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eBay Selling Manager Application Development

Nam Hong Do

Worcester Polytechnic Institute

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eBay Selling Manager Application Development

A Major Qualifying Project Report

Submitted to the Faculty of
WORCESTER POLYTECHNIC INSTITUTE

In partial fulfillment of the requirements for the
Degree of Bachelor of Science

Submitted on
Friday, March 5, 2010

Sponsoring Agency: **eBay Research Labs**

Submitted to:

On-Site Liaison: **Neel Sundaresan**, Senior Director of eBay Research Labs, eBay Inc.

Project Advisor: **Prof. David Finkel**, Department of Computer Science, WPI.

Submitted by:

Nam Do, Computer Science

Andrew Yee, Computer Science

Abstract

This project encapsulates the development of five applications for eBay's Selling Manager Applications platform. These applications focus on providing a tool set for eBay sellers that allows them to improve their item listings and offerings. The tools range from identification of product opportunities, advice and assistance for listing creation, and feedback analysis. Sellers can use this combination of original and converted applications to increase their revenue and profit, while protecting their business against fraud.