



LARANA, INC.

EVENT RECOMMENDATIONS AND MARKETING SYSTEM

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CONTENT

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- 
- 01** INTRODUCTION
 - 02** STATEMENT OF THE PROBLEM
 - 03** OBJECTIVE OF THE PROJECT
 - 04** TARGET BENEFICIARIES OF THE SYSTEM
 - 05** LIMITATION OF THE PROJECT
 - 06** MAJOR FUNCTIONS OF THE SYSTEM
 - 07** FUNCTIONAL REQUIREMENTS
 - 08** KEY COMPONENTS OF THE EVENT RECOMMENDATION AND MARKETING SYSTEM (ERMS) PROJECT

INTRODUCTION

- Events are diverse, and attendees have varied interests. An event recommendation system can personalize
- suggestions based on individual preferences, making the event experience more relevant and engaging for
- each attendee. many events struggle with gaining visibility and reaching their target audience.
- An event recommendation system can analyze user preferences and behavior to suggest relevant events to individuals, increasing the chances of discovery.



STATEMENT OF THE PROBLEM

Difficulty in discovering events aligned with
individual interests and Inefficient event
promotion for organizers

CUSTOMERS

OBJECTIVE OF THE PROJECT

Objective 1

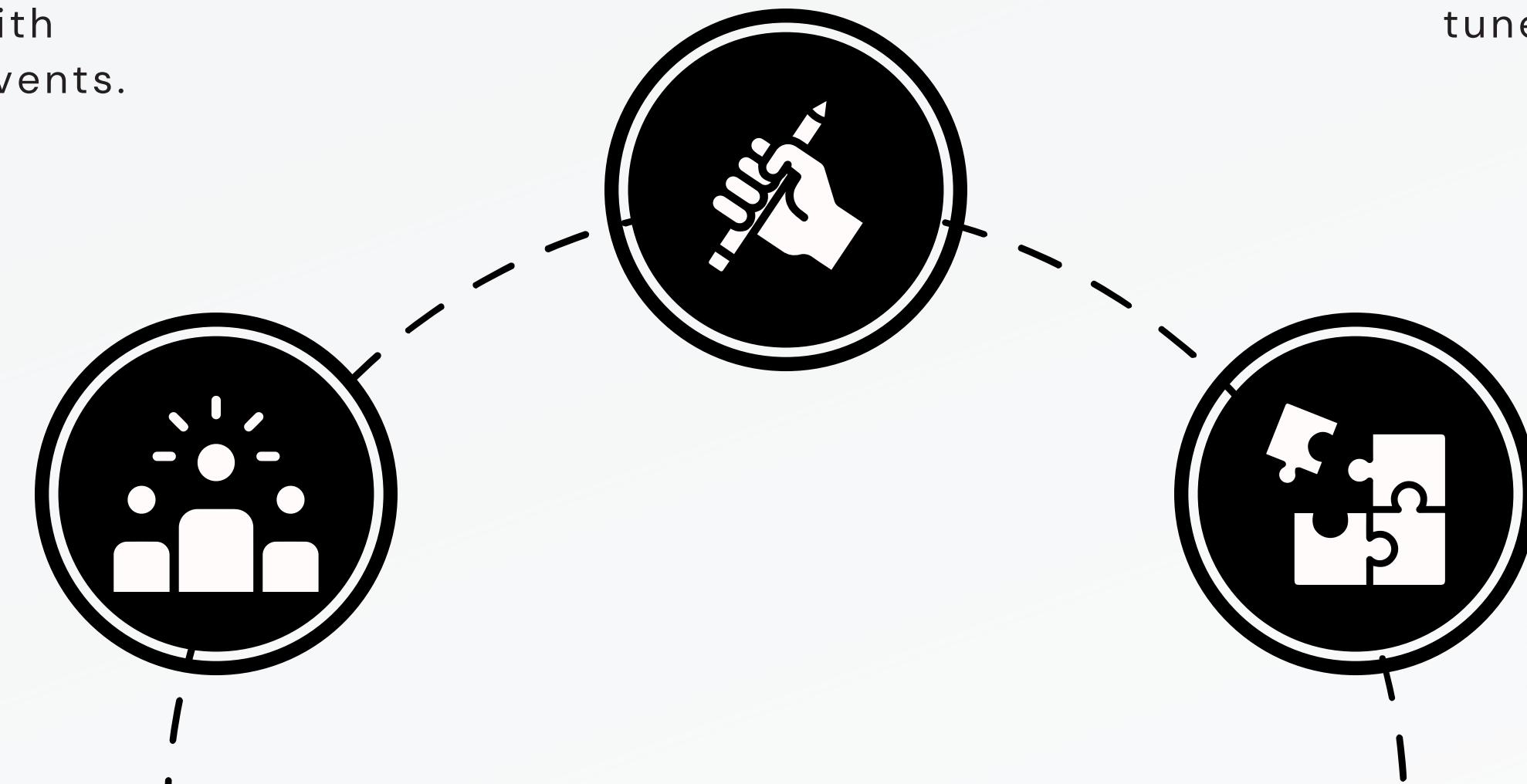
Develop an intuitive and user-friendly platform for seamless exploration and interaction with recommended events.

