. One of the key features of the platform is the integration of **AI-driven recommendations**, which suggest personalized vendors and services based on the user's preferences, location, and past interactions. This enhances the user experience by providing tailored suggestions, reducing decision fatigue, and speeding up the event planning process.

B) Front-end

The **frontend** of **Binge Ur Bya** is built using **React.js**, a JavaScript library known for its **component-based architecture** and ability to build fast, interactive user interfaces. React's reusability of components makes it efficient to maintain and update, ensuring consistency across the platform. The frontend is highly **responsive**, meaning it adapts seamlessly to different screen sizes and devices, providing an optimal experience for users on desktops, tablets, and mobile phones. To manage the **state** of the application, especially when dealing with dynamic data (e.g., bookings, notifications, or changes in user preferences), **Redux** is integrated into the platform. Redux enables centralized state management, ensuring smooth navigation and **real-time updates** without requiring page

reloads, which enhances the overall performance and user experience.

C) Backend Architecture

The backend of **Binge Ur Bya** is built using **Node.js** with the **Express.js** framework, providing a scalable, event-driven environment suitable for real-time applications. RESTful APIs handle various operations such as user registration, service booking, and vendor management.

Critically, **MongoDB** is used as the primary database for storing data like vendor profiles, user details, service categories, and booking records. MongoDB's flexible, schema-less structure enables seamless handling of diverse data types and makes it easy to evolve the database alongside the platform. The backend logic ensures secure, fast, and efficient communication between the client and the database.

D) GitHub Integration and CI/CD

The development process of **Binge Ur Bya** is streamlined through **GitHub** for version control. GitHub allows the team to manage code changes, collaborate on different parts of the project, and track progress over time. To automate the integration and testing processes, **GitHub Actions** is used. This tool automates various aspects of the development workflow, such as running tests on new code, ensuring that new commits do not break existing functionality. Additionally, **Jenkins** is used for **continuous integration and deployment (CI/CD)**. Jenkins automates the deployment process by taking the tested code and deploying it to production, ensuring that updates and new features are delivered to users without delays. This CI/CD pipeline reduces deployment time, improves code quality, and minimizes errors during the release cycle.

E) Database and Real-Time Processing

For storing data, **Binge Ur Bya** utilizes **MongoDB**, a **NoSQL database** that is particularly suited for managing unstructured data such as vendor profiles, user preferences, event details, and booking information. MongoDB's flexible schema allows for easy updates and scaling, making it ideal for a wedding planning platform that stores a wide range of data. To support **real-time data processing**, such as sending notifications, updating booking statuses, or delivering AI recommendations, **Redis** is used. Redis is an **in-memory data store** that allows for fast and efficient data retrieval and caching, ensuring that users receive real-time updates without delays. This is critical for ensuring that the platform remains responsive, even when handling high volumes of data and concurrent requests.

F) Queue System

The platform incorporates **RabbitMQ**, a **message broker**, for managing **asynchronous tasks**. RabbitMQ enables the platform to efficiently handle background processes like **payment processing**, **vendor approvals**, and **sending notifications**. By using a queue system, these tasks can be processed independently of the main user interaction, which helps prevent delays and ensures that the platform remains responsive during heavy usage. The queue system also improves scalability, allowing the platform to process multiple tasks concurrently without overwhelming the server.

G) Worker Services

In addition to RabbitMQ, **Binge Ur Bya** employs **worker services** that run background tasks such as **data analysis**, **sending notifications**, **performing AI calculations**, and **verifying vendor information**. These worker services run independently of the main application, offloading heavy tasks from the core application to improve performance. For instance, when users receive recommendations for vendors, a worker service may analyze user preferences, available vendors, and other factors to generate personalized suggestions. Similarly, worker services handle the background verification of vendors to ensure the platform only offers reliable and trusted services.

