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Abstract

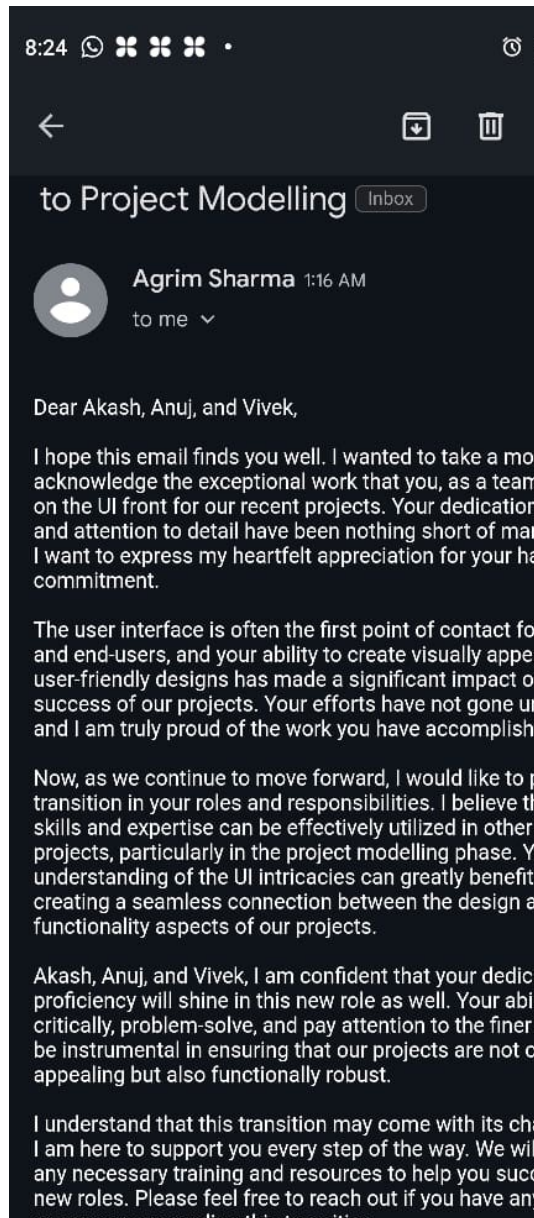
This report delves into the architecture, methodology, and features of InterviewBOT-X, shedding light on how it harnesses data to facilitate the hiring process for employers and enhance the interview experience for job seekers. Additionally, it explores the ethical considerations, challenges, and future prospects associated with interview automation.

In a rapidly evolving job market, efficient and unbiased candidate assessment is paramount for employers seeking the right talent. InterviewBOT-X, a cutting-edge innovation, addresses the challenge of conducting interviews by automating the question and answer process. This project revolves around the development and implementation of InterviewBOT-X, a sophisticated interview automation system. It leverages natural language processing and machine learning techniques to generate contextually relevant interview questions tailored to specific job roles.

The system not only streamlines the interview process but also serves as a repository of questions gleaned from genuine candidates who have applied for similar positions. By aggregating real-world interview experiences, InterviewBOT-X offers a vast and dynamic database of questions, ensuring that the interview process remains up-to-date and reflective of current industry demands.

InterviewBOT-X represents a step towards a more equitable and efficient job market by minimizing human biases, enhancing interview consistency, and providing valuable insights into the skills and competencies sought by employers. It promises to revolutionize the recruitment landscape, offering a win-win solution for both job seekers and employers, making the hiring process smarter, fairer, and more data-driven.

Chapter 1. Industry Linkage



Rubrics for Consultancy and Industry Linkage

Instructions:

- Faculty should observe the performance of student as per given Rubric and put ✓ in appropriate box.
- At the end of table there is Remark section. Mention special observations if any by you there.
- In case student is getting excellent category then mention reason for selection along with marks in brief in last column.

Group No.	Name of Team	Department and Domain	Name of student	Roll Number	Division	Sign

