

ANNA UNIVERSITY: CHENNAI

BONAFIDE CERTIFICATE

Certified that this Report titled **“PERSONALIZED MARKETING STRATEGIES: LEVERAGING ENSEMBLE METHODS AND COLLABORATIVE FILTERING FOR TARGETED PROMOTIONS”** is the bonafide work of **HARSAVARDHINI R (221801016), KAVIYA S (221801024)** who carried out the work under my supervision. Certified further that to the best of my knowledge the work reported herein does not form part of any other thesis or dissertation on the basis of which a degree or award was conferred on an earlier occasion on this or any other candidate.



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INTERNAL EXAMINER



EXTERNAL EXAMINER