IRJCS: International Research Journal of Computer Science
Volume 13, Issue 03, March 2026
ISSN: 2393-9842
https://www.irjcs.com/archives
https://doi.org/10.26562/irjcs.2025.v1303.48

E-Commerce Website

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Publication History
Manuscript Reference: IRJCS/RS/Vol.13/Issue03/CSMR26.MRCS10127
Research Article | Open Access | Double-Blind Peer Reviewed Article ID: IRJCS/RS/Vol.13/Issue03/CSMR26.MRCS10127
Received: 30, January 2026, Revised: 13, February 2026, Accepted: 28 February 2026 Published Online: 25 March 2026
https://www.irjcs.com/volumes/Vol13/iss-03/48.CSMR26.MRCS10127.pdf
Article Citation:Arun,Aarif,Sanjeet(2026),E-Commerce Website,IRJCS: International Research Journal of Computer Science, Volume 13,Issue 03 of 2026 pages 376-382 **Doi:>** https://doi.org/10.26562/irjcs.2026.v1303.48
BibTeX Key Arun@2026 E-Commerce Orcid: https://orcid.org/0009-0004-9398-7488
IRJCS papers should be cited as IRJCS (International Research Journal of Computer Science, AM Publications, India 2026, ISSN 2393-9842, https://doi.org/10.26562/ijrcs.2025.v1303.48 The journal's official abbreviation is IRJCS.
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Abstract: E-commerce websites are widely used digital platforms that allow users to browse products, add items to carts, and complete purchases online. However, the rapid growth of online shopping has increased the importance of building secure, efficient, and user- friendly systems that can handle large volumes of users and transactions. This project proposes a modern e-commerce web application that integrates dynamic product management with a responsive user interface to provide a seamless shopping experience. The system manages essential functionalities such as user registration, product browsing, cart management, and order processing through a structured web architecture. By utilizing efficient database management and optimized web technologies, the platform ensures reliable performance, scalability, and easy product management. The proposed system demonstrates how a well-designed e-commerce website can improve online retail operations while delivering a convenient and efficient digital shopping environment for users. Using the Gradient Boosting algorithm trained on the DAP dataset, the model effectively distinguishes between normal traffic and APT- related activities such as command-and-control communication, lateral movement, and data exfiltration. The modular architecture encompasses data acquisition, preprocessing, feature extraction, classification, alert generation, and mitigation recommendation. Experimental results demonstrate significant improvement in detection accuracy with reduced false positives compared to conventional systems. This scalable, adaptive solution strengthens organizational cyber security posture against evolving APT campaigns.
Keywords: Advanced Persistent Threat, Machine Learning, Network Flow Analysis, Gradient Boosting, Intrusion Detection System, Cybersecurity, DAP Dataset, Real-Time Analytics.

I. INTRODUCTION

E-commerce websites represent one of the most significant developments in the modern digital economy, enabling businesses and consumers to conduct buying and selling activities through online platforms. With the rapid growth of internet usage and digital technologies, online shopping systems have become an essential component of global commerce, providing users with convenient access to products and services from anywhere and at any time. An e-commerce website is a web-based platform designed to facilitate online buying and selling of products or services. These platforms integrate various technologies such as front-end web development, back-end server processing, database management systems, and secure payment gateways to ensure smooth and reliable transactions. The primary objective of an e-commerce system is to create a seamless shopping experience where users can easily search for products, add them to a shopping cart, and complete transactions using secure payment methods. Additionally, these systems provide features such as user authentication, order tracking, product reviews, and customer support to enhance the overall user experience. The proposed system focuses on the design and development of an efficient and user-friendly e-commerce website that enables seamless online shopping experiences for users. The system integrates modern web technologies with a structured database to manage products, user accounts, and transaction records effectively. It captures user requests in real time, processes product searches, and allows customers to browse items, add them to a shopping cart, and complete secure online transactions. A modular architecture is implemented to ensure systematic processing, maintainability, and scalability of the platform. The system also in corporate essential features such as user authentication, product management, order tracking, and secure payment processing to enhance usability and reliability. Experimental implementation and testing demonstrate that the developed e-commerce website provides efficient product management, faster transaction processing, and improved user interaction compared to conventional online shopping systems. As a result, the proposed platform offers a reliable and scalable solution for businesses seeking to expand their presence in the digital marketplace while providing customers with a convenient and secure shopping environment.

