



**WEB-BASED ONLINE STORE RECOMMENDATION AND AUTO
DISCOUNT ALGORITHM**

UNDERGRADUATE THESIS

**Submitted as one of the requirements to obtain
Sarjana Komputer (S.Kom.)**

By:

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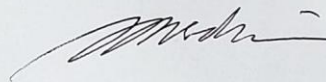
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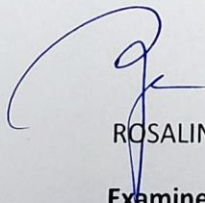
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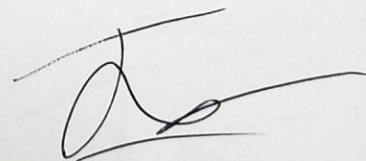
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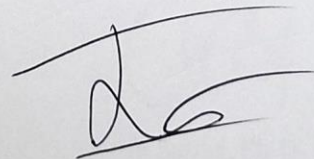
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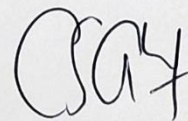
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I. ABSTRACT

In today's digital age, online shopping has become increasingly prevalent, offering convenience and accessibility to consumers worldwide. The emergence of the COVID-19 pandemic has further accelerated the need for reliable and personalized online shopping experiences. In response, My Web-Based Online Store with Recommendation Algorithm and Auto Discount Algorithm has been developed as a cutting-edge e-commerce solution.

The recommendation algorithm in my system analyzes users' recent product views and browsing behavior to generate personalized product suggestions. The algorithm helps users discover new items that align with their preferences. This tailored approach becomes even more crucial during these challenging times when individuals are looking for convenient ways to find the products they need while minimizing physical contact.

Additionally, my system incorporates an advanced auto discount algorithm to optimize sales and promote inventory turnover. This algorithm identifies products that have never been sold or have the lowest sales and automatically applies discounts. With a maximum discount limit of 10%, this strategy encourages users to explore and purchase these items, helping businesses adapt to the changing market demands caused by the pandemic.

Built on the ASP MVC framework, My Web-Based Online Store ensures a seamless and efficient user experience. Furthermore, the responsive design of the system enables users to access the online store effortlessly from various devices, accommodating the shift towards mobile and remote shopping experiences.

In conclusion, My Web-Based Online Store with Recommendation Algorithm and Auto Discount Algorithm is an innovative e-commerce platform that addresses the evolving needs

of online shoppers, particularly in the context of the COVID-19 pandemic. The recommendation algorithm offers personalized product suggestions, helping users find the items they need while minimizing physical interactions. The auto discount algorithm drives sales and promotes inventory turnover, assisting businesses in adapting to changing market conditions. With a secure and responsive design, the system aims to provide users with a seamless and enjoyable shopping experience, ensuring customer satisfaction and facilitating business growth in these challenging times.

II. ACKNOWLEDGEMENT

First, I want to thank Allah SWT, that is one of main reason I was able to complete this final project. And I also want to thank the following to:

1. My beloved Mother, Father and Sisters who always support me mentally and financially.
2. My Final Project Advisor, Miss Cutifa Safitri, Ph.D. Who always been patient and great mentor.
3. My Academic Advisor, Sir Andika Candra Jaya. Who always mentoring me and answer me when I needed most.
4. All computing Lecturers who have taught me a lot of basic knowledge and also gave lessons life to me while studying at President University.
5. All my friends during the internship period, that is always reminding me about final project and keep me motivated.
6. For all my friends in college. thank you for always supporting me and also the experience.
7. All my best friends, who always give me idea, and any supports I need

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