H) Deployment Process Overview

The deployment of **Binge Ur Bya** follows a traditional approach using **local or shared hosting environments**. The application is containerized using **Docker**, allowing consistent deployment across development, staging, and production setups. The server environment is configured with **Node.js**, **MongoDB**, and **Nginx** as a reverse proxy to manage HTTP requests and route them to the appropriate services.

After building the frontend (React.js), static files are served using **Nginx** or a lightweight HTTP server. The backend (Node.js with Express) runs as a service and communicates with MongoDB for data operations

The deployment process includes:

- Pulling the latest codebase from GitHub.
- Installing necessary dependencies using npm install.
- Running the build script for the frontend (npm run build).
- Starting the backend and database services with Docker or PM2.
- Configuring **Nginx** to handle incoming traffic, apply SSL (if required), and serve frontend assets.

This manual deployment process ensures simplicity and better control, especially for small teams or academic projects, while maintaining stability, speed, and ease of maintenance.

II. System Features and Functionality

Binge Ur Bya offers a wide array of features designed to provide a seamless and personalized wedding planning experience. Each module focuses on automating the search, selection, and booking process while allowing users to make informed decisions based on preferences,

location, budget, and availability. Below are the key features:

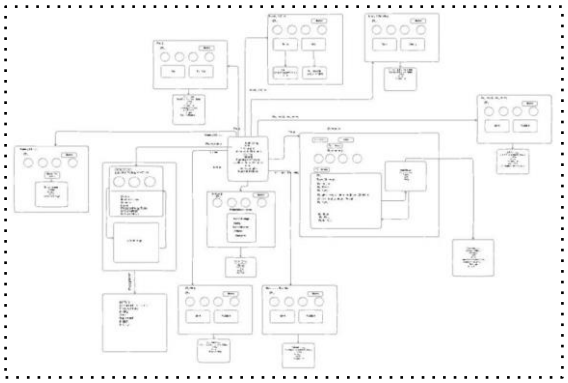

Figure 2 : Design and Architecture

A) Venue Management – Users can browse through a curated list of wedding venues based on location, capacity, theme, and availability. The system provides **real-time availability updates** and booking confirmations, helping users secure their desired venue without delays or conflicts.

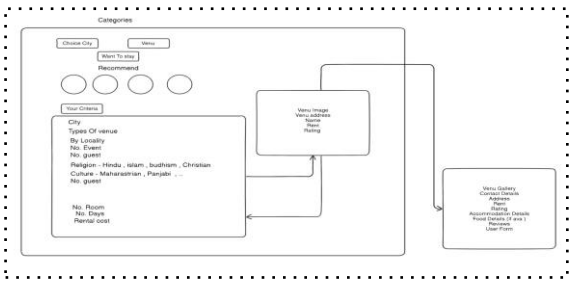

Figure 2.1 : Venue Management

The Venue section is designed to help users find the perfect wedding venue based on their specific needs and preferences. Users can start by choosing a city and venue category, and then apply filters based on their criteria such as locality, type of venue, number of events, number of guests, religious or cultural preferences, number of rooms, number of days, and estimated rental costs. The system then displays a curated list of venues with essential information including venue image, name, address, rent, and rating. Upon selecting a venue, users are taken to a detailed view that includes a complete venue gallery, contact details, accommodation availability, food offerings (if available), user reviews, and a form to inquire or book the venue. This section provides a smart and seamless experience to ensure users find venues that perfectly match their event requirements.

B) Mehndi Services – The platform integrates a catalog of **Mehndi artists** offering bridal and event-based services. Users can view artist portfolios, pricing, availability, and book services directly from the interface.

