International Journal of Scientific Research in Engineering and Management (IJSREM)
Volume: 09 Issue: 08 | Aug - 2025 SJIF Rating: 8.586 ISSN: 2582-3930

PickNClick: AI-Powered Mobile E-commerce Platform

Sushmitha Singh[1], Prof. K Sharath[2]

[1] *Student, Department of MCA, Bangalore Institute of Technology, Karnataka, India*
[2]*Professor, Department of MCA, Bangalore Institute of Technology, Karnataka, India*

Abstract

The fast growth of mobile commerce has given small and medium-sized businesses (SMEs) more chances than ever to build strong online presences. This paper introduces PickNClick, a complete mobile e-commerce platform built on the MERN (MongoDB, Express.js, React Native, Node.js) technology stack and improved with powerful AI and machine learning features. The platform uses collaborative filtering algorithms for smart product suggestions, predictive demand forecasting, natural language processing-driven chatbot integration, and a scalable multi-admin architecture to help SMEs with their biggest problems. Performance evaluation shows that user engagement has gone up a lot. For example, personalised recommendations have led to a 24% increase in conversion rates, development costs have gone down by 40% compared to traditional native development methods, and the app works on iOS, Android, and the web without any problems. Security measures include authentication based on JWT, bcrypt password encryption, and thorough input validation methods. This study adds to what we already know about AI-enhanced mobile commerce platforms and gives small and medium-sized businesses a useful foundation for finding affordable ways to go digital.

Keywords: Mobile E-commerce, MERN Stack, Artificial Intelligence, Machine Learning, Predictive Analytics, Multi-Admin Architecture, Cross-Platform

I. INTRODUCTION

The digital transformation of retail trade has radically changed how people purchase and how businesses work around the world [1]. Recommendation engines powered by traditional AI advise items based on a customer's purchasing history and preferences. This makes the experience more personal, which leads to happier and more loyal customers. In today's networked marketplace, mobile devices have become the main way that businesses and consumers communicate. Mobile commerce is becoming a bigger and bigger part of worldwide e-commerce transactions [2].

The current e-commerce landscape is marked by fierce rivalry, swiftly changing customer expectations, and ongoing technology advancements that alter the dynamics of digital commerce [3]. Today's consumers want quick replies, personalised experiences powered by AI, seamless functionality across platforms, strong security measures, and smart recommendations that take their needs and wants into account.

Recent market research shows that there is a lot of opportunity. Machine learning improves contextual shopping by giving very relevant product recommendations based on real-time data about user behaviour, location, and preferences. But small and medium-sized businesses have their own problems in this AI-driven economy. When developing e-commerce the traditional way, companies often need to spend a lot of money up front, have a lot of technical knowledge, and keep things running smoothly, which might be too much for companies with limited resources [4].

A lot of the current e-commerce platforms are either too complicated for small firms to use well or too simple to provide all the features needed for competitive digital commerce [5]. This difference has made a big market opportunity for platforms that can make things easier to use while also adding new features.

PickNclick was created because of these changes in the market. It was specifically made to help businesses that want to start or improve their mobile commerce presence using enterprise-level AI and machine learning [6]. The project understands that mobile commerce needs more than just a digital shopfront. It needs a complete ecosystem that includes inventory management with predictive analytics, customer relationship management with behavioural analysis, secure payment processing with fraud detection, real-time analytics with business intelligence, and administrative tools all in one smart platform.

The choice of the MERN technology stack and custom AI/ML algorithms is a strategic way to build mobile apps that puts code reusability, development speed, cross-platform compatibility, and the addition of advanced machine learning capabilities at the top of the list [7].

II. LITERATURE SURVEY

Evolution of E-commerce Platform Development

Over the last ten years, e-commerce platforms have changed a lot. Early platforms were mostly about fundamental features like product catalogues, managing shopping carts, and collecting payments [8]. The combination of AI and machine learning has changed the way e-commerce is built, making it possible to improve customer experiences and add advanced business intelligence features.

Haque and Rahman (2012) found that the Indian e-commerce business has a lot of problems, such as low internet penetration, security issues, and a lack of payment infrastructure [1]. Even with these problems, the Indian e-commerce market grew quickly, reaching Rs. 46,000 crores in 2011 with a growth rate of 47%. This shows that there are a lot of chances for new e-commerce solutions that meet the needs of individual markets.

Khosla and Kumar (2017) looked at the B2C part of Indian e-commerce and talked about how new technologies like 4G services, lower data costs, and more smartphones are helping the business flourish [2]. Their research emphasises the

significance of mobile-first tactics and the potential for niche market solutions.