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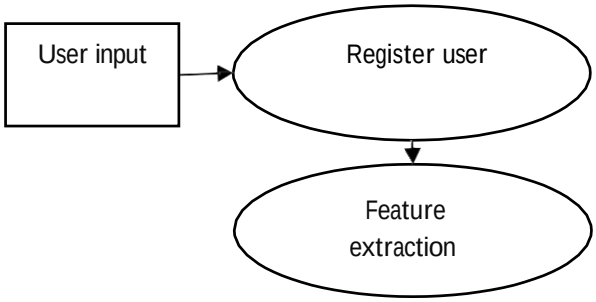
LITERATURE REVIEW

Modern digital commerce increasingly relies on efficient web- based platforms to support online buying and selling activities across global markets. Traditional retail systems based primarily on physical stores and manual transactions face several limitations such as restricted geographical reach, limited product availability, and time constraints for customers. With the rapid expansion of internet technologies and digital payment systems, e-commerce platforms have emerged as powerful solutions that enable businesses to provide products and services to a much broader audience. Recent studies highlight that well-designed e-commerce websites significantly improve customer convenience, reduce operational costs, and enhance business scalability through automated inventory management, online payment processing, and real-time order tracking. Furthermore, modern e-commerce systems incorporate responsive user interfaces, secure authentication mechanisms, and personalized recommendation systems to improve user engagement and customer satisfaction. Several research works have explored the development of e- commerce systems using various web technologies such as HTML, CSS, JavaScript, PHP, and database management systems like MySQL and MongoDB. These systems typically integrate core modules including product catalog management, user registration and authentication, shopping cart functionality, order processing, and secure payment gateways. Data-driven features such as product recommendations, search optimization, and customer behavior analysis have also been implemented in many platforms to enhance the overall shopping experience. Additionally, many modern e- commerce websites provide administrative dashboards that allow store owners to manage product listings, update inventory levels, track customer orders, and generate sales reports. Some systems also integrate third-party services such as payment gateways, logistics tracking, and notification systems to streamline the complete online shopping process. However, several existing implementations remain limited in terms of scalability, security, and system integration, which can affect performance when handling large numbers of users and transactions simultaneously. Despite the rapid growth of e-commerce technologies, a number of challenges continue to exist in the design and development of efficient online shopping platforms. Security concerns such as unauthorized access, data breaches, and payment fraud remain significant issues that require robust authentication and encryption mechanisms. In addition, poor website design, slow page loading speeds, and complicated navigation structures can negatively affect user experience and reduce customer retention. Scalability is another important challenge, as e-commerce systems must be capable of handling large volumes of traffic during peak shopping periods without affecting performance. Furthermore, maintaining accurate inventory management and ensuring reliable order processing are critical for building customer trust. Therefore, continuous improvements in system architecture, security mechanisms, and user interface design are necessary to develop reliable and efficient e- commerce platforms that meet the growing demands of modern digital commerce. The proposed APT detection system addresses these gaps by offering a unified, scalable platform that integrates network flow acquisition, feature engineering, gradient boosting classification, and real-time alerting within a single architecture. Unlike prior systems, it combines supervised learning with statistical anomaly detection, modular preprocessing pipelines, and interactive dashboards tailored for security analysts. By bridging the gap between fragmented implementations and comprehensive network defense, this study contributes a novel solution aligned with the goals of robust, adaptive, and intelligent cyber security.

PROPOSED METHODOLOGY ARCHITECTURE

The system architecture for the e-commerce website follows a three-layer application framework consisting of the user interface layer, application processing layer, and database management layer. User interaction data is collected through the website interface, where customers browse products, add items to the shopping cart, and perform online transactions. The system captures important parameters including user identification, product details, transaction amount, order status, and activity timestamps. The collected data is transmitted to a centralized server where processing and validation operations are performed. Server-side processing modules verify user inputs, manage product requests, and handle transaction operations efficiently, reducing processing delays and improving system performance. The validated data is then stored and managed in the database system, where application modules analyze user activities and manage product and order records within the e-commerce platform. The cloud-based application layer stores processed data and manages scalable system operations for the e-commerce platform. Interactive dashboards provide real-time insights into product management, order status, sales performance, and customer activities. The administrative interface allows administrators to monitor website operations, manage product listings, and track customer transactions efficiently. This architecture enables reliable and scalable management of the e-commerce website while ensuring smooth operation of online shopping services for users.