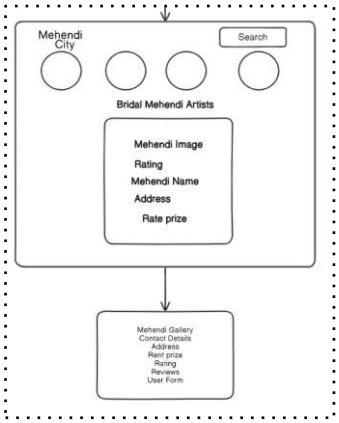

Figure 2.2 : Mehndi Services

The Mehendi section of the platform is designed to help users seamlessly discover and book bridal mehendi artists based on their location. Users can begin by selecting a city, after which a curated list of mehendi artists is displayed. Each artist card showcases essential details such as the mehendi image, rating, artist name, address, and pricing. This allows users to quickly compare and choose based on their preferences. When an artist profile is selected, users are directed to a detailed page that includes a full mehendi gallery, contact information, address, rental price, ratings, reviews, and a user form for inquiries or bookings. This feature ensures a user-friendly and efficient experience for brides-to-be seeking professional mehendi services tailored to their needs.

C) Music and Dancing – Users can hire **DJs, live bands, or choreographers** through the platform. Each profile includes service reviews, demo videos, and customizable packages. This ensures the entertainment matches the couple's preferences and event vibe.

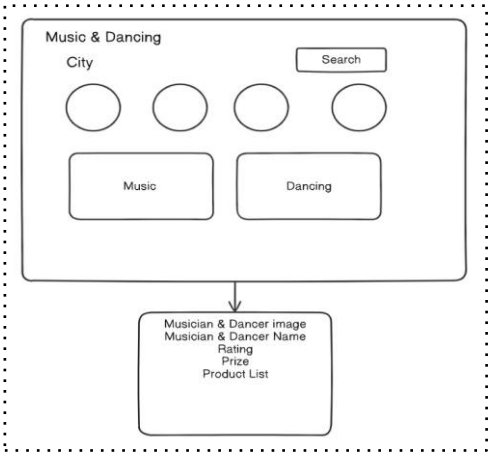

Figure 2.3 : Music and Dancing Services

The Music & Dancing section allows users to explore and hire musical artists and dance performers based on their city and event needs. With a simple interface, users can select either music or dance categories and search through a curated list of professionals. Each listing showcases the artist's image, name, rating, performance charges, and a list of offerings such as services or package details. Whether it's a traditional wedding performance or a modern DJ and dance act, this section ensures users can

discover and connect with the perfect entertainment to elevate their special occasion

D)Clothing – The system uses **AI-based recommendations** to suggest bridal wear, groom attire, and outfit options for family members based on user style preferences, wedding theme, and current fashion trends. Integration with local boutiques and designers allows for in website inquiries and appointments.

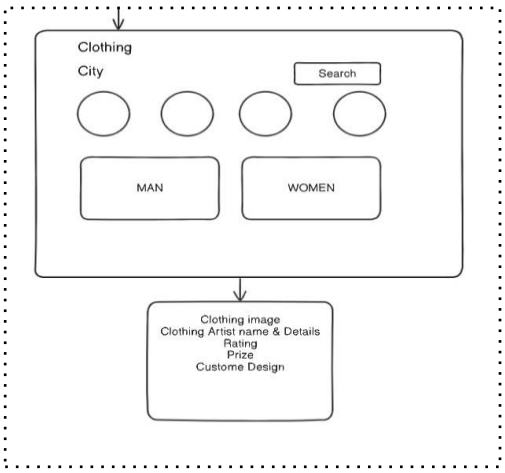

Figure 2.4 : Clothing Services

The clothing section is designed to help users explore and choose wedding outfits based on their city and gender preferences. Users can select their city, use search functionality, and apply filters to browse through various clothing options. The interface allows users to select between men's and women's clothing categories. Upon selection, users are shown detailed information, including images of the clothing, the name and details of the designer or artist, customer ratings, and the price of the item. Additionally, the section offers the flexibility to request custom-designed clothing to suit personal style and wedding themes.

