INTRODUCTION

MVC model view controller is the loose coupling architecture for enterprise web application which provides clear separation of various modules and modular approach to the large scale web development, E-commerce suppose to be the major enterprise web development concern over the past years considering the growth of internet and e-commerce together the proposed system is MVC based future E-commerce architecture with the proper use of latest technologies like cloud computing and algorithmic approach for recommendation in e-commerce for that purpose various data mining algorithms are considered in the proposed system. MVC model divide the applications into three section model, view and controller model is responsible for application and data logic which may include business logic of the application view is responsible for user interface to the user enable customer to interact with the system controller’s job is to control the view and model communication in other word controller accept user input and relate to model and view. E-commerce commonly refer as electronic commerce or e-business it is actually trading or services online using web technologies, in other words E-commerce refers as buy and sell using web technologies is going to be new way to conduct business online, which involve consumer shopping online and provide transaction online between merchant and electronic payment. The proposed system is MCV based future e-commerce and m-commerce architecture with recommendation, data mining algorithms and cloud computing to provide full proof web applications architecture with highly scalable, secure and user friendly approach towards e-business.

Recommendation system also known as recommender system which provides information to user and gives suggestion about product in great interest, It is a well known fact that amount of data is increasing on internet day by day by huge amount, recommender system have emerged challenged a new class of e-service product to address the challenge of information overloaded by suggesting information. As a result of phenomenal growth of information on the internet information overload become critical challenge which giving rise to an e-service opportunity for developing better recommendation or to provide better and effective algorithm based on that idea. This recommendation may have prove better result or service to user and provide facility to seller and manufacturer to increase their sales and business and also provide better management of customer relationship management that leads to higher loyalty and better competitive barriers.
Recommender systems provide results based on historical behavior of the consumer e-commerce or business activity using web technology recommender system can play very important role in e-commerce to help users filter out information and use this information effectively for various business uses, current recommender algorithms such as collaborative filtering CF family have issues related to scalability and sparseness. The proposed system provides an algorithmic based approach based on user rating and other approaches to fulfill recommender system, also recommender system using various data mining algorithms.

Data mining is a process to extract useful information from existing data sources which may include web data and other data sources is actually a process discovering meaningful new pattern, correlations and new trends by shifting through large amount of data stored in repositories by using pattern recognitions techniques as well as statistical and mathematical techniques[et.at Garther’s Inc’s]. Data mining process is improving along with data warehouse technology, in enterprise and commercial scenario data mining helps business users to complete decision support by extracting information from database, finding hidden patterns etc, Data mining provides different tools and technique to analyze data and finding useful pattern or discover new pattern which can be useful.

The data collection rates and the data storage rate are growing very fast particularly in business world, in this scenario data mining becoming a key component of electronic commerce. The analysis and trends shows the future E-commerce decision making system in E-commerce will be much faster, convenience and reliable. [et.al Data Mining and Techniques Liu Xingin, Wang Peizni 2008]. Data mining in e-commerce can be used to discover and extract interesting patterns and use to make decision support for users. Data mining technology used in e-commerce can identify valuable knowledge, business users can easily get customer behavior status, and track changes in the market to make right decisions. The proposed system is an integration of e-commerce and data mining algorithms for analysis and act as a recommender system, the various data mining algorithms will be used in the MVC based development, data from various sources like purchase information page, social networking site, user rating sites etc all these data will be act as a is new repository of the system or act as a data warehouse for the system.

Cloud computing is a growing web based technology attracting for enterprise applications the proposed idea is cloud based architecture especially mobile cloud based e-commerce system with recommendation and data mining algorithms. Cloud computing is new internet based or web based technology and considering the prospects the cloud computing can play very important role in
future E-commerce system. The main benefit cloud can provide to E-commerce system is low cost IT infrastructure and storage. The large scale E-commerce system need to manage their IT infrastructure which is very costly and difficult, by using cloud this problem will be solved. The Mobile devise especially smart phone is growing at a very rapid rate considering a fact of the growing use of smart phone and tablet the proposed architecture is provide mobile client which can perform e-business activity and make this system effectively.

Cloud computing and e-commerce are two buzzwords now a day’s both are very popular because of their cost effective approach, cloud computing saves organizations IT infrastructure cost where as e-commerce allow merchant to do business without renting or buying as entity shop. Today’s trend is more and more e-commerce companies attracted towards cloud computing and cloud provides enormous opportunity for e-commerce and e-business the demand for cloud in e-commerce is increasing in India, many e-business enterprise looking forward to take the opportunity of cloud sector in their business enterprise in some way to increase profit and other advantages.

Developing of mobile e-commerce also increasing in demand the cloud based mobile e-commerce approach is in demand not only in India but worldwide, among all the segment of mobile internet market mobile e-commerce is fastest growing concept in demand of market, since mobile e-commerce need more data analysis and there are various standards of mobile users in the current market so there is a need for processing the data in the centralize system as different people different mobile technology like Android, java Mobile, Microsoft windows Mobile, iphone apple etc different devise with different operating environment on mobile devise create a problem for e-commerce data to be handle on small devise, not only that the common application of e-commerce cannot to set to a particular devise operating system, so the proposed system will solve the problem using cloud computing in the overall e-commerce architecture which handles mobile client from cloud and data and application can be communicated through cloud, cloud based mobile e-commerce system will play important role in such scenarios cloud can provide single source to all data and applications related to e-commerce enterprise which can easily be used for big data analysis, data mining and other useful things like recommender system, in the proposed architecture cloud based analysis is provided to different users of mobile in the form of data mining analysis and recommender system besides that mobile devise can act as a standard client in the system to perform e-commerce tasks from his small devise.