



eBay Selling Manager Application Development

A Major Qualifying Project Report

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Sponsoring Agency: **eBay Research Labs**

Submitted to:

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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.