Objective 2

Design an effective marketing module that allows event organizers to create and manage promotional campaigns, reaching a targeted audience.

Objective 3

Establish a feedback mechanism for users to provide input on suggested events, helping to fine-tune the recommendation algorithms.



TARGET BENEFICIARIES OF THE SYSTEM

- Event Organizers
- Event Attendees
- Event Service Providers

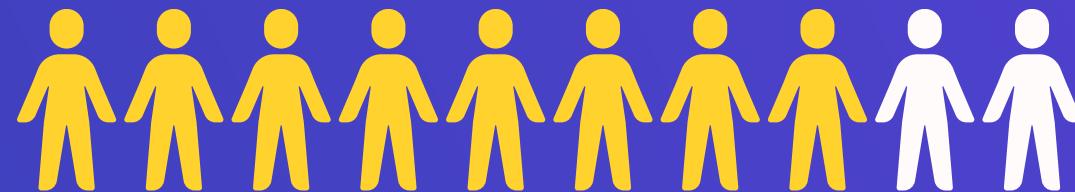
80%



LIMITATION OF THE PROJECT

- Limited Language Options
- Reliance on Internet Connectivity
- Local User Restriction

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MAJOR FUNCTIONS OF THE SYSTEM

01

Event Details: Information provided by organizers, including event names, dates, venues, and visuals