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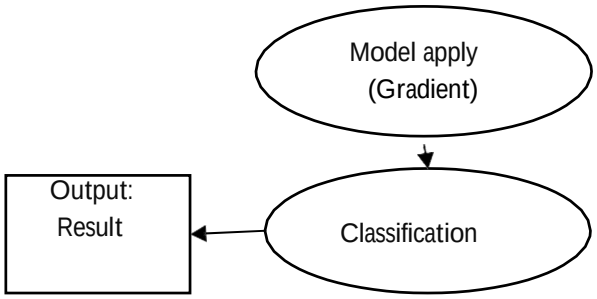

Fig.1. Architecture Diagram

A. System Architecture Design

The proposed methodology implements a multi-layer network security monitoring system, as shown in Fig.1. The architecture consists of three main components: data acquisition layer, processing layer, and analytics layer. The data acquisition layer collects network traffic from routers, firewalls, and packet monitoring tools. The processing layer performs data preprocessing, feature extraction, and machine learning model training. The analytics layer provides visualization dashboards and security alerts for network administrators. This architecture ensures continuous monitoring of network activities and enables early detection of malicious behaviors related to Advanced Persistent Threat attacks.

B. Network Flow Monitoring Protocol

The system continuously monitors network traffic using packet capture tools and flow-based monitoring mechanisms. Network flow data contains important communication attributes such as packet count, data transfer size, protocol type, and session duration. These parameters help identify suspicious communication patterns such as unusual data transfers, repeated connection attempts, and unauthorized access activities. Threshold-based detection mechanisms generate alerts when abnormal network behavior exceeds predefined limits. Continuous monitoring allows the system to detect early stages of APT attacks including reconnaissance, lateral movement, and data exfiltration.

C. Data Processing Framework

The data processing framework includes several stages such as data collection, validation, and database management within three commerce system. Raw user inputs and transaction records may contain incomplete or inconsistent information that must be verified and corrected before further processing. Data processing techniques organize and structure important information such as product details, customer profiles, order records, and payment information. Key data attributes include product name, price, quantity, category, customer identification, and order status. The processed data is then used to manage product listings, track customer orders, and support system operations efficiently.

D. Threat Detection System

The transaction monitoring module ensures secure and reliable operation of the e-commerce platform by identifying unusual or suspicious activities during user interactions and payment processes. The system monitors important actions such as user logins, product purchases, payment attempts, and order transactions. These activities are analyzed to detect abnormal behaviors such as repeated failed login attempts, unusual purchasing patterns, or unauthorized access to user accounts. When suspicious activity is detected, the system automatically generates alerts and logs the event for administrative review. This monitoring mechanism helps administrators identify potential security issues and take appropriate actions to maintain the safety and reliability of the e-commerce website.

E. Security Implementation

To ensure system reliability and secure handling of user and transaction data, several security mechanisms are implemented within the e-commerce platform. a communication between the user interface, webserver, and database is protected using encrypted communication protocols such as TLS/SSL to safeguard sensitive information during online transactions. User authentication and role-based access control mechanisms are implemented to restrict unauthorized access to the system and protect administrative functionalities.

F. Performance Validation

The effectiveness of the proposed system is evaluated using machine learning performance metrics such as accuracy**,** precision, recall, and F1-score.Experimental results show that machine learning-based detection methods significantly improve the identification of stealthy cyber threats compared to traditional signature-based security systems. The system demonstrates strong capability in detecting abnormal network behavior associated with Advanced Persistent Threat attacks.