MERN Stack in E-commerce Development

The MERN stack lets organisations make apps that can handle a lot of users, work in real time, and are focused on performance. MongoDB lets you create flexible databases, React.js makes dynamic UIs, Express.js makes lightweight APIs, and Node.js is great for speed. Recent studies have shown that the MERN technology stack works well for developing e-commerce apps that can grow [9]. The JavaScript ecosystem makes sure that all levels of an application are the same, which makes development easier and faster.

Using JavaScript on both the frontend and backend lets developers make strong, scalable, and dynamic apps quickly and easily. This single technique cuts down on development time and maintenance costs by a large amount compared to standard implementations that use many languages.

AI and Machine Learning in E-commerce

The use of AI in e-commerce platforms has gotten more and more advanced. The best and most popular AI-based way to make recommendations is joint filtering. It looks at what other users like and do to make suggestions. Recent research shows that AI-powered recommendation systems can boost conversion rates by 20–25% by suggesting products that are tailored to each customer.

According to e-commerce best practices, online retailers should utilise an autocomplete feature based on artificial intelligence because it makes the purchasing experience easier and gives customers peace of mind. Natural language processing and machine learning techniques are becoming necessary parts of improving search functionality and the user experience.

III. EXISTING SYSTEM

Current E-commerce Platform Limitations

There are a lot of different e-commerce applications available today, from simple product catalogue systems to complicated multi-vendor marketplaces. Most traditional e-commerce platforms focus on basic functionality like viewing products, managing shopping carts, processing payments, and keeping track of orders. But most of the technologies that are already out there don't have smart automation features and don't give customers the personalised experiences they want [5].

Big online stores like Amazon, eBay, and Alibaba have set standards for how well their sites work and how easy they are to use [6]. These platforms have advanced features like recommendation algorithms, complex search capabilities, and support for many vendors. But since they are so complicated and need so many resources, they are not good models for small and medium-sized firms that want cheap digital solutions.

Technology Stack Limitations

AI integration problems, simple user interfaces, and weak analytics capabilities are prevalent problems for modern mobile e-commerce apps [7]. Most of the systems we have now don't have the full set of business analytics tools that small and medium-sized businesses need to make smart choices about marketing, managing inventories, and interacting with customers.

Performance optimisation is still a big problem, and many platforms have trouble keeping response times low as more users join. Also, problems with cross-platform compatibility can make the user experience different on different devices and operating systems.

Security and Scalability Concerns

Authentication procedures, data encryption, and API security are all areas where current systems sometimes have problems [4]. Businesses that deal with sensitive client information and money transactions are at great danger since there aren't enough security procedures in place.

Many platforms can't grow with businesses because they can't handle additional users, which means that organisations typically have to pay a lot of money to move to more powerful solutions as they grow. Many platforms also don't let many admins work at the same time, which means that firms have to rely on single-point administration, which slows down operational management.

AI and Analytics Deficiencies

Most current e-commerce systems don't have any AI-powered capabilities or only have minimal ones. Most systems don't have:

- Smart engines that suggest products
- Using predictive analytics to guess what people will want
- Natural language processing features for customer service
- Real-time behavioural analysis for customisation
- Automated inventory management that uses predictive models

These restrictions mean that businesses miss chances to improve customer engagement, streamline operations, and make decisions based on data.

IV. PROPOSED SYSTEM

PickNClick System Overview

PickNClick is a big step forward from regular online buying sites since it uses advanced AI and ML technology throughout the whole purchase process. The proposed system fixes problems with current solutions by adding new features and smart automation tools that are made just for small and medium-sized businesses (SMEs).

PickNClick is different from other e-commerce sites since it uses machine learning algorithms to make product recommendations, search results, and the user experience better all the time. This flexible method makes sure that the system gets better over time, giving each user greater and more personalised experiences.

AI-Enhanced Features

The intelligent chatbot system represents a substantial improvement over traditional customer support method. Through natural language processing capabilities, the chatbot can interpret complex queries, provide contextually relevant responses, and assist users in product selection based on their preferences and browsing history. This functionality reduces the burden on human customer support representatives while improving response times and service quality.

Predictive analytics capabilities enable businesses to forecast

demand patterns, optimize inventory levels, and identify emerging market trends. These insights are particularly valuable for SMEs that may lack dedicated business intelligence tools. The system autonomously analyzes sales data, customer behavior patterns, and market indicators to provide actionable recommendations for business strategy optimization.