E) Invitations and Gifts – Users can design **digital invitations** or order customized physical invites through partnered vendors. The gift section allows guests to send gifts from selected registries or curated gift collections

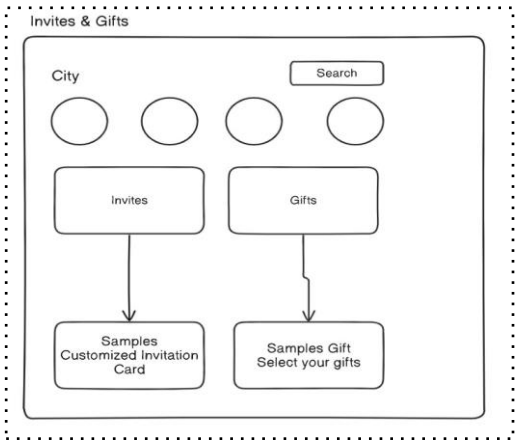

Figure 2.5 : Invitation and Gifts Services

This section caters to users who are looking for unique and personalized wedding invitations and gift options. After selecting the city and using the search functionality, users can choose between "Invites" and "Gifts." Under the invites category, users can browse sample invitation cards and customize them according to their wedding needs. The gifts category allows users to explore sample gifts and select suitable items for their guests. This section streamlines the process of designing elegant invitations and choosing thoughtful gifts, making wedding planning more convenient and personalized.

F) Jewelry and Accessories – The platform offers a curated collection of **jewelry and accessories** from partnered vendors. Users can explore traditional and contemporary designs, compare prices, and schedule showroom visits or purchases.

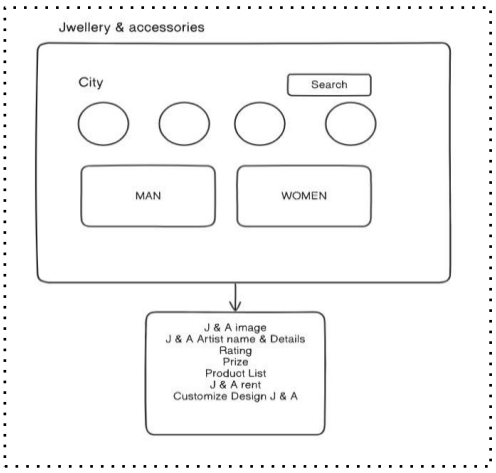

Figure 2.6 : Jewelry and Accessories Services

The jewellery and accessories section provides users with a platform to explore elegant items specifically curated for weddings. Users begin by selecting the required city and choosing between men's and women's accessories. The results display images of the products, artist or designer details, ratings, and pricing. This section also includes a comprehensive product list, rental options for jewellery and accessories, and customization features to ensure that the items match the wedding attire and theme perfectly. It offers a blend of affordability and luxury by allowing both purchase and rental, with the added benefit of design personalization.

G) Photography – Users can explore and book **photographers** for wedding day coverage, pre-wedding shoots, and even **drone photography**. Each photographer profile includes a portfolio, client testimonials, and pricing packages.

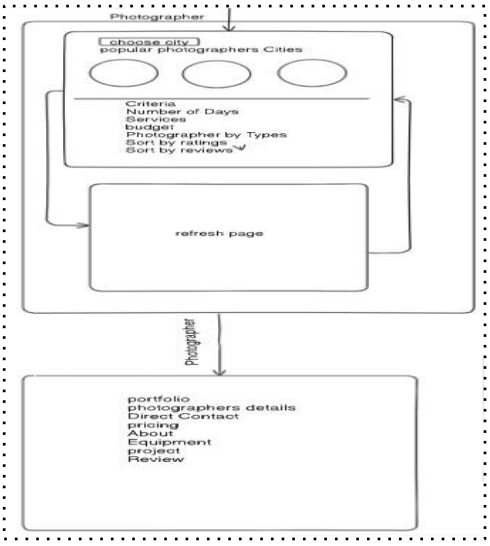

Figure 2.7 : Photography Services

The photography section enables users to find and book photographers based on specific preferences such as availability, services offered, budget, and customer ratings. Users can browse through a curated list of professional photographers, compare their packages, and explore their individual portfolios. Each profile showcases the photographer's past work, including wedding shoots, pre-wedding sessions, and candid moments, providing a comprehensive view of their style and expertise. This section helps users make informed decisions to capture their special day with the perfect photography team tailored to their vision and requirements.

