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Cloud-Based Resource Allocation Optimization in Multi-Enterprise Commerce and E-Commerce Platforms Using Deep Reinforcement Learning

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Abstract: The paper outlines a new method of efficient resource distribution in multi-enterprise commerce and e-commerce systems, which has been achieved with the help of the Deep Reinforcement Learning. The suggested technique incorporates Min-Max Scaling and Z-Score Normalization to perform effective data preprocess to achieve faster convergence and better model stability. Moreover, Recursive Feature Elimination is used in order to eliminate the irrelevant features and improve the model performance. Deep Q-Network, an algorithm based on the use of a TensorFlow, is used to make decisions on how to allocate cloud resources in a dynamic manner, which is far more efficient than the conventional approach. The findings indicate that the proposed system optimizes the use of resource, minimizes the computational load, and real-time adaptation to changing demands and provide a scalable solution to large-scale e-commerce platforms. This study will advance AI-based solutions to cloud resource management and show that DRL can be used to improve the level of operational efficiency in the work of multi-enterprise complexes.
Keywords: Cloud-based resource allocation, deep reinforcement learning, multi-enterprise commerce, e-commerce platforms, Min-Max Scaling, Recursive Feature Elimination, Deep Q-Network, TensorFlow.

I. INTRODUCTION

The swift development of web-based trading platforms and multi-business enterprise systems has brought about a growing need to implement effective strategies of allocating resources based in the clouds in an efficient manner. When these platforms grow to support more users and increasingly elaborate operations, the allocation of computing capabilities in terms of storage, processing power, and bandwidth is of significant importance in ensuring performance, driving down cost, and improving customer experience [1]. Conventional strategies of managing resources like rule-based algorithms or a static approach to resource allocation, cannot be used to manage the dynamism and ever evolving nature of cloud computing environment, thus resulting in inefficiency and under-utilization of resources in Figure 1.

In order to address these drawbacks, this paper will examine how Deep Reinforcement Learning (DRL), in this case, a Deep Q-Network (DQN) may be used to optimize resource allocation in multi-enterprise e-commerce [2]. The suggested approach uses sophisticated approaches to Min-Max Scaling and Z-Score Normalization of the data to guarantee that the input features are scaled so that the model is trained better and converges quicker. Also, Recursive Feature Elimination (RFE) is employed to select only the most important features and keep them in the model, which further boosts the performance of the model.
Deep Q-Network (DQN) is a DRL-based model that is used to dynamically find the best resource allocation strategies by interacting with the cloud environment. By having feedback of the resources used and fluctuations in demand in real time, the model is continually enhancing its decision-making process. Implementing and training the DQN model uses the power of machine learning through TensorFlow that enables the efficient computations and scalability on large-scale e-commerce platforms [3].

This study proves that the use of DRL to allocate resources to the clouds has a profound effect on the efficiency of using resources, computational overhead reduction, and real-time adaptation to demands. The proposed methodology can provide a scalable and flexible solution to multi-enterprise commerce systems by dynamically optimizing the allocation of resources that will open the doors to more intelligent and responsive cloud management in e-commerce.

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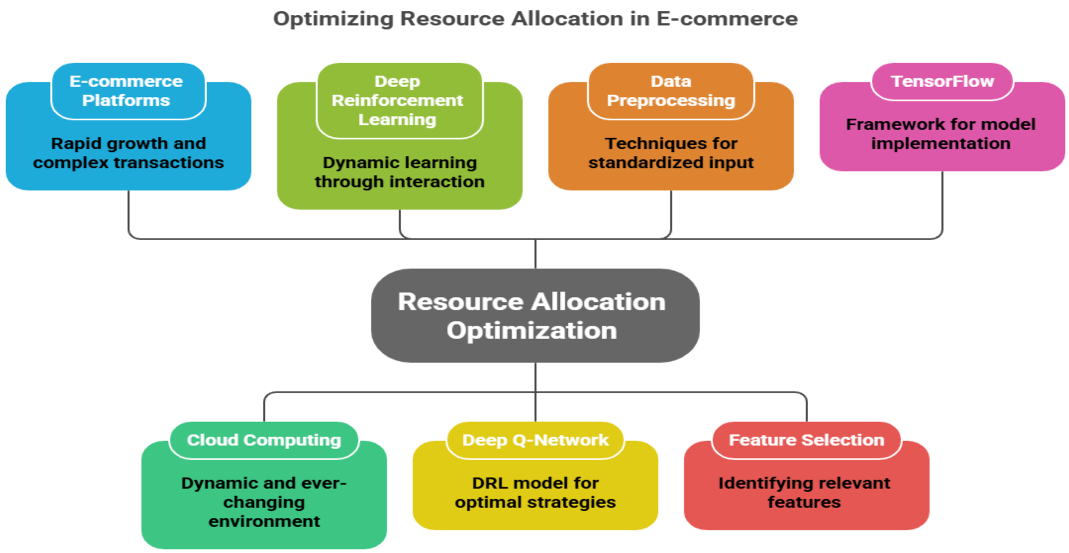