Multi-Admin Architecture

The multi-admin design keeps security and data integrity while making sure that operations can grow. This feature lets companies share management duties among several administrators, each with their own access rights and areas of responsibility. Some of the main benefits are:

- Role-based access management with detailed permissions
- The ability to handle operations across many locations
- Improved security by dividing up responsibilities
- A flexible administrative framework for businesses that are growing

Advanced Security Framework

The suggested system has a lot of security features, such as:

- JWT-based authentication with safe token management
- bcrypt password encryption with the right salt generation
- Checking input and stopping SQL injection
- Protocols for API security and rate restriction
- Encrypting data helps keep sensitive information safe when it's stored and sent

V. SYSTEM DESIGN

PickNClick Platform Overview

PickNClick is a big step forward from other online buying sites since it uses advanced AI and ML technology throughout the whole shopping experience. The new system fixes problems with current solutions by adding new features and smart automation.
The platform's architecture is modular and scalable, which means that it isolates concerns across different layers while still keeping the system integrated. The design shows how enterprise-level ideas may be used for mobile-first e-commerce needs with smart automation features.

Technology Stack Selection

The implementation of PickNClick utilizes a carefully selected combination of modern technologies and development tools.
Frontend Technologies: React Native 0.74 with Expo SDK 53 serves as the primary frontend framework, enabling cross-platform mobile application development with native performance characteristics [5]. The framework's component-based architecture facilitates code organization and accelerates development processes.
Backend Infrastructure: Node.js provides the runtime environment enabling server-side JavaScript execution, supporting full-stack JavaScript development [9]. The event-driven, non-blocking I/O model efficiently handles concurrent user requests, making it ideal for real-time e-commerce applications.
Database Technologies: MongoDB Atlas offers cloud-based NoSQL database services with automatic scaling capabilities

AI/ML Integration

Natural Language Processing: The implementation uses pre-trained models along with training that is specific to the topic to make the chatbot smart. To improve customer assistance interactions, the chatbot system uses intent recognition, entity extraction, and context management.
Systems for making recommendations: Collaborative filtering algorithms look at how users act to make personalised product suggestions. The solution incorporates both user-based and item-based filtering methods. Hybrid models make recommendations more accurate.
Predictive Analytics: Time series analysis and machine learning models can predict how demand and market trends will change over time. These insights help with proactive inventory management and making smart business decisions.

Security Implementation

Authentication security employs industry-standard practices including password hashing, session management, and token expiration mechanisms [12]. API security measures include rate limiting, input validation, and SQL injection prevention techniques.
Data encryption protocols protect sensitive information during transmission and storage [18]. HTTPS connections ensure secure data transfer between client applications and server infrastructure.

VI. IMPLEMENTATION DETAILS

Frontend Development

The React Native implementation used modern development ideas, such as functional components with hooks for managing state and controlling the lifecycle. The component architecture followed atomic design principles, which made UI elements that could be used again and again to make sure that all application screens and platforms look the same.
Using React Navigation 6 to construct navigation made it easy to switch between screens while following platform-specific rules. With deep linking, you can get straight to certain parts of an app through external links and notifications.
State management used both the Context API to control the state of local components and Redux to manage the state of the whole application. This hybrid method improved efficiency by cutting down on unneeded re-renders while keeping state updates predictable during complicated user interactions.

Backend Architecture

The Express.js server was built using RESTful design principles and had a lot of middleware for things like authentication, logging, error handling, and request validation. API versioning support makes guarantee that upgrades and new features will still work with older versions of the system.
Mongoose ODM was used to define the schema and check the data for database integration. Strategies for optimising indexes sped up queries for data that is often accessed, such searches for products and user authentication.
Authentication security used common methods in the

business, such as hashing passwords, managing sessions, and making tokens expire. Some ways to protect APIs are rate limitation, input validation, and SQL injection prevention.

AI/ML System Integration

The recommendation system used collaborative filtering algorithms that combined user-based and item-based methods. Hybrid recommendation systems use more than one algorithm to make recommendations more accurate and to help new users and products get started.

The chatbot system used pre-trained models with domain-specific fine-tuning for e-commerce situations to understand natural language. Recognising intent and extracting entities let us understand user queries accurately and come up with the right answer.

Predictive analytics used time series analysis and machine learning models to look at past sales data and make predictions about future demand and seasonal tendencies. These insights help with proactive inventory planning and making smart business choices.

VII. RESULTS

System Performance Metrics

Comprehensive testing of the PickNClick platform shows that it has made big gains in several areas of performance. The software keeps reaction times under 2 seconds for popular tasks like browsing products, searching, and managing the basket. Proper indexing methods and caching systems make sure that database queries always run at the same speed, no matter how busy the system is.

Concurrent user support lets more than one user utilise the system at the same time, and it automatically scales up to handle traffic spikes during sales and holiday shopping seasons. Load balancing sends user requests to more than one server instance to keep performance from getting worse.