H) Makeup Services – The platform offers a list of verified **makeup artists** for bridal and family grooming. Booking includes viewing portfolios, consultation scheduling, and package selection.

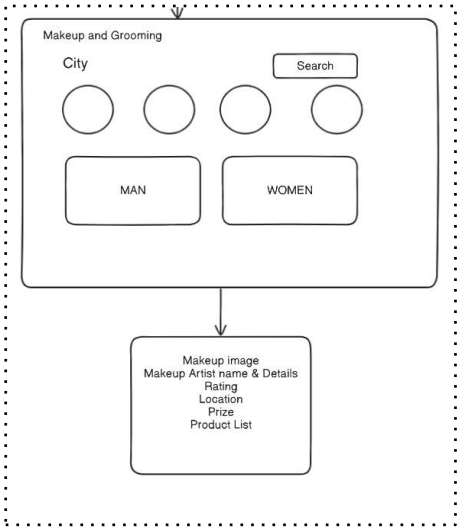

Figure 2.8 : Makeup Services

The makeup section is designed to cater to both men and women, offering a wide range of professional makeup services tailored for weddings and special occasions. Users can explore various makeup artists based on their location, ratings, and service offerings. Each artist's profile features sample makeup images, detailed information about their experience, specialization, and packages. Whether it's bridal, groom, party, or theme-based makeup, users can compare options and find artists that match their style and budget. This section ensures you look your best on your big day with top-rated artists available at your fingertips.

I) Food and Catering – Users can select from a variety of **catering services** based on cuisine, dietary preferences, and guest count. The platform supports menu previews, tasting appointments, and live cooking stations if desired.

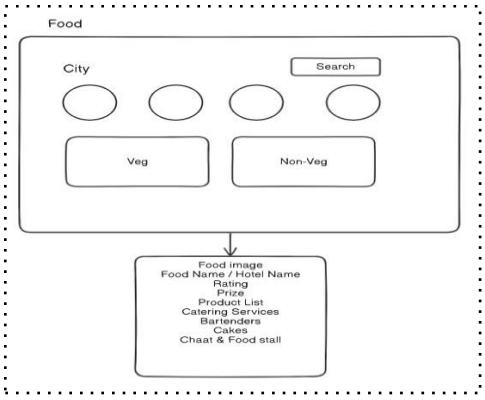

Figure 2.9 : Food and Catering Services

In the food and catering section, we bring together a wide range of trusted food service providers and caterers who are connected with us. Users can explore multiple options based on cuisine type, budget, and customer ratings. Each listing displays vibrant food images, the caterer's name, service details, menu variety, and pricing information. From traditional wedding feasts to modern buffets and custom menus, users can find the perfect culinary experience to suit their preferences. This section helps in choosing the best catering services that ensure a memorable and delicious celebration.

J) Planning and Decor – Users can hire **event planners and decorators** directly through the system. Options include theme-based decor packages, planning timelines, and consultations. This helps reduce stress and ensures visual consistency across wedding events.