02

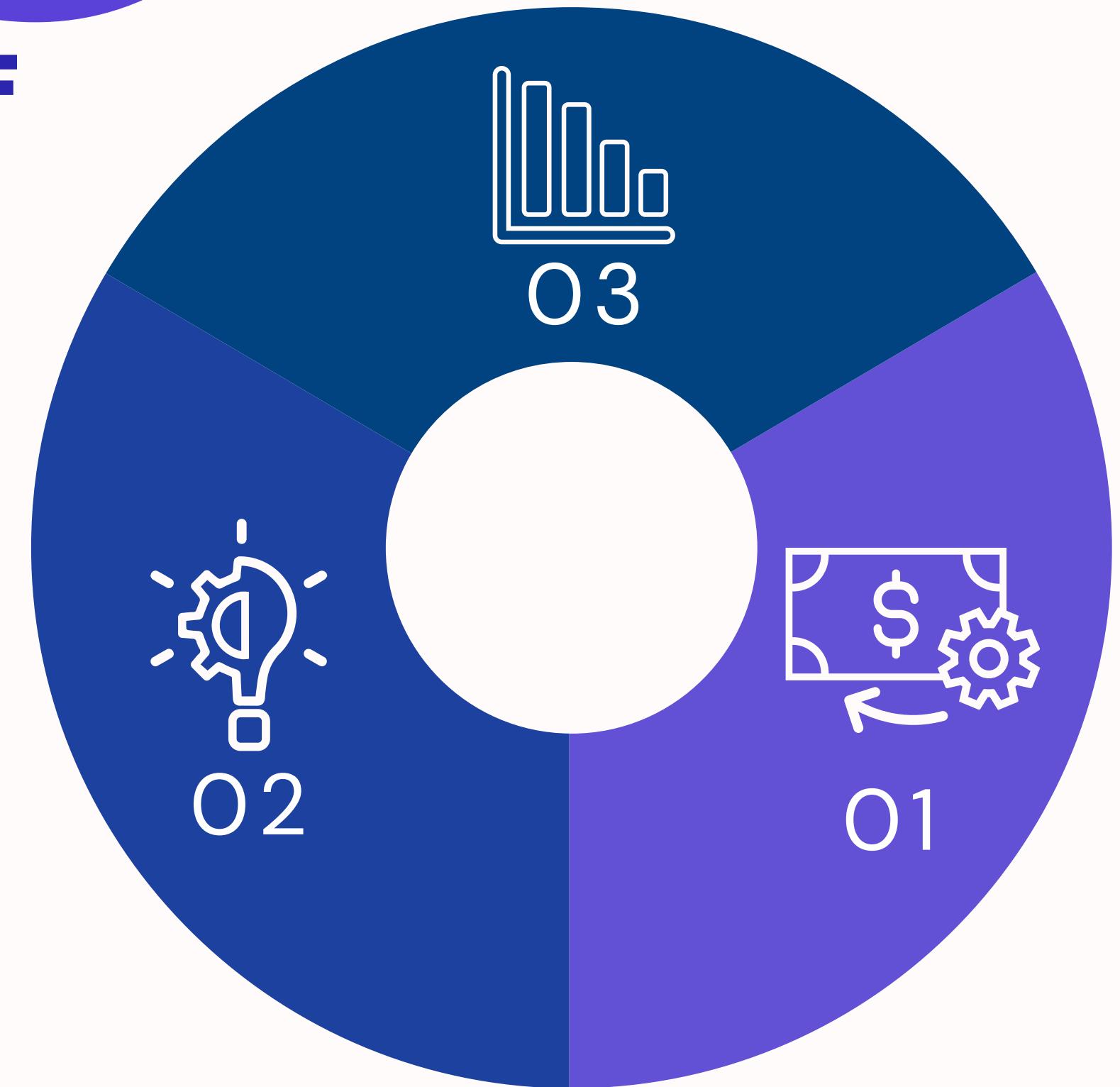
User Preferences: Attendee preferences, interests, and location

03

Feedback: Reviews and opinions from attendees.

04

Analytics Data: Interactions, clicks, and views on event pages





Functional requirements

01.

Users should be able to create accounts, providing the necessary information. The system must support secure authentication mechanisms protect user accounts.

02.

Users should have profiles where they can manage their preferences, view event history, and update personal information

03.

Organizers must be able to create and manage events. Event details should include title, date, time, location, description, and relevant images.

04.

Implement a system for attendees to provide feedback and ratings after attending an event.





Functional requirements

05.