Sr. No	Description	Excellent (20 Marks) 100 Percent	Very Good (15 Marks) 75 Percent	Good (10 Marks) 50 Percent	Average (05 Marks) 25 Percent	Marks Percentage
Feasibility to achieve Research Outcome) (GA9, GA12)	A feasibility study of a project's relevant to research outcome	Social relevance and practically feasible project with Industry association.	Feasibility study is done with fair association	Feasibility study is done without any association	Issue is addressed without any justification	
Industry Support (GA8)	Industry sponsored/technically supported/ inputs received	Industry Sponsored and supported technically	Supported technically	Industry association for part of project	Industry communication is initiated through emails and discussions	
Key differentiators (GA2 and GA8)	Effective comparison considering the Market survey	Effective comparison is done	Effective comparison is	Effective comparison is	Effective comparison	

		with market survey/study report of at least 4 similar Industries/Organizations	done with market survey/study report of at least 3 similar Industries/Organizations	done with market survey/study report of at least 2 similar Industries/Organizations	without any Market survey	
Implementation updated considering Industry Inputs (GA8)	Industry Inputs are considered for Implementation	All Industry Inputs are considered for Implementation	A few Industry Inputs are considered for Implementation	Industry Inputs are not visible for Implementation	Industry Inputs are not considered for Implementation	
Timeline (GA4)	Time factor in which project is going to be completed.	Within time frame /as per industry needs and expectations	Delay is tolerable to some extent and subject to market conditions and competitors	Timeline is prepared but not feasible	Timeline is prepared not clear.	

Remark:-----

GA1	GA2	GA3	GA4	GA5	GA6	GA7	GA8	GA9	GA10	GA11	GA12
Knowledge	Prob Analysis	Investigation	Design	Tools	Teamwork	CS	Professionalism	Society	Ethics	FM PM	Life long learning

Name and Sign of Faculty

Chapter 2. Business Canvas

Business Model Canvas : InterviewBOTx



Rubrics for Business Canvas Evaluation

Instructions:

- Faculty should observe the performance of student as per given Rubric and put √ in appropriate box.
- At the end of table there is Remark section. Mention special observations if any by you there.
- In case student is getting excellent category then mention reason for selection along with marks in brief in last column.

Group No.	Name of Team	Department and Domain	Name of student	Roll Number	Division	Sign

Sr No	Excellent (20 Marks) 100 Percent	Very Good (15 Marks) 75 Percent	Good (10 Marks) 50 Percent	Average (05 Marks) 25 Percent	Marks Percentage
Product Idea and Value Proposition (GA3, GA 6, GA 8)	Well thought out, creative, and unique product that is viable to the market place. Specific customer problems cited and needs with extensive back up data to show MULTIPLE market potential. Specific key features of product match the	A creative product that is/ may be viable in the market place. Specific customer problems cited and needs with back up data to show market potential. Specific key features of product match the customers problems/needs.	Average product that may be somewhat practical in the market place. Few specific customer problems cited and needs back up data to show market potential. Some key features of product do match the customers problems/needs.	Poorly considered and presented product that may not be practical in the market place. No specific customer problems cited and lacks back up data to show market potential. Specific key features of product do not	50

	customers problems/needs.			match the customers problems/needs.	
Customer Segments and Customer Relationships (GA4, GA 6, GA 7)	<p>Clear understanding of specific customers in MULTIPLE markets.</p> <p>In depth three part plan to attract, keep and grow customers with specific benchmarks. Specific understanding of the complete customer relationship needs.</p>	<p>Clear understanding of specific customers with potential size of market.</p> <p>Three part plan to attract, keep and grow customers with specific benchmarks. Clear understanding of the complete customer relationship needs.</p>	<p>Little understanding of specific customers, but missing potential size of market.</p> <p>Identified few steps to attract, keep and grow the customer. Vague understanding of needed relationship with customer.</p>	<p>No clear understanding of specific customers and missing potential size of market.</p> <p>Missing steps to attract, keep and grow the customer. Missing the understanding of needed relationship with customer.</p>	75
Channels Revenue Streams and Cost Structure (GA10, GA11)	<p>Extensive research of B2B/B2C channels of distribution with citations for each specific and alternative channels.</p> <p>Clear understanding of the profit stream for the product/service in MULTIPLE markets.</p> <p>Explanation of critical costs for product/service with sources for MULTIPLE markets.</p>	<p>Specific B2B/B2C channels of distribution with citations for each specific and alternative channels.</p> <p>Clear understanding of the profit stream for the product/service.</p> <p>Explanation of critical costs for product/service with sources.</p>	<p>Little B2B/B2C channel understanding. Identification of few specific channels and alternative channels.</p> <p>A general understanding of the profit stream for the product/service.</p> <p>General critical costs for product/service without sources.</p>	<p>Unclear B2B/B2C channel understanding. Missing specific channels and alternative channels.</p> <p>No understanding of the profit stream for the product/service.</p> <p>Missing critical costs for product/service without sources.</p>	75

