**Just-tanned.in**

**Group**:

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**Subject** : IGT

**Problem Statement :**

Using the address(Latitudes and Longitudes) from the user database to plot it on a map in QGIS and study it further to improve our marketing strategy and keep a check on the reach of our website across the world.

**Description:**

The Following data will be available on QGIS:

* Latitude and Longitude: This will be used to plot the data on QGIS.
* Locality: To check the density of customers from a particular area.
* Complete address of the customers.
* The data will be marked by the name of the customers.
* All other information about the customers like phone no. , payment, order details, etc.

**Additional functionality:**

* Tracking and locating every new user from our website.
* Keeping track of the amount of users from an area and if they are less compare to some other areas then targeting the area with better marketing strategy.
* Locating the users based on locality.

**Why did we think of this idea?**

In current scenario, there is a unreached and unfamiliar market in Dharavi region. Where the leather products are sold and even Exported. But many people can’t reach these shops. So we are developing a portal which will help these stores to reach their potential customers. Also we are providing free delivery which is useful for customers to reach and buy from these stores.

And to do this in a better and more productive way we are studying the users based on their location and developing a unique marketing strategy for the areas where we have relatively less or no users so that we can expand our business in a more productive way.