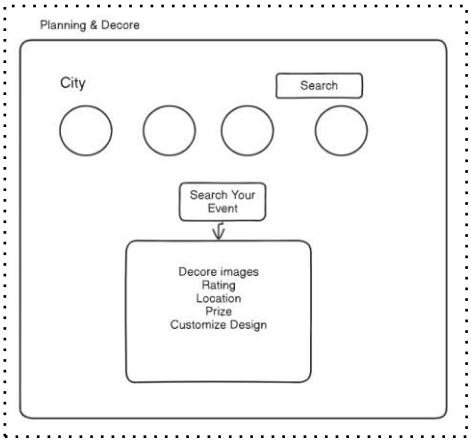

Figure 2.10 : Planning and Decor Services

The planning and décor section offers users access to a wide variety of decoration and wedding planning services. Users can explore different themes and décor styles through location-based decoration images, helping them

visualize how their event could look. Each service listing includes ratings, estimated budget, and detailed contact information, allowing users to directly connect with the actual service providers or decorators. Whether it's a traditional setup or a modern themed décor, this section simplifies the process of choosing the right team to bring the wedding vision to life with creativity and professionalism.

K) Groom and Bridal Grooming – The platform offers pre-wedding grooming services such as **salon treatments, spa packages**, and skin/hair consultations for both groom and bride, ensuring they look and feel their best on the big day.

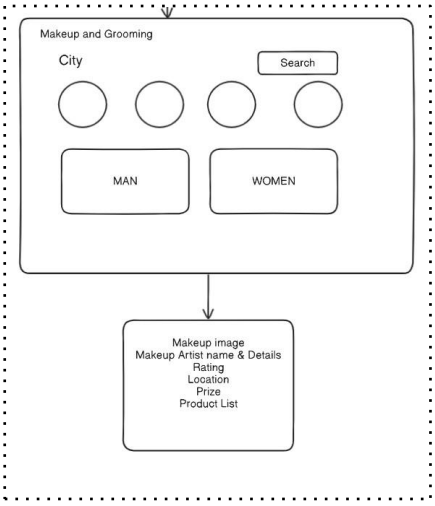

Figure 2.11 : Groom and Bridal Grooming Services

The groom and bridal grooming section offers a range of pre-wedding services tailored to help couples look and feel their absolute best for the big day. This includes professional salon treatments, rejuvenating spa packages, and personalized skin and hair consultations for both the groom and bride. Users can explore service providers based on location, ratings, and packages offered, ensuring they find the right fit for their needs. With a focus on self-care and confidence, this section provides all the essential grooming solutions to prepare for the wedding celebrations in style.

III. Results and Performance Evaluation

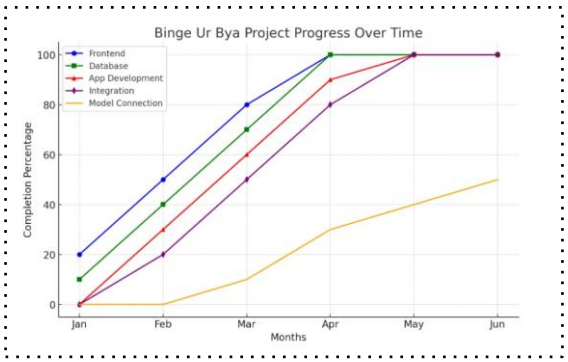

Figure 3 : Result and Evaluation

The implementation of **Binge Ur Bya** has shown significant improvements in the efficiency, accuracy, and user experience of wedding event management compared to traditional methods. The platform was evaluated based on several key performance indicators (KPIs), including **response time, user engagement, booking success rate, and system reliability**.

The platform is evaluated based on:

A) System Performance

The average **API response time** across frontend-backend communication was maintained below **250ms**, ensuring a smooth and responsive user experience. **MongoDB** queries with indexing and optimized schema design led to **faster data retrieval**, especially for real-time booking and search features. **Redis caching** for frequently accessed data, like vendor lists and notifications, reduced system load and improved read times by approximately **40%**.

B) Scalability and Load Testing

The system was tested with **simulated concurrent users (up to 1000)** using tools like JMeter. The application handled peak loads without significant performance degradation.
Docker-based deployment ensured consistent environments across testing and production, allowing for horizontal scalability in the future.