Key Partners, Activities and Resources (GA 8, GA 9)	<p>An extensive list of key partners, suppliers, resources required of each key partner.</p> <p>List of key activities with backup data on needs to achieve key activities for MULTIPLE markets.</p> <p>Complete list of resources needed with citations for connecting with the resources, and sorted by prioritization by MULTIPLE markets.</p>	<p>A complete list of key partners, suppliers, resources required of each key partner.</p> <p>List of key activities with backup data on needs to achieve key activities.</p> <p>Complete list of resources needed with citations for connecting with the resources, and sorted by prioritization.</p>	<p>Incomplete list of key partners, suppliers, resources required of each key partner.</p> <p>General list of key activities without backup data on needs to achieve key activities.</p> <p>General list of resources needed without citations for connecting with the resources, and vague prioritization.</p>	<p>Missing list of key partners, suppliers, resources required of each key partner.</p> <p>Missing the list of key activities without backup data on needs to achieve key activities.</p> <p>Missing the list of resources needed and their citations for connecting with the resources, and missing prioritization.</p>	100
Subject Knowledge and Delivery (GA 6, GA 7, GA 12)	<p>The presenter has a complete understanding of "Business Model Canvas", product and customer segment in the executive summary and presentation.</p> <p>Excellent presentation oral skills well practiced. Well thought out responses for client questions with data</p>	<p>Each presenter understands their position on the Business Model Canvas product knowledge, and sources referenced in executive summary and slides.</p> <p>Presenter's oral skills well practiced. Thought out responses for client questions.</p>	<p>Presenter vaguely understands their position on the Business Model Canvas, product knowledge, and sources referenced in executive summary and slides.</p> <p>Average oral delivery. Vaguely responds to clients questions.</p>	<p>Presenter does not understand their position on the Business Model Canvas, product knowledge, and sources referenced in executive summary and slides.</p> <p>Poor oral delivery. Unable to respond to clients questions.</p>	75

	support for answers.				
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Remark:-----

Name and Sign of Faculty

II. The Problem

Identify the Problem

The hiring process is time-consuming and inefficient, causing frustration for employers and candidates alike.

Highlighting the Significance

Your Solution: InterviewBOT-X

Concise & Compelling

InterviewBOT-X is a cutting-edge AI-powered platform that streamlines the interviewing process, saving time and improving candidate assessment accuracy.

Unique Features & Capabilities

Standout features include natural language processing, video analysis, and intelligent question generation.

V. How InterviewBOT-X Works

- 1

Technical Workings
InterviewBOT-X leverages advanced AI algorithms like `spacy` and `text ana` to automate interviews.
- 2

User Experience
The user-friendly interface allows employers to customize and schedule interviews effortlessly, while candidates can complete interviews at their convenience.



Key Differentiators

- 1

Superior Software Products
Unlike competitors, InterviewBOT-X offers a comprehensive time video analysis and detailed reporting.

Advanced Software Solution

Use Cases of Our Software Pro



Rubrics for Pitch Presentation Evaluation

Instructions:

- Faculty should observe the performance of student as per given Rubric and put ✓ in appropriate box.
- At the end of table there is Remark section. Mention special observations if any by you there.
- In case student is getting excellent category then mention reason for selection along with marks in brief in last column.

Group No.	Name of Team	Department and Domain	Name of student	Roll Number	Division	Sign

Sr. No	Description	Excellent (20 Marks) 100 Percent	Very Good (15 Marks) 75 Percent	Good (10 Marks) 50 Percent	Average (05 Marks) 25 Percent
Introduction, Preparedness and organization (GA2, GA 3, GA 10)	<ul style="list-style-type: none"> • Strong and engaging introduction; • Draws the audience into presentation • Thoroughly prepared, well-organized, logical sequence of information that the listener could easily follow. 	Exceeds Expectations	Meets Expectations	Meets Some Expectations	Does Not Meet Expectations
Subject Knowledge (GA1, GA2)	<ul style="list-style-type: none"> • Clear, thorough description of product or service. • Communicates benefits and/or how 	Exceeds Expectations	Meets Expectations	Meets Some Expectations	Does Not Meet Expectations

	product/services solve a problem.				
Visual Aids/Materials (GA4, GA5)	Correct spelling and grammar used on all handouts used to support the pitch (if applicable).	Exceeds Expectations	Meets Expectations	Meets Some Expectations	Does Not Meet Expectations
Persuasion (GA 6, GA 10)	Compelling pitch that successfully convinces listener/audience that the product or service is beneficial and why it is the best on the market.	Exceeds Expectations	Meets Expectations	Meets Some Expectations	Does Not Meet Expectations
Delivery and Time Management (GA 10, GA 12)	<ul style="list-style-type: none"> • Effectively and creatively delivers pitch with eye contact and enthusiasm that engages the listener/audience. • Speaks clearly and distinctly. • Presentation is between 2-3 minutes, and was obviously rehearsed. 	Exceeds Expectations	Meets Expectations	Meets Some Expectations	Does Not Meet Expectations