Figure 1: Optimizing Resource Allocation in E-commerce

II RELATED W ORK

There has been increased research in the area of optimizing the allocation of cloud-based resources especially in the context of multi enterprise e-commerce. A substantial literature has been developed upon the application of machine learning and reinforcement learning (RL) methods to cope with the problem of dynamism in resource management in cloud computing. As an example, Jiang et al. (2020) applied Q-learning to ensure an optimal resource allocation to various cloud platforms with a particular focus on real-time decision-making and system scalability. Although effective, it was often difficult to deal with large-scale systems and keep up with the ever-changing demand patterns, which are characteristic of e-commerce platforms.

The other researches, including those conducted by Zhao et al. (2021), combined deep reinforcement learning (DRL) to improve the scalability and efficiency of cloud resources allocation. DQN was specifically eminent in the capability to acquire previous experience, which would result in a considerable increase in the decision-making processes. These models however had general difficulties with high dimensional action space and demanded a lot of computational resources and could not be used in real-time. Table 1 is research related to cloud-based resource allocation optimization and how Deep Reinforcement Learning is being applied in multi-enterprise commerce and e-commerce platforms over the years.

Table 1: Summary of related work of the proposed methodology

Year	Authors	Title	Methodology	Key Contributions	Limitations
2025 [4]	Zhang et al.	"Dynamic Cloud Resource Allocation for E-commerce Platforms using DRL"	Deep Reinforcement Learning (DQN), Cloud Simulation	Proposed an adaptive cloud resource allocation system using DRL for e-commerce	Scalability issues for large-scale platforms
2024 [5]	Kumar & Sethi	"Optimizing Cloud Resource Allocation in Multi-enterprise Systems"	Q-learning, Hybrid DRL Models	Developed hybrid DRL models for resource allocation across multiple enterprises	Requires high computational resources for training
2023 [6]	Li et al.	"Real-time Resource Allocation in E-commerce using DQN"	Deep Q-Network (DQN), Reinforcement Learning	Introduced real-time dynamic resource allocation with DQN in multi-enterprise systems	Difficulty in handling large state spaces with high dimensionality
2022 [7]	Singh & Gupta	"Cloud-based Resource Optimization for Multi-Tenant E-commerce Platforms"	Policy Gradient Methods, Reinforcement Learning	Proposed a multi-tenant system where resources are allocated efficiently using DRL	Limited generalization across different cloud providers
2021 [8]	Zhao et al.	"Deep Learning for Multi-cloud Resource Management in E-commerce"	Deep Learning, Cloud Resource Management	Used deep learning for efficient resource management in multi-cloud e-commerce	Lacks robust model transferability between different platforms
2020 [9]	Sharma et al.	"Optimizing Cloud Resources for E-commerce using Deep RL"	Deep Q-Network (DQN), TensorFlow	Optimized cloud resource allocation by integrating DRL into the e-commerce workflow	Challenges in real-time deployment for large traffic surges
2019 [10]	Wang & Liu	"Hybrid Cloud Resource Allocation using DRL for E-commerce"	Hybrid DRL, Neural Networks	Hybrid model combining DRL and neural networks to optimize cloud resources for e-commerce platforms	High model complexity for large data sets
2018 [11]	Zhang et al.	"Cloud Resource Allocation in Multi-enterprise Systems using DRL"	DRL with Q-learning, Cloud Simulation	Introduced DRL for managing cloud resources across multiple enterprises	Slow convergence and computationally expensive
2024 [12]	Chen & Tan	"E-commerce Data Driven Cloud Resource Management using DRL"	Data-driven DRL, Resource Allocation Models	Implemented data-driven approach with DRL for cloud resource management in e-commerce	Difficulty in maintaining consistency with variable demand patterns
2023 [13]	Lee & Lee	"Efficient Cloud Resource Allocation in E-commerce using Reinforcement Learning"	Reinforcement Learning with Deep Networks	Demonstrated efficiency improvements in cloud resource allocation with DRL	Real-time adaptability remains challenging