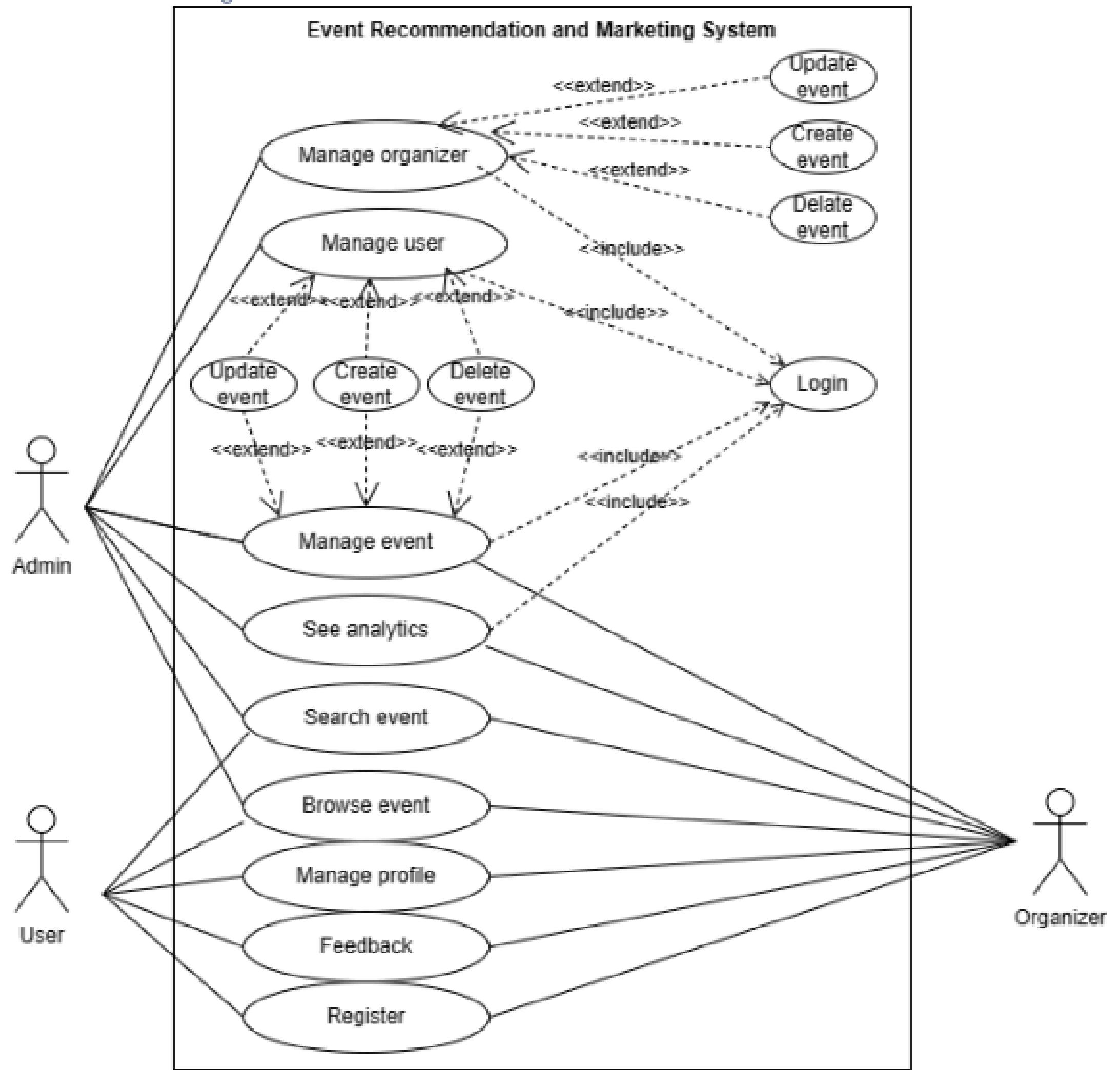
Ensure the system is mobile-friendly, allowing users to access and interact with the platform seamlessly on various devices.

07.

Include search functionality for users to find specific events and filtering options based on criteria such as location, date, and category.

08.

Provide administrators with a dashboard to monitor and manage the overall system, review analytics, and address potential issues



KEY COMPONENTS OF THE EVENT RECOMMENDATION AND MARKETING SYSTEM (ERMS) PROJECT

User Interface (UI): This component represents the frontend interface that users interact with to access the system.

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Backend Server: The backend server is responsible for processing user requests, managing data flow between the user interface and the database, and coordinating various system functionalities.

KEY COMPONENTS OF THE EVENT RECOMMENDATION AND MARKETING SYSTEM (ERMS) PROJECT

Database (DB): The database component stores and manages the system's data, including user profiles, event information data

**Thank you
very much!**