Remark:-----

GA 1: Engineering Knowledge
Environment and Sustainability
GA2: Problem Analysis
GA3: Design/Development of solutions
and Team Work
GA 4: Conduct Investigation of complex problems
Communication
GA 5: Modern Tool Usage
Long Learning
GA 6: The Engineer and Society
Management and Finance

GA 7:

GA 8: Ethics
GA 9: Individual

GA 10:

GA 11: Life

GA 12: Project

Name and Sign of Faculty

Chapter 4. Project Competition

Project Submission proof:

The screenshot displays a project competition interface. At the top, there are four tabs: **TIMELINE**, **ANNOUNCEMENTS**, **PRIZES**, and **OVERVIEW**. The **TIMELINE** tab is active, showing a sequence of events:

- October 30, 2023**: **Hackathon starts** (STARTED). Submission window opens and you can start submitting your project.
- November 01, 2023**: **Hackathon ends** (IN 21 HOURS). Submission window closes.
- November 03, 2023**: **Announcements of results**. Results are announced through social channels and in the announcement tab.

On the right side, there are two sections:

- Team AAV**: Includes buttons for **SUBMITTING SOLO** and **SUBMITTING IN**. Below, under **TEAM MEMBERS**, are **Anuj Pal** and **AKASH PAL (You)**.
- YOUR PROJECT**: Shows the project title **Blog Website** with a green status message: **Successfully submitted for judging!**. Below this, it says: *Your project Blog Website can be edited here*.

Project Presentation:

The first screenshot shows a slide titled **Creating a Blog: From Idea to Success**. It features a background image of hands typing on a keyboard. The text on the slide reads:

Starting a blog is a rewarding experience, but it requires work and dedication. Follow these steps to create a successful blog that connects with your target audience.

by **Akash Pal**
Last edited less than a minute ago

The second screenshot shows a slide titled **Blogging Goals & Purpose**. It lists three goals:

- 1 Establish Expertise** 🏆
Share your knowledge, skills, and experience with others in the field to establish yourself as an expert.
- 2 Grow Your Audience** 🌱
Connect with others who share your interests and passions. Grow your followers and create a community around your blog.
- 3 Monetize Your Content** 💰
Earn an income through affiliate marketing, advertising, sponsorships, and selling digital or physical products.

Success

Theme

Share

Identifying Your Target Audience

Create Personas

Develop detailed descriptions of different types of readers who may be interested in your blog using demographics, interests, and motivations.

Conduct Research

Use surveys, polls, and social media analytics to learn more about your existing or potential readership and tailor your content accordingly.

Creating a Content Strategy

- 1 Brainstorming **

Start with a list of potential topics and narrow them down to a few key categories that align with your niche and target audience.
- 2 Researching **

Conduct thorough research on each topic and take notes on credible sources, statistics, and quotes to include in your posts.
- 3 Outlining **

Organize your thoughts and notes into a clear, logical structure for each blog post. Develop headlines and introduction paragraphs to hook your readers.
- 4 Writing & Editing **

Write consistently and revise your content for grammar, typos, and clarity. Use images and media to make your content engaging and diverse.

Conclusion

Start Now

Don't wait until you have everything figured out. Start your blog and learn as you go.

Be Passionate

Choose a topic you're truly passionate about, and your readers will be passionate too.

Have Fun!

Blogging is a fun and rewarding creative outlet. Enjoy the process!

Rubrics for Participation in Competition

Instructions:

- Faculty should observe the performance of student as per given Rubric and put √ in appropriate box.
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- In case student is getting excellent category then mention reason for selection along with marks in brief in last column.