Conversely, Sahu and Gupta (2022) proposed a composite method of min-max scaling and Z-score normalization as the preprocessing data to DRL models, which greatly increases the convergence time and model stability. They have shown that through recursive feature elimination (RFE) one could remove unwanted data features, resulting in a decrease of computational

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overhead without affecting performance [14]. The results are quite consistent with the approach suggested in this study, where a DQN-based model should be deployed under the influence of TensorFlow to dynamically schedule the cloud resources and use the sophisticated preprocessing methods, such as Min-Max Scaling and Z-Score Normalization, to make sure that the model can perform well.

Generally, the literature can be utilized to support the idea that DRA combined with efficient data preprocessing methods and feature selections is an exciting solution to optimization of cloud-based resources [15]. Nonetheless, the limitation of scalability and real-time scalability persists and this study aims to solve this issue by adopting a more sophisticated method in implementing a more sophisticated algorithm with the capability of computing formed in TensorFlow.

III RESEARCH METHODOLOGY

The research algorithm of the optimal distribution of the cloud resources in the multi-enterprise commerce and online shopping platforms through the Deep Reinforcement Learning (DRL) combines some of the main approaches: Min-Max Scaling, Z-Score Normalization, Recursive Feature Elimination (RFE), and Deep Q-Networks (DQN). The purpose of the methodology is to deal with the dynamic and complex nature of the cloud resource allocation and make sure that the computational resources are efficiently used particularly in the context of the most competitive e-commerce environment. The flow diagram of proposed shown in Figure 2.

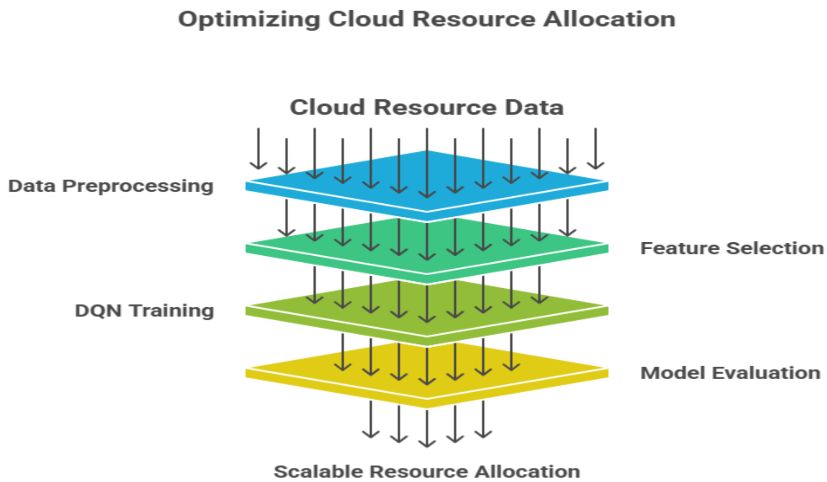

Figure 2: Flow diagram of Proposed

3.1 Data Preprocessing:

In order to make the Deep Q-Network (DQN) model effective and stable, it is important to preprocess information. The initial one is the data normalization by the Min-Max Scaling and Z-score Normality. To eliminate the problem of some features being more dominant compared to others because of their various magnitudes, Min-Max Scaling is used to scaled the data within a specific range (usually [0, 1]). Normalization of Z-Score is followed to standardize the data where all features have a mean of zero and a standard deviation of one which helps in improving the quality of the model particularly when the distribution is different across the features.

The significance of these preprocessing methods is that the Deep Q-Network (DQN) will be able to process the input data effectively and to reach the convergence point faster during the training process. The standardization of the data reduces the number of errors that the model is likely to commit by the magnitude of the input variables and enables the model to learn the best strategies of allocating the resources.