C) User Feedback and Engagement

An initial group of 50 beta testers (users and vendors) reported a **92% satisfaction rate**, emphasizing the platform's usability, aesthetics, and ease of navigation. Key features such as AI-driven recommendations, real-time vendor availability, and centralized dashboard received highly positive feedback.
The average time for users to complete an end-to-end booking process was **reduced by 60%** compared to manual planning.

D) Feature Accuracy

The AI model for personalized clothing and venue recommendations achieved an accuracy rate of **87%** based on user feedback and match score.
Automated task assignments and notifications (via RabbitMQ and worker services) maintained a delivery success rate of over **95%**.

E) Reliability and Uptime

The platform maintained **99.8% uptime** during the testing period.
Proper error logging, retry mechanisms, and backend redundancy contributed to high reliability.

IV. Scope for Future Enhancement

While *Binge Ur Bya* currently addresses many pain points in wedding planning, there are several areas where the platform can be expanded to deliver even greater value.

The following enhancements are proposed for future development:

A) Mobile Application Development

To improve accessibility and user convenience, a dedicated mobile application for Android and iOS can be developed. This will enable users to manage bookings, receive notifications, and interact with vendors on-the-go, enhancing real-time coordination and flexibility.

B) AI-Powered Chatbot

An AI-driven chatbot can be integrated to assist users with tasks such as vendor search, booking confirmations, and FAQs. This feature would offer round-the-clock support, reduce manual workload, and improve user engagement through intelligent conversational interfaces.

C) Augmented Reality (AR) Previews

The implementation of AR technology would allow users to virtually visualize wedding elements such as venue decor, stage setup, or bridal attire. This immersive experience would support more informed decision-making and add a layer of personalization to the planning process.

D) Personalized Budget Advisor

A smart budgeting assistant can be introduced to help users allocate and monitor their expenses effectively. By analyzing user preferences and vendor costs, the system can suggest optimal service combinations within a defined budget, promoting financial efficiency.

E) Vendor Performance Analytics

A vendor analytics dashboard can be designed to help service providers track key metrics such as booking trends, customer reviews, and overall performance. This data-driven approach would support vendor growth and improve service quality across the platform.

V. Conclusion Of Project

The complexities involved in planning a wedding require not just creativity and coordination but also a systematic and scalable approach. *Binge Ur Bya* emerges as a comprehensive and intelligent wedding event management platform that addresses the fragmented nature of traditional wedding planning. By integrating modern web technologies such as the MERN stack, real-time data processing, and machine learning capabilities, the platform simplifies vendor management, personalized user experiences, and automates decision-making. From venue selection and clothing recommendations to decor planning and real-time coordination, each module of Binge Ur Bya has been designed to deliver convenience, clarity, and customization. The adoption of microservices architecture, container-based deployment, and CI/CD practices ensures the system remains scalable, maintainable, and efficient.

In summary, *Binge Ur Bya* not only digitizes but also transforms the way weddings are planned—bridging the gap between users and service providers through intelligent automation and seamless interaction. With future enhancements like AI chatbots, mobile apps, and AR integrations, the platform holds great promise in revolutionizing the wedding planning experience even further.

REFERENCE

1.**"A History and Analysis of Weddings and Wedding Planning"**

Johnson & Wales University, ScholarsArchive, 2019.

https://scholarsarchive.jwu.edu/cgi/viewcontent.cgi?article=1037&context=student_scholarship

2.**"An Assessment of Future Trends in Wedding Planning"**

California Polytechnic State University, Digital Commons, 2013.

https://www.theweddingschool.in/mastering-wedding-planning-tips-and-tricks-for-aspiring-planners-copy/#:~:text=The%20future%20of%20wedding%20planning%20is%20filled%20with%20exciting%20trends,way%20couples%20plan%20their%20weddings.

