

## DATA SCIENCE



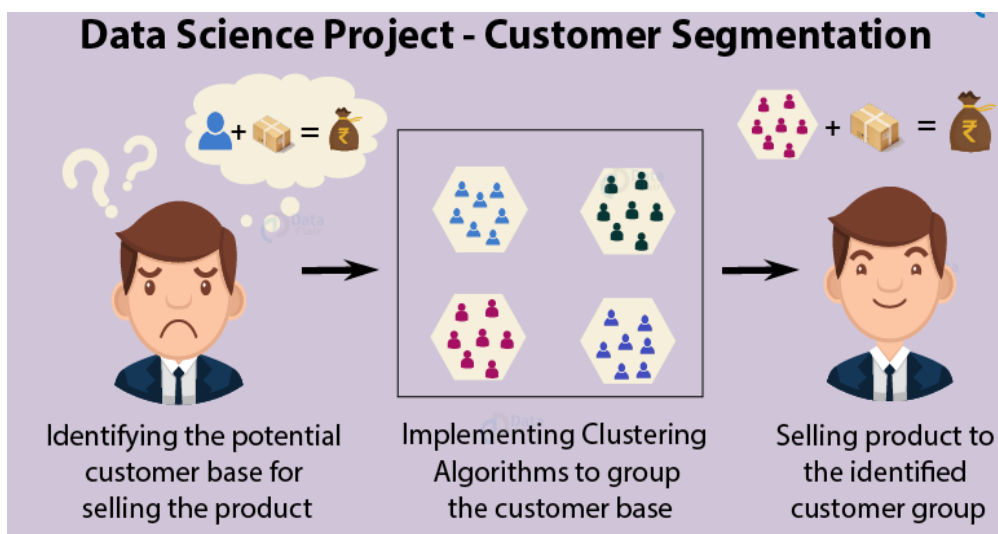
### Customer Segmentation

**Customer Segmentation** is a popular application of [unsupervised learning](#). Using clustering, identify segments of customers to target the potential user base. They divide customers into groups according to common characteristics like gender, age, interests, and spending habits so they can market to each group effectively.

Use [K-means clustering](#) and also visualize the gender and age distributions. Then analyze their annual incomes and spending scores.

Language: Python (or) R

Dataset/Package: (<https://drive.google.com/file/d/19BOhwz52NUY3dg8XErVYglctpr5sjTy4/view>)