Group No.	Name of Team	Department and Domain	Name of student	Roll Number	Division	Sign

Parameter	Excellent (20 Marks) 100 %	Very Good (15 Marks) 75 %	Good (10 Marks) 50 %	Average (05 Marks) 25 %	Marks %
Problem definition GA 1,GA 2	<p>Problem is defined clearly and identifies underlying issues.</p> <p>Scope is identified and finalized with features</p> <p>innovative steps are taken</p>	<p>Problem is defined adequately</p> <p>Scope is adequately identified and finalized with features</p>	<p>Problem is not defined appropriately</p> <p>Scope is not identified appropriately and features are not fully finalized</p>	<p>Problem is not defined at all.</p> <p>Scope is not identified a all and features are vague</p>	

Functionality GA 4	Product has very good chance of functioning 80%-100% functionality.	Product has good chance of functioning sufficing 60%-80% of functionality	Product has some chance of functioning with 30%-50% stake.	Product has very less chance of functioning	
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			audience knowledge level.	knowledge level.	
Design GA4,GA5	The solutions has very good proficiency in using the elements and principles of design(Modularity, cohesion etc) with high level of creativity for the task.	The solution has good proficiency in using the elements and principles of design with good results for the task.	The solution has limited proficiency in using the elements and principles of design, but design is inappropriate for the task	No proficiency in using the elements and principles of design.	
Implementation GA 5,GA 6	Use of Optimization, error handling techniques Documentation of Implementation done Use of tools e,g, Github, integration tools	error handling techniques Moderate Documentation of Implementation Use of tools e,g, Github	less Documentation of Implementation Use of tools e,g, Github	No error handling techniques No Documentation of Implementation No Use of tools e,g, Github	

Potential for product conversion GA 9, GA 12	Develops a clear Solution and has high potential for product development	Solution is based on criteria with with good chances of product development	Analyses of some of the alternatives or constraints have lead to different recommendations with some chance of product development	Only one solution is considered with constraints and cannot be converted into product	
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Remark:-----

- Name and Sign of Faculty

GA1	GA2	GA3	GA4	GA5	GA6	GA7	GA8	GA9	GA10	GA11	GA12
Knowledge	Problem Analysis	Investigation	Design	Tools	Teamwork	CS	Professionalism	Society	Ethics	FM PM	Life long learning

Chapter 5. Research Paper

u aloud | Ask Bing AI

Comparative study of Enhance fusing audio, video and Textual

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Under the guidance of
Mrs. Veena Kulkarni
Assistance professor of Thakur College of Engineering an

Abstract

— This paper talks about a comparative study of various approaches in enhanced video analytics. The objective is to explore and evaluate different methods for performing enhanced video analytics by incorporating sentiment analysis. The field of video analytics is evolving rapidly, and this paper aims to describe the different approaches and implementations used in this domain. The study covers a comparison of single-modal and multimodal fusion approaches, providing insights into their advantages and methods of implementation. By conducting this comparative study, the paper fills the gap in existing literature by offering a comprehensive analysis of various approaches in video analytics. The paper encompasses different methodologies, advantages, and their practical implementations. The findings contribute to a better understanding of the strengths and limitations of different techniques in the field of enhanced video analytics

Index Terms

—Video analytics, Sentiment analysis, Deep learning approaches, Machine learning approaches

I. INTRODUCTION

Enhanced video analytics by fusing audio, video, and textual sentiment analysis refers to the integration of multiple modalities to analyse and interpret emotional information from

(NLP). How
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emotion rec
integrating a
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modalities fo
Chen, Wang,
enhanced vid
They specific
combinatio

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analytics. They demonstrate the potential benefits of multimodal fusion techniques for emotion recognition and sentiment analysis in videos. However, further research is needed to explore the effectiveness of these approaches in different contexts, consider real-time analysis requirements, and address privacy and ethical considerations.

Overall, these studies contribute to the ongoing research in enhanced video analytics by investigating the fusion of multiple modalities and providing insights into the advancements and challenges in the field.

III. PROPOSED SYSTEM AND OBJECTIVES

This section talks about summary of methods used in Enhanced video analytics:

- Various methods with respect to features/techniques
- Tools with respect to the methods used in enhanced video analytics

Enhanced video analytics is a technique that involves fusing audio, video, and textual semantic analysis involves combining information from these modalities to gain a deeper understanding of video content.

Deep learning models

such as convolutional neural networks (CNNs) and recurrent neural networks (RNNs), are widely used in multimodal fusion for emotion recognition.[1] These models are trained on large datasets and can automatically learn complex patterns and representations from audio, video, and textual data.

Deep learning models have been highly successful in sentiment analysis tasks, offering state-of-the-art performance and the ability to learn complex patterns and representations directly from data. Here's how deep learning models contribute to sentiment analysis:

- Word Embeddings:
- Sequence Modeling:
- Attention Mechanisms
- Transfer Learning:
- Ensemble Methods:

Audio analysis

involves extracting features from the audio signal of the videos, such as pitch, energy, MFCC (Mel-frequency cepstral coefficients), and spectral features.[1] These audio features capture vocal characteristics and intonations that can be indicative of different emotions.

