

TRANSFORMING E-COMMERCE OPERATIONS

FOR ACADEMIC MEDIA AUSTRALIA

CASE STUDY BY: HAZE MEDIA IT

Academic Media Australia

- Location: Sydney, Australia
- Industry: Printing, Online E-commerce
- Website: store.academicmedia.com.au

PROJECT OVERVIEW

Academic media australia, a prominent player in the printing and online e-commerce sector, required a custom-built e-commerce platform to streamline their sales operations. They needed a solution to handle product data from various suppliers, some of whom provided data via APIS, while others used CSV files. The platform had to import these products and update them automatically whenever suppliers made changes, despite inconsistencies in how each supplier maintained product details.



PROBLEM STATEMENT

- **Diverse Data Sources:** Suppliers provided product data through different methods—APIs and CSV files—complicating the import process.
- **Automated Updates:** Required automatic product updates to reflect changes made by suppliers.
- **Data Consistency:** Managed inconsistencies in product details across different suppliers.

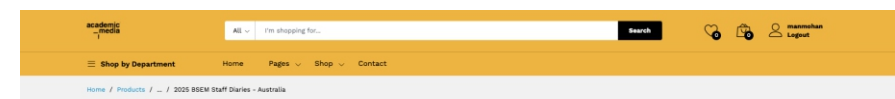
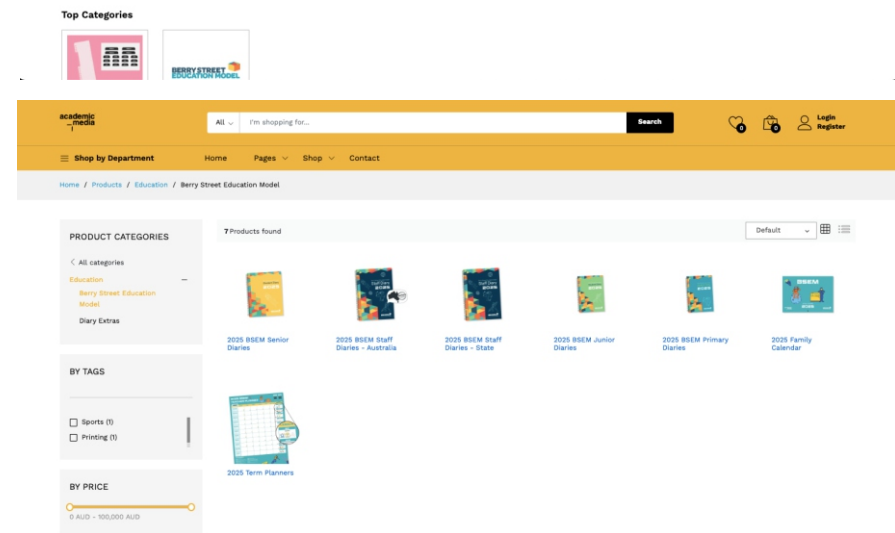
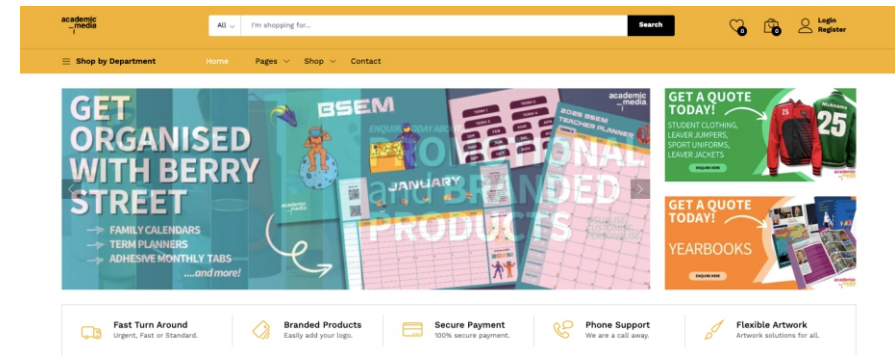


OUR SOLUTION

We developed a custom e-commerce platform using the Laravel framework and MySQL database, tailored to meet the unique needs of Academic Media Australia. The solution was designed to efficiently handle the import and update of products from diverse data sources, ensuring accurate and up-to-date product information on the platform.

FEATURES IMPLEMENTED

- 1. Automated Product Import:** Integrated with supplier APIs and CSV files to automate product imports.
- 2. Real-time Updates:** Implemented synchronization to automatically update products when suppliers made changes.
- 3. Data Normalization:** Standardized product details to ensure consistency across the platform.
- 4. User-friendly Interface:** Developed an intuitive interface for managing products and orders.



TECHNOLOGY STACK



Framework: Laravel | Database: MySQL

IMPACT AND RESULTS

- **Operational Efficiency:** Drastically reduced manual efforts by automating product imports and updates.
- **Data Accuracy:** Ensured consistent and up-to-date product information, improving the overall shopping experience.
- **Enhanced User Experience:** Provided a seamless and user-friendly interface for administrators and customers.
- **Scalability:** Enabled the platform to handle an increasing number of products and suppliers effortlessly.



CONCLUSION

Our custom e-commerce solution for Academic Media Australia effectively addressed the challenges of managing diverse product data sources and ensured automated updates, leading to enhanced operational efficiency and improved data accuracy. This transformation allowed Academic Media Australia to focus on business growth and customer satisfaction.

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