



## ASSIGNMENT SUBMISSION FORM

**This will be the first page of your assignment**

Course Name: Marketing & Customer Analytics  
Assignment Title: MCAN Individual Assignment – 2  
Submitted by: Amit Thorat

(Student name or group names)

Student Name	PG ID
Amit Thorat	12220013

### ISB Honour Code

- I will represent myself in a truthful manner.
- I will not fabricate or plagiarise any information with regard to the curriculum.
- I will not seek, receive or obtain an unfair advantage over other students.
- I will not be a party to any violation of the ISB Honour Code.
- I will personally uphold and abide, in theory and practice, the values, purpose and rules of the ISB Honour Code.
- I will report all violations of the ISB Honour Code by members of the ISB community.
- I will respect the rights and property of all in the ISB community.
- I will abide by all the rules and regulations that are prescribed by ISB.

**Note:** Lack of awareness of the ISB Honour Code is never an excuse for a violation. Please go through the Honour Code in the student handbook, understand it completely. Please also pay attention to the following points:

- Please do not share your assignment with your fellow students under any circumstances if the Honour Code scheme prohibits it. The HCC considers both parties to be guilty of an Honour Code violation in such circumstances.
- If the assignment allows you to refer to external sources, please make sure that you cite all your sources. Any material that is taken verbatim from an external source (website, news article etc.) must be in quotations. A much better practice is to paraphrase the source material (it still must be cited).

*(Please start writing your assignment below)*

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