Audio analysis plays a significant role in sentiment analysis, as it may be used by individuals in Visual analysis since or verbal cu primarily co information f body langua sentiment an

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- Bod
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Textual anal

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The authors | information | fusion can c (combining r individual mc features at a provides a h the videos.[1] Tools comm Praat, or the l Tools for vi learning fram Tools comm spaCy, or oth

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complementary cues from different modalities, such as facial expressions, speech, and textual context, multimodal fusion enhances the overall analysis and interpretation of video data.[1][3]

Deep learning techniques

such as convolutional neural networks (CNNs) and recurrent neural networks (RNNs), have revolutionized video analytics. These models learn hierarchical representations from video frames or sequences, enabling accurate object detection, action recognition, and other video analysis tasks. Deep learning also facilitates feature extraction, classification, and event prediction in video data.[1]

Real-time vi

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A single-moc

use of visual advanced vis extract mean based analysis information f involves usin objects, action

Table 4.1 Classification of enhanced video ana

Modality	Features/Techniques	Advantages
Single Modal	Visual Features	- Rich inform about object and actions
	Audio Features	- Conveys in information sounds, spee patterns, and environment
Multimodal	Audio-Visual Fusion	- Combines complement information audio and vi modalities - Integrates t context with information, semantic

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V. RESULT AND DISCUSSION

The results of the reviewed research papers demonstrate that enhanced video analytics encompasses the analysis of audio, video, and textual data. The papers explore both single and multimodal approaches, with the latter showing higher accuracy in capturing and interpreting emotions. Deep learning techniques, such as Convolutional Neural Networks (CNNs) and Recurrent Neural Networks (RNNs), have been widely utilized in multimodal systems to enhance performance. Audio analysis in enhanced video analytics often involves spectral feature extraction techniques, such as Mel-frequency Cepstral Coefficients (MFCC), to capture and analyze the acoustic properties of audio signals. Video analysis, on the other hand, commonly employs computer vision algorithms and frameworks like OpenCV for visual feature extraction and analysis. Textual analysis relies on Natural Language Processing (NLP) techniques to extract meaningful features from textual data.

To combine the information from audio, visual, and textual features, various fusion techniques are employed. Deep learning frameworks like TensorFlow or PyTorch are frequently utilized to integrate the modalities effectively. These fusion techniques aim to leverage the complementary nature of the modalities and enhance the overall analysis performance.

The findings emphasize the importance of multimodal analysis and the use of deep learning approaches in achieving accurate results in enhanced video analytics. The integration of audio, video, and textual features allows for a more comprehensive understanding of emotions and sentiments expressed in videos.

VI. ACKNOWLEDGEMENT

We are privileged to present our paper on the Comparative Study of Enhanced Video Analytics. We extend our sincere gratitude to Ms. Veena Kulkarni, our paper guide, for her valuable contribution and dedicated time towards our research amidst her busy schedule. We appreciate her mentorship and unwavering support, which has been instrumental in the development of our paper. Her guidance and suggestions have significantly improved the quality of our work.

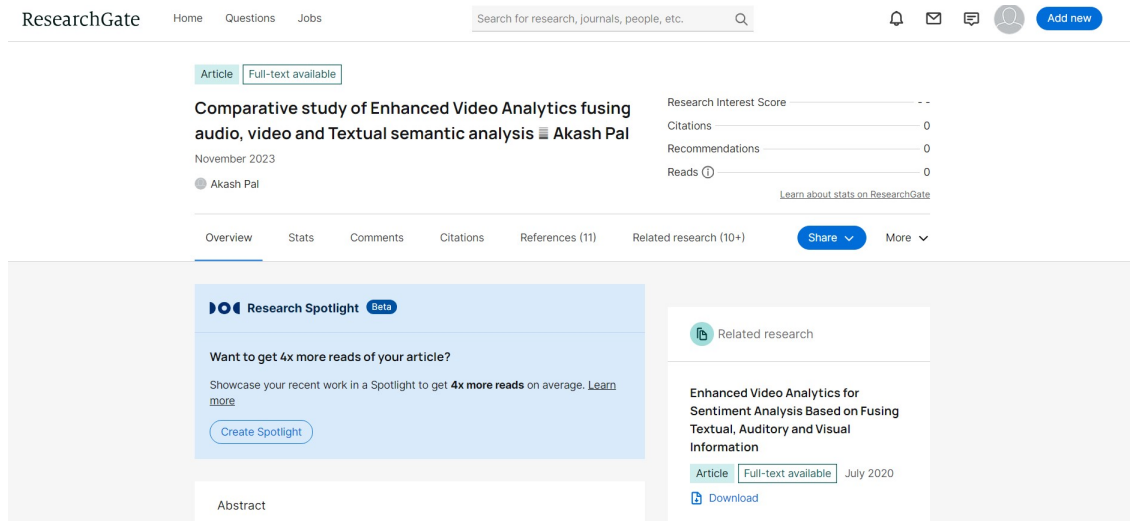
VII. FUTURE SCOPE

This section highlights the potential areas for future research and development in the field of enhanced video analytics. In Enhanced Video Analytics, Multimodal analysis is very accurate as compared to single modal analysis. It should be