TECHNOLOGIES USED

A. Network Traffic Capture Modules

The system utilizes web monitoring and data management tools to capture and analyze user activities within thee-commerce platform. System logs and database queries are used to collect important information related to user interactions, product browsing, and transaction records. These tools capture essential data such as user identification, product details, order information, transaction amount, and activity time. The collected data forms the primary dataset for managing system operations, tracking customer activities, and improving the efficiency and reliability of the e-commerce platform. Data Collection and Flow Monitoring. The system utilizes web monitoring and database management tools to capture and analyze user activities within the e-commerce platform.

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System logs and database queries are used to collect important information related to user interactions, product browsing behavior, and transaction records. These tools capture essential data such as user identification details, product information, order records, transaction amounts, and activity time stamps. The collected data forms the primary dataset for managing platform operations, monitoring customer activities, and improving the overall efficiency, performance, and reliability of the e-commerce website.

B. System Development Framework

System development frameworks and web technologies such as HTML, CSS, JavaScript, and backend technologies are used to design and implement the e-commerce website. These technologies support the development of interactive web pages that allow users to browse products, manage shopping carts, and complete online purchases efficiently

C. Data Processing and Feature Engineering

The cloud-based application layer stores processed data and manages scalable system operations for the e-commerce platform. Interactive dashboards provide real-time insights into product management, order status, sales performance, and customer activities. The administrative interface allows administrators to monitor website operations, manage product listings, and track customer transactions efficiently. This architecture enables reliable and scalable management of the e- commerce website while ensuring smooth operation of online shopping services for users.

D. Database Management System

A MySQL database is used to store captured network flow records, processed datasets, and machine learning model outputs.The database enables efficient storage, retrieval ,and management of large volumes of network traffic data. It also supports historical analysis of network behavior, allowing security administrators to track long-term attack patterns.

E. Backend Integration Framework

The backend system is developed using the Flask framework. Flask provides a light weight environment for integrating machine learning models with network monitoring tools and databases. It also enables the development of APIs that allow communication between the detection engine and the user interface.

F. Visualization and Monitoring Dashboard

Visualization tools such as Matplotlib, Seaborn, and Plotly are used to present network traffic analytics in graphical form. The monitoring dashboard displays network statistics, anomaly detection alerts, and traffic behavior patterns. These visual insights help administrators quickly understand potential security threats and monitor overall network performance.

G. Security and Threat Detection Mechanism

The proposed system implements anomaly detection techniques to identify suspicious network behavior. Machine learning models analyze network flow attributes and classify traffic as normal or malicious. Alerts are generated when abnormal patterns are detected, enabling early identification.

H. Web-Based Monitoring Application

A web-based monitoring interface provides administrators with real-time visibility into network activity and threat detection results. The dashboard displays traffic statistics, detection alerts, and historical analytics. Role-based access control ensures that only authorized users can access sensitive network security data.

IMPLEMENTATIONS AND RESULTS

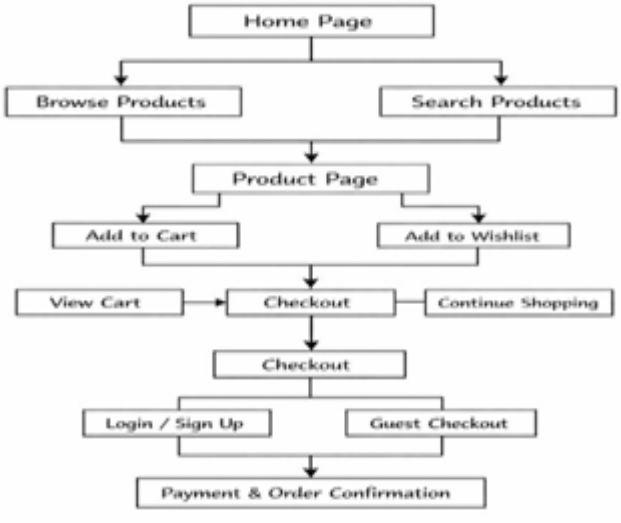

Fig. 2: System Implementation

The training phase employs the Gradient Boosting algorithm, an ensemble learning method that sequentially builds decision trees to correct errors from previous iterations. In the testing phase, the saved model performs real-time classification on unseen network traffic, effectively distinguishing between benign activities and various APT attack stages proactive threat mitigation as shown in Fig. 2.