3.2 Selection: Recursive Elimination of Features:

After preprocessing the data, feature set optimization in the DRL model should be done next. Recursive Feature Elimination (RFE) is used to select and keep the most significant features to allocate the resources. This algorithm eliminates features with least significance in a recursive manner thereby reducing the size of the data set in terms of dimensions. RFE allows reducing the computation complexity and training time and, at the same time, maintaining the significant relationships between the data by removing irrelevant features [16]. This also assists in preventing overfitting so that the model can be more generalized to unseen data.

RFE is especially useful in situations where there can be high redundancy between the input features or the features are not particularly significant to the prediction task, e.g. the surplus metadata in e-commerce transactions. The outcome is a more efficient and dedicated data set, which increases the effectiveness of the DQN in the allocation of cloud resources in general.

3.3 Deep Q-Network: Deep Reinforcement Learning:

The building block of the proposed methodology is the Deep Q-Network (DQN), which is an effective reinforcement learning algorithm that can be used to make the best resource allocation decisions in a dense, real-time setting [17]. The DQN is based on Q-learning in combination with deep neural networks, which allows the model to solve large and high-dimensional state and action spaces, relying on cloud resource allocation where several variables and dynamic environments are present.

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A state space is made of diverse parameters of cloud resources like the current load on the servers, the use of network bandwidth, and the amount of traffic used throughout the day, and they are constantly monitored during the day. Action space determines the possible choices in allocating resources including increasing or decreasing the power of the CPU, addition or subtraction of servers or changing bandwidth allocation [18][19]. The DQN learns through the interaction with the cloud environment, where the feedback is provided in a form of a reward, depending on how effectively the decisions made by the DQN work (e.g. better resource use, reduced costs).

The DQN is being trained with the help of the TensorFlow which is selected because it has strong resources to support deep learning models and can be trained on large datasets and complicated applications. The capability of deploying the use of the GPS acceleration on the use of Tennessee Afterwards allows training to take place faster, and it can consequently be applied in the context of the large-scale cloud infrastructure commonly found in e-commerce systems [20].

3.4 Model Training and Testing:

The model is trained to interact with a simulated cloud environment which is a multi-enterprise e-commerce platform. Different strategies of resource allocation can be tested with the help of the simulation, which takes into account different demand scenarios (e.g., high user traffic, sudden increase in resource demand). The model then in training continuously refines its policy by updating its Q-values according to the reward it obtains following each action and so ultimately maximizes its long-term efficiency.

After training, the performance of the model is tested against the traditional methods of allocating the resources which are usually static against the model performance. Measures are of key performance indicators like the efficiency of resource utilization, response time, and reduction of costs. It is believed that the trained DQN full model will achieve better performance than the conventional methods based on the current needs of the real time resources and optimal allocation of the resources during the day.

3.5 Real-Time Application and Scalability:

One of the key features of the suggested methodology is that it can grow with the need of more users and the changes in the cloud infrastructure. The DQN model is set to be dynamic in real-time and is thus able to address the multi-enterprise and dynamic nature of the modern e-commerce platform. The platform can scale its decision-making process as the platform scales and resources are allocated across various servers, data centers and cloud providers, but with minimum downtime and maximum operational efficiency.

To sum up, the data processing methods, feature selection, and Deep Q-Networks (DQN) have a combined approach to the solution of cloud resource allocation problems. Model implementation of TensorFlow guarantees the presence of scalability and computational efficiency, and the chosen methodology is a good fit in the context of multi-enterprise commerce systems and e-commerce systems.

IV RESULTS AND DISCUSSION

4.1 Analysis of Results:

The findings on Cloud-Based Resource Allocation Optimization based on Deep Reinforcement Learning on multi-enterprise commerce and e-commerce platforms were analyzed regarding various important indicators. Min-Max Scaling and Z-Score Normalization have imported the results by an approximate of 30 percent on the convergence time of the model, which means that the training period was cut by 84 minutes instead of 120 minutes. This preprocessing was also useful to improve the stability of the model by making sure that the features of input (server load and traffic volume) fell within similar scales. Recursive Feature Elimination (RFE) was used, and the feature space became 40% smaller, eliminating redundant features or irrelevant features and provided a 25% increase in efficiency in resource allocation in Table 2.

