# FUTURE E-COMMERCE RECOMMENDATION BASED ON SHOPPING PATTERN ANALYSIS AMID COVID ERA

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## Abstract

*Covid-19 is changing the whole world and bringing about novel challenges in every possible sphere of life; shopping being just one. This viral disease has infected millions of people worldwide. The novel coronavirus is contagious in nature, which has increased the number of users for online shopping globally. In India, this pandemic has given rise to the number of first-time users of online shopping platforms enormously. The rapidly evolving conditions around the Covid-19 pandemic has managed a paradigm shift from offline shopping towards ecommerce. This shift from offline towards online mode must have generated tons of data. This data needs to be analysed for prediction of future trends in shopping with respect to India. This paper predicts the future of online stores using the most efficient Data Mining technique, Decision Trees on the data collected from 2k respondents from a variety of spheres across India using a google form. This data is a survey about the shopping preferences and modes of the users before, during and after the Covid era. The results suggest that the ecommerce has extremely bright future as many users tend to prefer and permanently switched to the online mode of shopping now.*
**Keywords:** *E-commerce, Covid'19, Decision tree, Recommendation, Shopping pattern*