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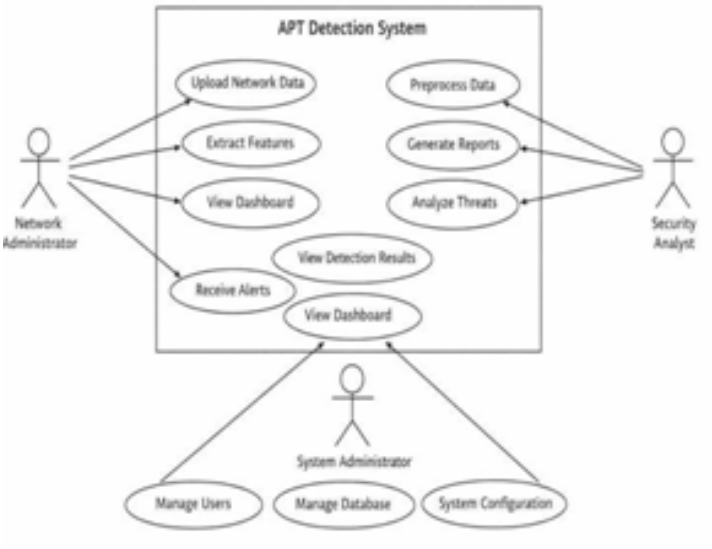

Fig.3 Usecase Diagram

The Use Case Diagram illustrates the interaction between users and the APT Detection System. The Network Administrator uploads network flow data into the system, which is automatically processed and analyzed using machine learning algorithms. The Security Analyst reviews the detection results and generates security reports. This diagram helps in clearly understanding the responsibilities of each actor and the functional capabilities of the system as shown in Fig 3.

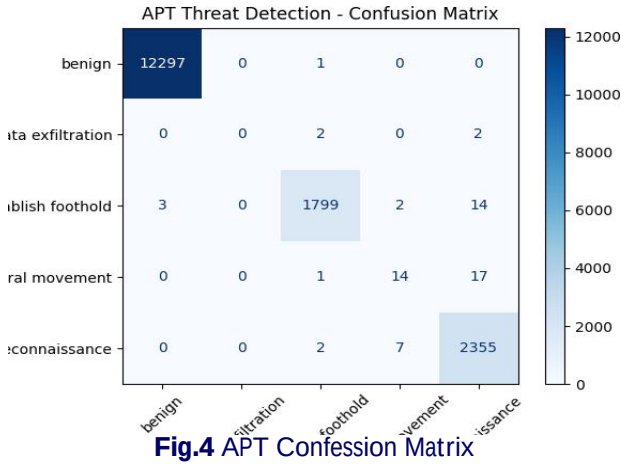

Fig.4 APT Confession Matrix

The performance of the proposed APT detection system was evaluated using a confusion matrix, as shown in Fig. 4. The matrix presents the classification results across five categories: benign traffic, data exfiltration, foot hold, lateral movement, and reconnaissance. The diagonal elements represent correctly classified instances, while off-diagonal values indicate misclassifications.

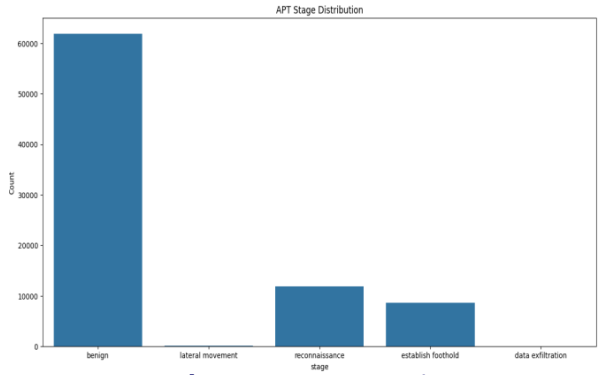

Fig.5 APT Stages Graph

The distribution of detected APT stages across the analyzed network traffic is shown in Fig. 5, which illustrates the frequency counts for five distinct categories: benign traffic, lateral movement, reconnaissance, establish foothold, and data exfiltration. As shown, benign traffic dominates the dataset with the highest frequency, reflecting the realistic class imbalance inherent in enterprise network environments where normal operations vastly outnumber malicious activities scanning and information gathering as initial phases of APT campaigns.