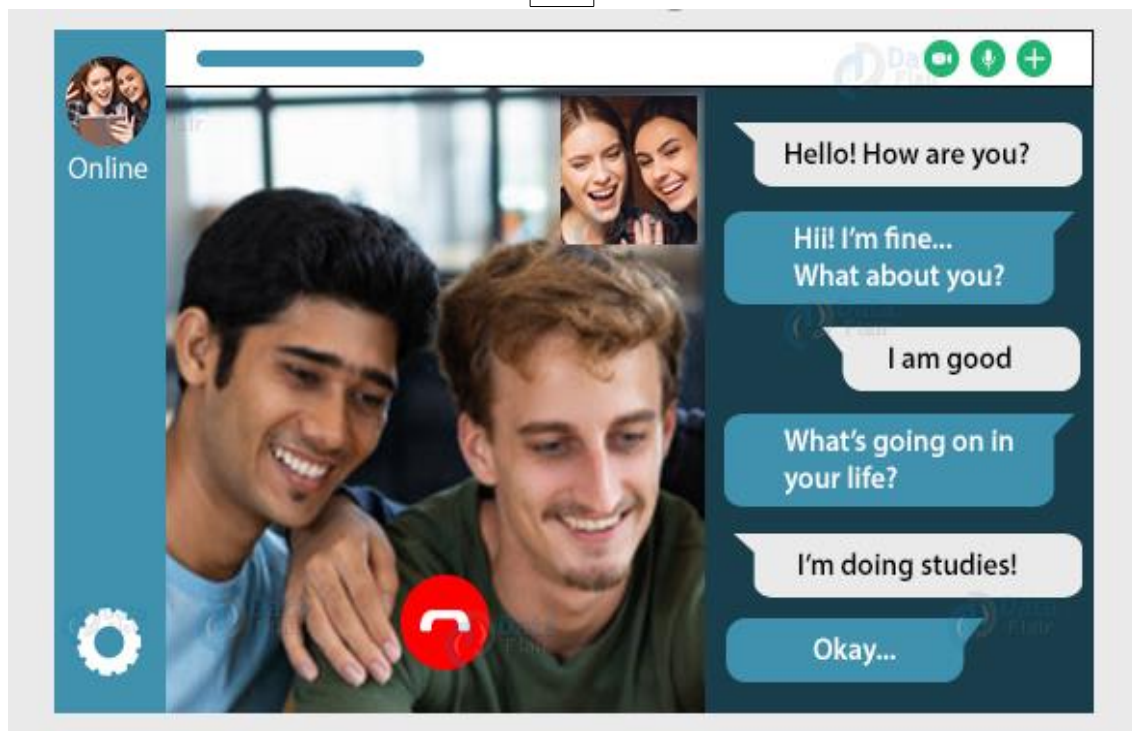
### Web Development



### **Video Chatting Website**

A website where you can connect with your friends and have one to one video chat with them. It would be fun and you will get to understand how we can send video streams through a connection.

**DEVELOPING THIS PROJECT IN DJANGO IS A PLUS**



### Full stack Developer



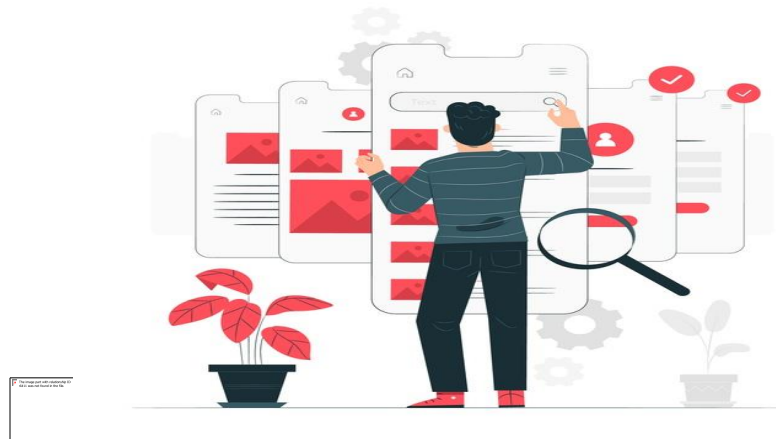
### **MEETUP** - An App based on the common interests

Let's assume if you like Football or Cricket so much and you can find some unknown having the same interests.

You can send Hello to him/her and can chat as well. Fantastic. Let's Jump into the Project Ideas

- **You can Select the Interest from the menu**
- **Find the person with the common interests and send him Hello request**
- **You can get so much information about your interests.**
- **Chat with Friends**

**You can build this App using Android Studio.**



## Software Development



### **Language Translator**

Human beings take about a year to learn a language but computers can learn in a day. In this project, you should build a language translator app or web application that can translate from English to any language.

