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**Sri Sri University**

**Bidyadharpur, Cuttack**

**Customer Behavior Analysis**

**PROJECT SYNOPSIS**

Major Project

**BACHELOR OF TECHNOLOGY**

Computer Science Engineering:

Specialization in Artificial Intelligence and

Machine Learning

SUBMITTED BY

M.S.L.V. Saranya-FET/BCE/2021-25/004

Aditya Narayan Panda- FET/BCE/2021-25/005

Sonali Nanda-FET/BCE/2021-25/014

Bhandari Sree Shivani- FET/BCE/2021-25/059

GUIDED BY

Dr. Chinmaya Kumar Nayak

Title

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Name | Roll No. | Address | Email | Phone No. |
| M.S.L.V. Saranya | FET/BCE/2021-25/004 | Sainagar, Pendurthi, Visakhapatnam, Andhra Pradesh | mokarala.s2021btcseai@srisriuniversity.edu.in | 7416570445 |
| Aditya Narayan Panda | FET/BCE/2021-25/005 | Derakundi, Palai, Kendrapada, Odisha | aditya.p2021btcseai@srisriuniversity.edu.in | 8327748968 |
| Sonali Nanda | FET/BCE/2021-25/014 | Sartha, Balasore, Odisha | sonali.n2021btcseai@srisriuniversity.edu.in | 7205508315 |
| Bhandari Sree Shivani | FET/BCE/2021-25/059 | Santoshnagar, Hyderabad, Telengana | bhandari.s2021btcseai@srisriuniversity.edu.in | 9014805021 |

Branch: Bachelor of Technology in Computer Science Engineering: Specialization in Artificial Intelligence and Machine Learning

Batch: 2021 – 2025

Proposed Topic: Customer Behavior Analysis

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Introduction

This project is based on the need to analyze customers’ behavior and hence named Customer Behavior Analysis. This project will implement data visualization in dashboard format to simplify the complex customer data. This will help businesses to analyze their customer and take necessary step to increase engagement and customer satisfaction.

The dashboard will be a web-based application. This will be divided into :

1. Group dashboard
2. Individual dashboard
3. Group dashboard:

It will group customers based on attributes of interest and tailor the statistics accordingly.

1. Individual dashboard:

Searched using Customer ID or Customer Name, this will be a dashboard that shows individual customer statistics.

Technologies Used

1. SvelteKIT (frontend)
2. Django (backend)
3. Sqlite3 (Database)

Methodology/Planning of work:

1. Find appropriate dataset
2. Setup github repository
3. Frontend
   1. Setup SvelteKIT
   2. Integrate tailwindcss
   3. Start working on pages
      * Home
      * Group Dashboard
      * Individual Dashboard
   4. Test with sample data
4. Backend
   1. Setup Django for python based backend
   2. Connect sqlite3 database
   3. Preprocess and transfer dataset to sqlite3
   4. Ensure connectivity with dataset
5. Setup request/response between frontend and backend
6. Predefine required queries
7. Testing
8. Bug fixing
9. Deployment/Evaluation

Facilities required for proposed work

1. Hardware requirements
   1. Laptop/PC
   2. RAM of minimum 8GB
   3. Storage of minimum 5GB
   4. Good internet connection
2. Software requirements
   1. Operating System (windows10/Equivalent linux/macOS)
   2. Github repository

References

* <https://kit.svelte.dev/>
* <https://www.djangoproject.com/start/>