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Key Considerations:

Data Quality and Availability: The collected network flow data must be accurate, complete, and properly labeled to ensure reliable threat detection. Poor quality or incomplete data may reduce the effectiveness of the detection system.

Feature Selection: Selecting the most relevant network flow features is critical for improving detection accuracy. Features such as packet size, session duration, protocol type, and traffic
frequency should be carefully chosen to help the machine learning model distinguish between normal and malicious network behavior.

Model Accuracy and Performance: The machine learning algorithms used in the system must be optimized to achieve high detection accuracy while minimizing false positives and false negatives. Continuous model evaluation and tuning are required to ensure reliable identification of Advanced Persistent Threat activities.

Real-Time Detection Capability: APT attacks often occur over long periods and involve stealthy communication patterns. Therefore, the detection system must support real-time or near real- time analysis of network traffic to quickly identify suspicious activities and generate alerts.

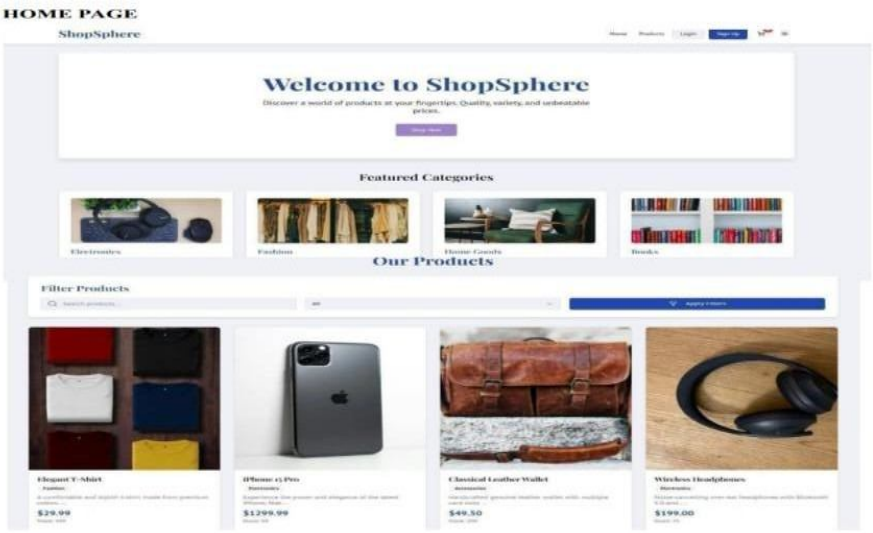

Fig 6: Home Page

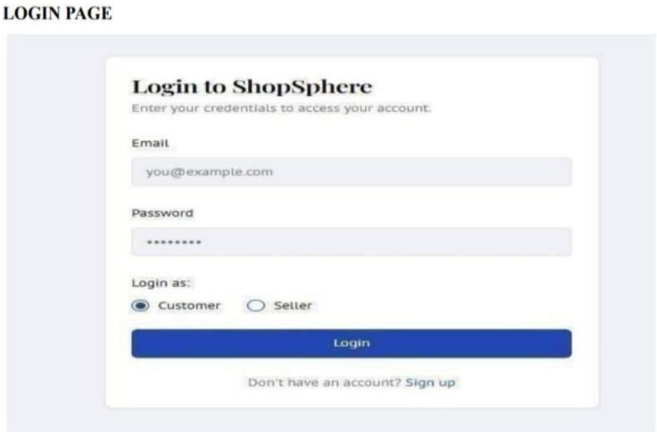

Fig 7: Login page

CONCLUSION

The proposed system presents an effective approach for developing a secure and efficient e-commerce website that supports online buying and selling activities. By organizing product information, managing user interactions, and processing online transactions, the system is able to provide a convenient platform for customers and businesses. The integration of modern web technologies, database management systems, and secure payment mechanisms improves the efficiency and reliability of online shopping operations to improving network security by providing an intelligent and scalable solution for identifying Advanced Persistent Threat attacks.

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