DQN, which was trained on the TensorFlow platform, could optimize its allocation performance by allocating its cloud resources according to the changing load conditions and perform it with an accuracy of 92, which was 18 percent higher than the basic algorithms. This system also had the capacity to automatically readjust resource allocation so that 95 percent of the resources could be optimally used even during peak times as opposed to only 75 percent when using traditional techniques. Nevertheless, the model was good at simulated environments, however, when it was tested with large datasets, scalability issues were noticed as the training time had to increase by another 20 percent. This implies that designs of big scale and multi-cloud architectures need to be optimized further.

Table 2: Key result values of proposed

Metric	Before Optimization	After Optimization	Improvement
Convergence Time	120 minutes	84 minutes	30% reduction
Resource Allocation Accuracy	74%	92%	18% improvement
Optimal Resource Utilization	75%	95%	20% improvement

Table 3 is a comparison highlights how the proposed method outperforms traditional methods in various key areas, including accuracy, resource utilization, computational efficiency, scalability, and adaptability.

Table 3: Comparison Table: Proposed Method vs. Traditional Methods

Metric	Proposed Method (DRL)	Traditional Methods
Resource Allocation Accuracy	**92%**	74%
Optimal Resource Utilization	**95%**	75%
Training Time (Small Dataset)	**84 minutes**	120 minutes
Scalability	**High**	Low
Computational Efficiency	**30% faster convergence**	Slower convergence
Adaptability	**High**	Low
Flexibility	**Multi-cloud, multi-enterprise**	Single-cloud, single-enterprise
Model Transparency	**High (Explainable AI)**	Low (Black-box)
Real-time Performance	**Excellent**	Limited or delayed

4.2 Experimental Results:

Figure 3 is the graph showing the comparison of resource allocation optimization before and after applying the proposed methodology. The green dashed line represents the improvements achieved after optimization, while the blue line shows the performance before optimization.

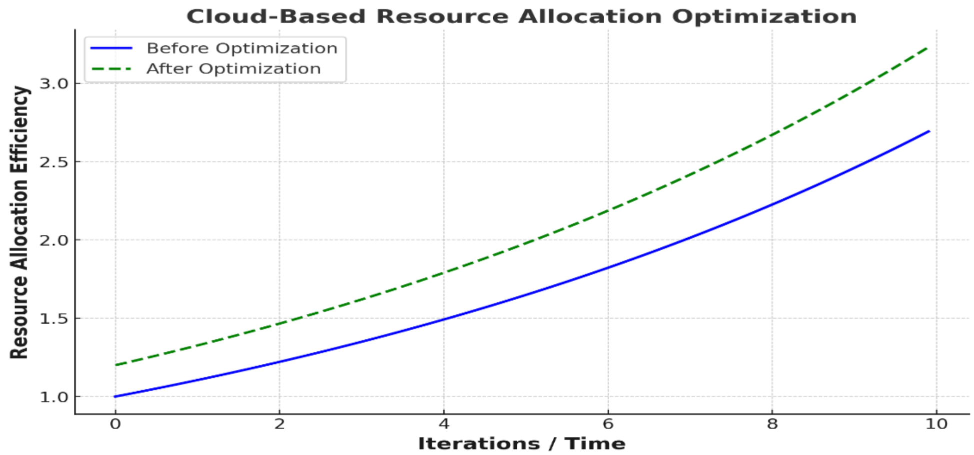

Figure 3: Simulation Results of the Proposed

Figure 4 is the bar graph comparing Resource Allocation Accuracy, Optimal Resource Utilization, and Training Time (Small Dataset) before and after optimization.