and video u unimodal or accurate resu arose, dynam Through this integrating b enhanced vid techniques u processing fr audio analys analysis. By fusing tl leverage co accurate and It is evident analysis hok approach ena changes in f human voice sentiments. I convolutiona networks (R advancement video analyti

In conclusion employed i specifically in The integrati achieving m field continu are needed t analytics in v

[1] J. Smith, Emotion Re Multimedia, ' [2] W. Chen, using Multir IEEE Interna 130. [3] K. Kim, S for Emotion Topics in Sig [4] Y. Zhan Analysis for I



Proof of submission

Research Paper Presentation Rubric (RBL 3)

Instructions:

- Faculty should observe the performance of student as per given Rubric and put ✓ in appropriate box.
- At the end of table there is Remark section. Mention special observations if any by you there. In case student is getting excellent category then mention reason for selection along with marks in brief in last column.

Topic	Excellent (20)	Very Good (15)	Good (10)	Average (05)	Marks
Organization of content GA4 GA6	If paper includes all heads including 1) abstract, 2) introduction, 3)objectives, 4)methodology, 5)experimental plan, 6)result and discussion, 7)conclusions, 8)future scope.	If paper includes any 7 topics out of 1) abstract 2) introduction, 3)objectives, 4)methodology, 5)experimental plan, 6)result and discussion, 7)conclusions, 8)future scope.	If paper includes any 5-6 topics out of 1) abstract, 2) introduction, 3)objectives, 4)methodology, 5)experimental plan, 6)result and discussion, 7)conclusions, 8)future scope.	If paper includes any 4 topics out of 1) abstract, 2) introduction, 3)objectives, 4)methodology, 5)experimental plan, 6)result and discussion, 7)conclusions, 8)future scope.	
Grammar and Format (GA7)	<ul style="list-style-type: none"> • The writing is Compelling. • Sentences are well-phrased 	<ul style="list-style-type: none"> • The writing is generally engaging, but has some dry spots. 	<ul style="list-style-type: none"> • The writing is dull and un engaging. • Some 	<ul style="list-style-type: none"> • The writing loses interest in the reader. • Errors in 	

	<p>and varied in length and structure.</p> <ul style="list-style-type: none"> Word choice is consistently precise and accurate. 	<ul style="list-style-type: none"> Sentences are well phrased and there is some variety in length and structure. Word choice is generally good. 	<p>sentences are awkwardly Constructed so that the reader is occasionally distracted.</p> <ul style="list-style-type: none"> Word choice is merely adequate, and the range of words is limited. 	<p>sentence structure are frequent enough to be a major distraction to the reader.</p> <ul style="list-style-type: none"> Many words are used inappropriate 	
Design and Implementation (GA4, GA5)	<p>All 4 parameters met:</p> <ol style="list-style-type: none"> Modern Tool Usage Feasibility User friendliness Application 	<p>Any 3 parameters met:</p> <ol style="list-style-type: none"> Modern Tool Usage Feasibility User friendliness Application 	<p>Only 2 parameters met:</p> <ol style="list-style-type: none"> Modern Tool Usage Feasibility User friendliness Application 	<p>Only 1 parameter met:</p> <ol style="list-style-type: none"> Modern Tool Usage Feasibility User 	
				<p>friendliness</p> <ol style="list-style-type: none"> Application 	
Presentation and Team Work (GA6, GA7)	<ul style="list-style-type: none"> Student demonstrates full knowledge, answering all queries with explanations. Movements seem smooth and help the audience visualize. Diverse talents are present in team with different skill set 	<ul style="list-style-type: none"> Student is at ease with information and answers all queries without elaboration. Made movements or gestures that enhance articulation. Team is concentrated with only one type of skill set. 	<ul style="list-style-type: none"> Student is Uncomfortable with information and is able to answer only basic queries. Very little movement or descriptive gestures. Team members are not contributing much for multifaceted development of idea 	<ul style="list-style-type: none"> Student does not have grasp of Information and can't answer queries about subject. No movement or descriptive gestures. Team members are passive only one person is take some efforts 	