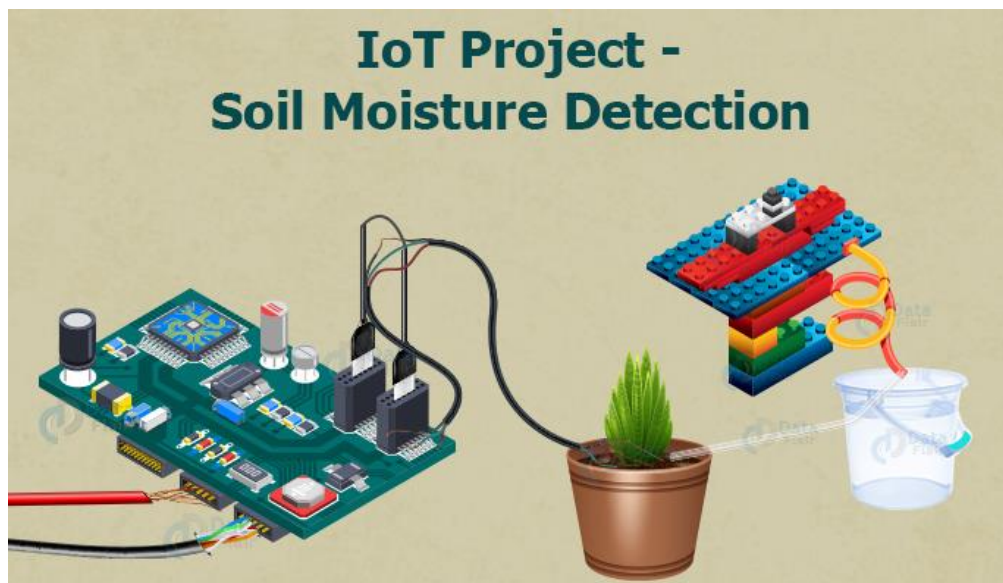


## IOT



### **Soil Moisture Detection**

If you keep forgetting to water your plants then don't worry you can automate the watering process with Python. Considering that problem statement develop a project that , Soil moisture sensors can be used to detect the moisture in the soil and you can then water the plants according to the soil moisture.





## UI/UX Design



**1. Design an app that helps you use your screens less**

**2. Find a feature in an application that frustrates you. Redesign it.**

## Digital Marketing

1. Create your own strategy to promote a company around India.

Examples: Companies like transportation/any start-ups/college/training institute/product-oriented promotion.

Example2: How can you promote the following links you can show as a Reference to other companies.

Social Links:

<http://www.exposysdata.com/>

<https://www.youtube.com/channel/UCCdSuhhzWqmj9h9uyEl-JSA>

<https://www.facebook.com/Exposysdatalabs/>

<https://www.linkedin.com/company/13574296/admin/>

<https://www.instagram.com/exposysdatalabs/>

### Content Writer Task:

Create a content strategy for a client/product ☐

Keyword density. ☐ 1. Meta Tags

- a) Body Tags
- b) Alt Tags
- c) URL Structure
- d) Internal/External linking

### HR:

1. Collect Pan india Engineering college Deatails which includes total 28 States.

1. Andhra Pradesh	19. Odisha				
2. Arunachal Pradesh	20. Punjab				
3. Assam	21. Rajasthan				
4. Bihar	22. Sikkim				
5. Chhattisgarh	23. Tamil Nadu				
6. Goa	24. Telangana				
7. Gujarat	25. Tripura				
8. Haryana	26. Uttar Pradesh				
9. Himachal Pradesh	27. Uttarakhand				
10. Jharkhand	28. West Bengal				
11. Karnataka	A. Andaman and Nicobar Islands				
12. Kerala	B. Chandigarh				
13. Madhya Pradesh	C. Dadra and Nagar Haveli and Daman and Diu				
14. Maharashtra	D. Jammu and Kashmir				
15. Manipur	E. Ladakh				
16. Meghalaya	F. Lakshadweep				
17. Mizoram	G. National Capital Territory of Delhi				
18. Nagaland	H. Puducherry				
S.No	College Name	Principal Name	Principal Email	TPO Name	TPO Email
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## **Digital Content promotor/Digital Media Promotor:**

How to promote Company Links Like Follow, Share. Youtube Channels and Subscribe through Pan India/World Wide Using own Strategies. Examples the following Links can be Use user Own digital media promotion Strategies.

2. Come with Solution all Digital media promotion and channels and increase the followers.

YouTube  
Instagram  
Pinterest.  
Twitter.  
LinkedIn.  
Facebook

Social Links:

<http://www.exposysdata.com/>

<https://www.youtube.com/channel/UCCdSuhhzWqmj9h9uyEl-JSA>

<https://www.facebook.com/Exposysdatalabs/>

<https://www.linkedin.com/company/13574296/admin/>

<https://www.instagram.com/exposysdatalabs/>

## **Business Development Executive:**

1. Build contacts with potential clients to create new business opportunities
2. Keep prospective client database updated
3. Make cold calls for new business leads
4. Support in writing new business proposals
5. Maintain knowledge of all product and service offerings of the company
6. Arrange meetings for senior management with prospective clients
7. Follow company guidelines and procedures for acquisition of customers, submission of tenders etc.