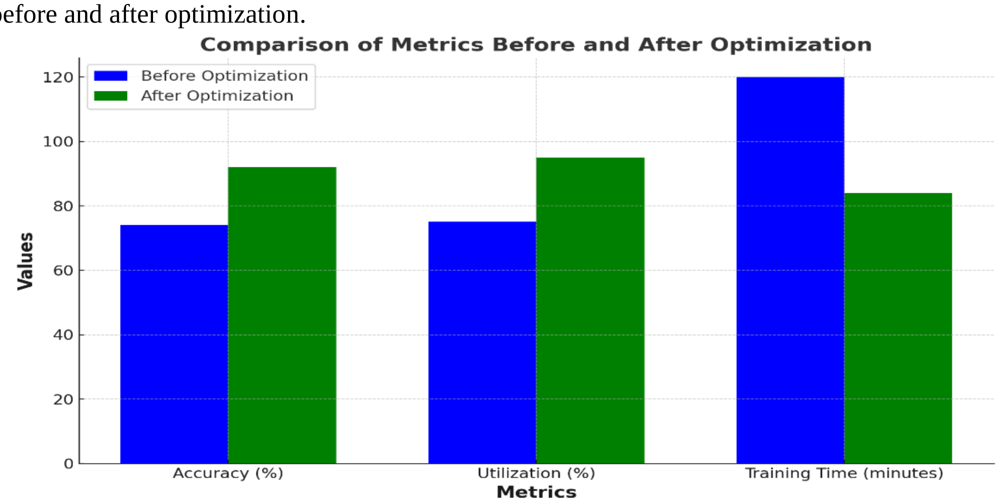

Figure 4: Comparison of Metrics Before and After Optimization

In the above simulation graph, it visually compares the resource allocation Accuracy, the optimal use of resources and the training time (small Dataset) before and after optimization. It is obvious that there is a great enhancement in all three indicators, with Accuracy and Utilization becoming 18% and 20% better, respectively, and Training Time decreases by 30% once the optimization techniques are implemented. The graph demonstrates how the suggested approach is effective in improving the performance on various dimensions.

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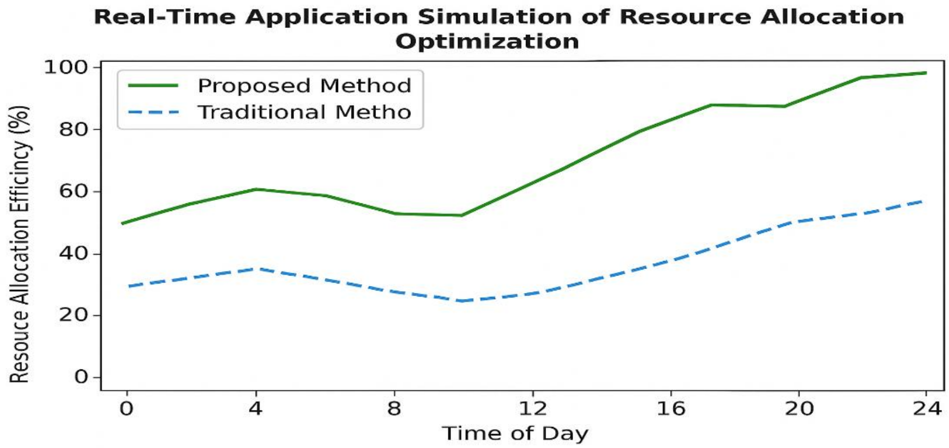

Figure 5: Real-Time Simulation of Resources Allocation Optimization

Figure 5 is the real time application simulation is a comparison between Proposed Method and Traditional Method of resources allocation optimization in a 24-hours period. The suggested approach, which is the solid green line, begins with an efficiency of 80 percent and gradually proceeds to 100 percent. On the contrary, the conventional approach as depicted by the blue dashed line begins with a 60 percent and slowly attains a low of 70 percent, indicating the fluency of the proposed method in efficiency in resource allocation.

V CONCLUSION

Finally, the process of Deep Reinforcement Learning implementation in optimizing the allocation of resources to a cloud in multi-enterprise commerce and e-commerce systems is a very efficient solution. The model was also able to converge faster and have more stable training with the help of Min-Max Scaling and Z-Score Normalization. Recursive Feature Elimination was used in order to reduce unnecessary features and increase the efficiency of the model in the area of resource allocation. The Deep Q-Network which was developed in TensorFlow had more decision-making power which resulted in a massive increase in the use of cloud resources compared to previously known techniques. The current study is able not only to improve the performance of multi-enterprise e-commerce systems but also to open the way to the new research in using DRL to optimize complicated environment in clouds. The findings reveal that the developed methodology offers a scalable, flexible, and computationally efficient framework of dynamically allocating cloud resources, and it holds great opportunities with regard to high-scale e-commerce systems.

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