

Website Creation on Analytical Survey for Departmental Stores

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ABSTRACT

This project focuses on developing a **website for an analytical survey** aimed at gathering insights on customer preferences, shopping patterns, and satisfaction with a departmental store's products and services. The website provides an **interactive platform** for users to participate in surveys, answer structured questions, and give feedback on their shopping experiences. The collected data will generate **actionable insights** to assist store managers in enhancing store layouts, product selection, pricing strategies, customer service, and marketing efforts. Key features include **user-centric navigation** for accessing customer demographics, purchase trends, and product/service feedback. The website offers **interactive data exploration**, allowing real-time analysis using filters based on age, location, and time.

Keywords

Website Development, Analytical Survey Customer Preferences, Shopping Patterns.

I- INTRODUCTION

In today's competitive retail environment, understanding customer preferences and satisfaction is crucial for departmental stores. Consumer behaviour is shaped by factors such as pricing, product quality, store environment, and customer service. This project involves creating a website to present the findings of an analytical survey aimed at collecting data on customer demographics, product preferences, shopping patterns, and satisfaction levels. The website will serve as an interactive platform to display survey results through data visualization tools like charts and graphs, allowing stakeholders to explore insights in-depth. Key features include filtering options based on age, gender, location, and shopping habits, enabling store managers, marketing teams, and analysts to identify trends and areas for improvement. By providing actionable insights, the website will help inform decisions related to store operations, inventory management, marketing strategies, and customer service. The goal is to enhance customer satisfaction, improve shopping experiences, and ultimately foster customer loyalty..

III -OBJECTIVES

- Enhance Customer Insight Collection
- Streamline Data Collection and Analysis
- Improve Data Accessibility

SYSTEM REQUIREMENTS SOFTWARE REQUIREMENTS

SOFTWARE REQUIREMENTS

- For creating the user interface (UI) and handling user interactions:
- **HTML5:** For the structure of your webpage (forms, text, layout).
- Features: Semantic markup, multimedia embedding, and form elements.
- **CSS3:** For styling and creating responsive layouts.
- **Frameworks:** Bootstrap (for responsive design), Tailwind CSS (for utility-first styling).
- **Features:** Responsive design, animations, grids, flexbox.
- **JavaScript:** For interactivity and client-side behaviour (form validation, AJAX requests, etc.).

HARDWARE REQUIREMENTS

Ram

- 8 GB (minimum) of **DDR4** RAM
- 16 GB if you're running multiple services (e.g., web server, database, etc.) on the same machine.

STORAGE

- **SSD** for faster performance (e.g., 500GB SSD)
- **Backup Storage:** Additional hard drive or network-attached storage (NAS) for data backups and larger storage needs (e.g., 1TB).

Network

- **Ethernet:** A stable wired network connection, ideally gigabit Ethernet, for reliable and fast access.

SYSTEM STUDY

V - EXISTING SYSTEM

Description for the Existing Systems

This project focuses on creating a **modern, automated online survey system** for a departmental store, aiming to replace the existing outdated methods of paper-based surveys and basic online forms. The existing system relies on manual processes for data collection, analysis, and reporting, which are often inefficient, error-prone, and time-consuming. The

new system will streamline the process by automating the survey collection and analysis process, enabling real-time data insights that will support faster decision-making.

Weakness for the existing systems

The current survey system in place at the departmental store exhibits several weaknesses that significantly hinder its efficiency and effectiveness. One of the major issues is the manual data collection and entry process, which is both time-consuming and prone to human error. This results in inaccurate data and inefficiencies, especially when handling large volumes of responses. Additionally, the system lacks real-time data access, causing delays in decision-making and forcing store management to rely on outdated feedback. The use of outdated analytical tools such as spreadsheets further limits the store's ability to analyse data effectively, making it difficult to uncover meaningful insights or generate actionable reports. Furthermore, the surveys themselves are static and impersonal, which leads to low customer engagement and participation.

VI – PROPOSED SYSTEM

Description developed in proposed system in customer basis

Survey Creation and Management Module

- **Dynamic Forms:** The customer-facing surveys are designed with flexibility, allowing store management to create personalized and interactive forms
- Conditional Logic Module
- Real-Time Feedback and Data Analysis Module
- Data Visualization and Reporting Module
- Data Security and Compliance Module

Survey Creation and Management Module

- **Description:** This module allows store management to create, customize, and manage surveys effectively.
- **User Interface (UI) Module**

Survey Distribution Module

- Data Analysis and Reporting Module
- Customer Engagement Module
- Analytics Dashboard Module
- Integration with Business Systems Module
- User Feedback and Improvements Module
- Database Management
- Customizable View

VI - RESULTS AND DISCUSSION

HOME PAGE

The **Home Page** of a website serves as the main entry point or landing page for the customers for, offering an overview of the site's content and purpose. In the context of a website for an **analytical survey on departmental stores**, the **Home Page** would be designed to provide visitors with quick



COMBO OFFERS PAGE

The **Offers Page** on a website typically showcases the promotions, discounts, special deals, and exclusive offers available to customers. In the context of a website for an **analytical survey** In the context of departmental stores and their analytical surveys, "**Combo Offers**" refer to promotional deals where multiple products are sold together at a discounted price. These bundles typically offer customers the chance to buy related items at a lower total cost compared to buying each item separately.



PERSONAL INFORMATION

In the context of an **analytical survey on departmental stores**, **Personal Information** refers to any data that can be used to identify a specific individual. This information is typically collected during customer interactions, surveys, or sign-ups to better understand their preferences, behaviours, and demographics. The purpose of gathering personal information is to provide businesses with valuable insights that can help tailor marketing strategies, improve customer service, and enhance the overall shopping experience.

Personal Information X

Name and Surname

JANAKI . M

Phone Number

7002005008

Address

KK.NAGAR CHENNAI

Card Information

 

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MAY 2020 123

Checkout!

IX – CONCLUSION

Creating a website for the analytical survey on a departmental store is an essential tool for gathering valuable insights into customer preferences, satisfaction, and areas for improvement. By systematically designing and developing the system, you not only ensure effective data collection but also provide the store management with actionable analytics to drive informed decisions. The website will allow customers to easily participate in surveys, offering valuable feedback on various aspects of the store, including product quality, customer service, store layout, and overall shopping experience. In turn, the backend will efficiently manage and store survey data, while the analytics engine will process this information to generate meaningful reports and trends, helping management understand customer sentiment and improve business operations. By following the outlined steps in system design, testing, and implementation, you

X – REFERENCE

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