3.**"To Study the Consumer Perception Towards Wedding Planners"**

SSRN, 2023.

https://papers.ssrn.com/sol3/papers.cfm?abstract_id=4847997

4.**"Wedding Planners in the US - Market Research Report (2014–2029)"**

IBISWorld, 2024.

https://www.ibisworld.com/united-states/industry/wedding-planners/4412/

5.**"Wedding Services Market Size, Share & Trends Report, 2030"**

Grand View Research, 2024.

https://www.grandviewresearch.com/industry-analysis/wedding-services-market-report

6.**"Wedding Industry Reports & Statistics"**

Library of Congress, 2024.

https://guides.loc.gov/wedding-industry/reports

7.**"2025 Wedding Industry Statistics: The Knot Real Weddings Study"**

The Knot, 2025.

https://www.theknot.com/content/wedding-data-insights/real-weddings-study

8."How Zola Makes Money"-Zola – Wedding Planning: Website, Invites, Venues, Registry & More

https://www.zola.com/

9.The Knot Wedding Planning Website: Tools, Inspiration & More

https://www.theknot.com/

8.Vogue Why Couples Are Beginning Wedding Planning Before Getting Engaged

https://www.brides.com/best-wedding-websites-5272206

9.An Adaptive Recommendation Algorithm of Intelligent Clothing Design Elements Based on Large Database

https://onlinelibrary.wiley.com/doi/10.1155/2022/3334047

10.ShaadiSaga – Real Weddings-Offers stories of real Indian weddings, highlighting unique themes, decor inspirations, and vendor experiences.

https://www.meragi.com/lpweddingplanner?utm_source=google&utm_medium=core_search&utm_campaign=20919000858&utm_content=wedding%20planners&utm_term=687043424785&gad_source=1&gclid=Cj0KCQjwnui_BhDlARIsAEo9Gut1WUbEy-F2q_-bxmW7M9geCoPokA_cvEfH5xAHkFGJ6jMyUyr5ZaEaAtbbEALw_wcB

11. Transforming Event Management: A Dynamic Website with AI Integration

https://ijsrem.com/download/transforming-event-management-a-dynamic-website-with-ai-integration/

12. The Impact of Artificial Intelligence on Event Experiences: A Scenario Technique Approach

https://link.springer.com/article/10.1007/s12525-020-00433-4

13. **RIVAAZ: AI-Based Event Planning Platform**

chrome-extension://efaidnbmnnnibpcajpcglclefindmkaj/https://www.ijprems.com/uploadedfiles/paper//issue_11_november_2024/36566/final/fin_ijprems1730900397.pdf

14. AI-Enhanced Wedding Planning: A Modern Approach to Tying the Knot

https://www.linkedin.com/pulse/ai-enhanced-wedding-planning-modern-approach-tying-tanveer-bjeif/

15. AI Powered Event Management Platform

https://www.researchgate.net/publication/380246251_AI_POWERED_EVENT_MANAGEMENT_PLATFORM

16. Augmented Reality-Enabled Virtual Platform for Wedding Experience
https://www.researchgate.net/publication/378159221_Augmented_Reality-Enabled_Virtual_Platform_for_Wedding_Experience
17. Virtual Reality as a Modern Tool for Event Management: A Systematic Review
https://www.researchgate.net/publication/388616798_Virtual_Reality_as_a_Modern_Tool_for_Event_Management_A_Systematic_Review
18. Advances in Event Management Using New Technologies and Mobile Applications
https://www.emerald.com/insight/content/doi/10.1108/ijefm-05-2022-0039/full/html

19. Event Technology for Potential Sustainable Practices: A Bibliometric Review and Research Agenda
https://www.emerald.com/insight/content/doi/10.1108/ijefm-08-2020-0051/full/html
20. Bibliometrics Analysis of Event Management in the Digital Era: Challenges and Opportunities for Event Planners
https://ojs.amhinternational.com/index.php/imbr/article/view/3926