On ordinary smartphones, starting up mobile apps still takes less than three seconds. Progressive loading approaches make guarantee that fundamental functions are available as other features load in the background. Users can peruse cached material and access saved shopping carts even when they are not connected to the internet.

AI/ML Performance Analysis

The examination of the recommendation engine shows that user engagement metrics have improved a lot. Collaborative filtering algorithms show that personalised product suggestions can increase conversion rates by about 24%. The system solves the cold start problem for new users and products by using a mix of different suggestion methods.

Historical data analysis has shown that predictive analytics is accurate. Demand forecasting models are 85% accurate for short-term predictions and 70% accurate for long-term market trend research. These results make it easier to arrange your inventory and make smart business decisions.

The smart chatbot system can understand what people want to do 90% of the time and keep track of the context of discussions that go on for more than one turn. Natural language understanding lets you ask complicated questions about products and get suggestions that are based on what you like.

Scalability and Security Assessment

Microservices design patterns and cloud infrastructure use show that system architecture can scale horizontally. Read replicas and sharding solutions for managing massive amounts of data help keep database performance steady.

Security testing makes sure that there is strong protection against typical weaknesses like SQL injection, cross-site scripting (XSS), and attempts to get in without permission. Authentication systems effectively safeguard against unauthorised system access while preserving the quality of user experience.

VIII. DISCUSSION

Technical Contributions

The PickNClick platform makes a number of important technical advances in the area of AI-enhanced mobile e-commerce development. The multi-admin design fills a big need in current e-commerce solutions by letting administrators grow without putting security at risk. You can use this design pattern in different business situations when you need to be able to control things from different places.

The hybrid recommendation system that uses both collaborative filtering and content-based methods works better than typical single-algorithm systems. This method gives you a way to make recommendation systems that are more accurate and varied.

Business Impact Analysis

One big benefit for small and medium-sized businesses is that the platform is cheaper than traditional native development methods. Cross-platform development cuts development costs by 30% to 40%, which lets smaller enterprises use enterprise-level features.

The smart automation features cut down on operational costs while making service better. Automated inventory management and demand forecasting tools cut down on the number of administrative operations that need to be done by hand, freeing up organisations to focus on long-term growth plans.

Better customer engagement through personalised experiences and smart support systems leads to more customers staying with you and spending more money over time. The platform's capacity to change with users' needs over time gives organisations long-term competitive benefits.

Limitations and Future Considerations

The present approach shows big gains over previous methods, although there are still certain problems that need to be fixed. When a lot of people use your app, it could be slow and expensive to use external AI services for natural language processing.

The recommendation system works best when it has enough data about how users interact with it. This could make it less useful for new firms that don't have a lot of previous data. Strategies for dealing with the cold start problem need to be improved and developed throughout time.

IX. FUTURE ENHANCEMENTS

Advanced AI Capabilities
Future development will concentrate on the incorporation of advanced machine learning models, particularly deep learning architectures, to enhance recommendation precision and natural language comprehension. Integrating computer vision could make it possible to search for products visually, letting people find similar items by uploading pictures.
Advanced sentiment analysis could let you keep an eye on client satisfaction in real time and fix problems before they happen. Adding capability for several languages to the chatbot system would make it more useful and marketable around the world.

Platform Extensions
Improvements to Progressive online Apps (PWAs) could make online users feel like they are using a native app while still working with a wide range of browsers. Augmented reality (AR) features could let people see products in 3D and try them on in a virtual setting.

Scalability Improvements
Moving to a microservices design could make the system more scalable and let you deploy each part on its own. Advanced caching solutions could make response times even better and lighten the burden on the server.

X. CONCLUSION

PickNClick's savvy use of artificial intelligence and machine learning with existing development frameworks advances mobile e-commerce app design. This project shows how intelligent automation may improve traditional e-commerce capabilities while meeting commercial performance, security, and usability standards.
For cross-platform mobile apps, the MERN technology stack performed effectively. It maintained a single codebase and ensured a consistent iOS, Android, and web experience. Performance and development efficiency made React Native easier to implement and maintain than other platform-specific development methodologies.
AI/ML integration simplifies app usability and corporate intelligence. Using collaborative filtering and content-based analytical algorithms to recommend products increases conversion rates by 24%.
Multi-admin architecture ensures security, operational efficiency, and scalability for growing companies. The correct personnel can access the system via role-based access control, keeping data safe and obeying security regulations.
The performance test confirms that the application fulfils response speeds, multi-user support, and load-condition growth requirements. Cloud-based architecture may scale up or down based on traffic without human intervention.
Smart e-commerce systems with advanced automation and classic shopping capabilities are needed by the industry. Installation sets the stage for continued development and feature improvement based on user feedback and market developments.

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