Quality of publication (GA10, GA11)	If student have published paper in Peer Reviewed Quality Journal	If student have published paper in International/ National Journal	If student have published paper in International Conference	If student have published paper in National Conference	
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Remark:-----

Name and Sign of Faculty

GA1	GA2	GA3	GA4	GA5	GA6	GA7	GA8	GA9	GA10	GA11	GA12
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Chapter 6. Research Outcome Achieved

What is the main advantage of using tokenization in eCommerce transactions compared to storing full credit card numbers? *

- ☐ Faster transaction processing
- ☐ Improved user experience
- ☒ Enhanced security and reduced risk
- ☐ Lower transaction costs

Which type of data does tokenization typically replace with tokens in eCommerce transactions? *

- ☐ User passwords
- ☐ Shipping addresses
- ☒ Sensitive customer data (e.g., credit card numbers)
- ☐ Product descriptions

In the event of a data breach, what impact does tokenization have on the stolen data? *

- ☐ The data remains as it is, with no effect.
- ☒ The data becomes useless to cybercriminals.
- ☐ The data is encrypted and can be decrypted later.
- ☐ The data is permanently deleted from the server.

Who are the primary stakeholders or beneficiaries of the research outcomes? *

- ☐ ISO (International Organization for Standardization)
- ☐ FBI (Federal Bureau of Investigation)
- ☒ PCI SSC (Payment Card Industry Security Standards Council)
- ☐ WHO (World Health Organization)

What methods or data sources were used to support the research findings? *

- ☐ Hosting the eCommerce website
- ☐ Managing customer complaints
- ☒ Generating and managing tokens
- ☐ Conducting market research

What is the primary purpose of a tokenization key in the tokenization process? *

- ☐ To make transactions faster
- ☐ To encrypt data
- ☒ To generate unique tokens for each transaction
- ☐ To display customer data on the website

Which of the following scenarios illustrates a potential risk of tokenization in eCommerce? *

- ☐ Tokenization ensures that no data is ever exposed during a transaction.
- ☒ A tokenization system is compromised, and tokens are decrypted by unauthorized parties.
- ☐ Tokens are used to increase transaction processing speed.
- ☐ Tokenization leads to higher transaction costs.

In eCommerce, what role does the Payment Gateway play in the tokenization process? *

- ☐ It encrypts all data during transactions.
- ☐ It generates and manages tokens.
- ☐ It is responsible for the customer's authentication.
- ☒ It securely transmits tokenized payment data to the payment processor.

How does tokenization contribute to regulatory compliance, such as with the General Data Protection Regulation (GDPR)? *

- ☐ It does not have any impact on regulatory compliance.
- ☒ It simplifies compliance by avoiding the storage of sensitive customer data.
- ☐ It increases the complexity of compliance requirements.
- ☐ It eliminates the need for any compliance efforts.

Proof:

Research Outcome Quiz

Your response has been recorded

[See previous responses](#)

[Submit another response](#)

Chapter 7. Quiz

1:50

✓ Which element of the Business Model Canvas involves the activities a company must perform to deliver its value proposition?

☐ Key Resources

☒ Key Activities

☐ Channels

☐ Customer Segments

✓ Which element of the Business Model Canvas represents the main revenue sources for a business?

☐ Key Activities

☐ Customer Relationships

☐ Key Resources

☒ Revenue Streams

✓ The Business Model Canvas can be

1:50

✓ What is the Business Model Canvas?

☐ A canvas used for painting business ide

☒ A strategic management tool for developing new business models

☐ A financial statement used to track busi expenses

☐ A canvas used for brainstorming market ideas

✓ What is a pitch presentation? *

☐ A formal proposal for a business partne

☒ A sales pitch for a product or service

☐ A presentation on financial projections

☐ A motivational speech for employees

✓ What is the main goal of a pitch presentation?

☒ To secure funding or investment

1:51



✓ Which of the following is a key element of a compelling pitch presentation?

- ☐ Complex technical jargon
- ☐ Lengthy and detailed slides
- ☒ Clear and concise messaging
- ☐ Irrelevant anecdotes and personal stories

✓ How should visual aids, such as slides, be used in a pitch presentation?

- ☐ To overwhelm the audience with excess information
- ☐ To provide detailed technical specifications
- ☒ To support and enhance key points of the presentation
- ☐ To display personal photographs and unrelated visuals

✓ How important is it to know the target audience?

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