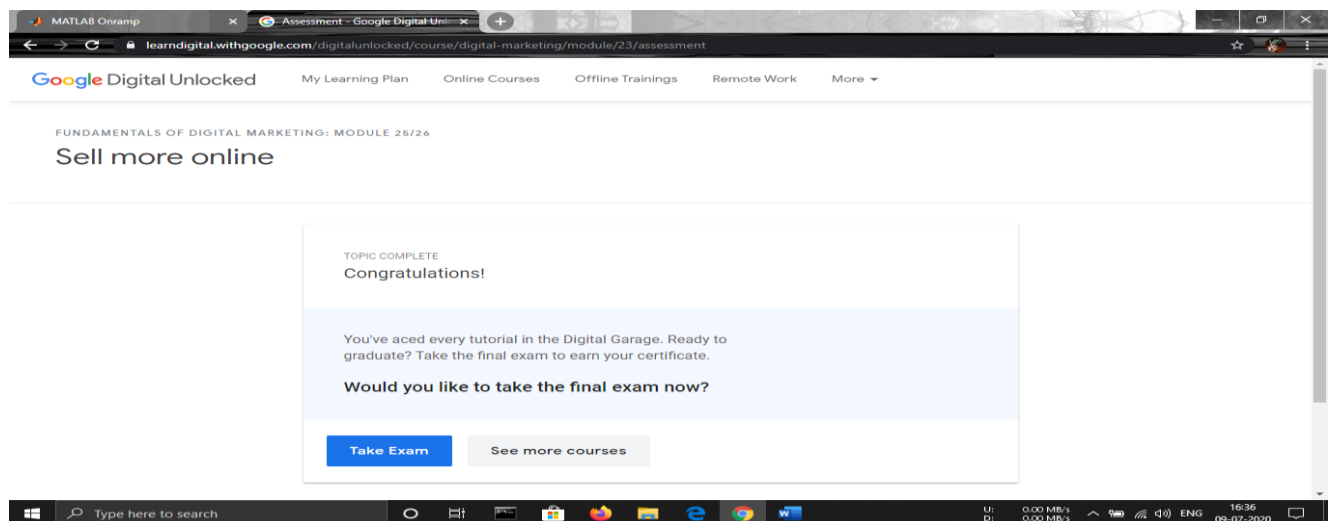
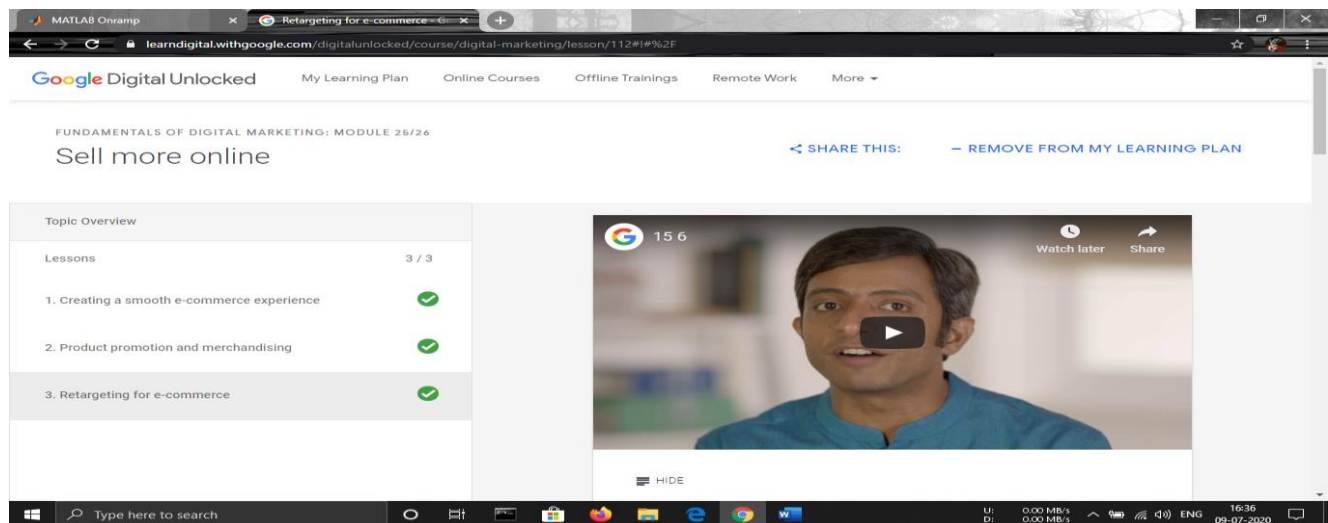


DAILY ASSESSMENT REPORT

Date:	09/07/2020	Name:	Abhishek M Shastry K
Course:	Google Digital Unlocked: Fundamentals of digital marketing	USN:	4AL17EC002
Topic:	1] Sell more online <ul style="list-style-type: none"> • Creating a smooth e-commerce experience • Product promotion and merchandising • Retargeting for e-commerce 	Semester & Section:	6th 'A'
Github Repository:	AbhishekShastry-Courses		

FORENOON SESSION DETAILS

Image of session



Report

Creating a smooth e-commerce experience

- You might add video of a craftsman in action, or a gallery of photos from various angles to help customers get a closer look at a particular piece of furniture. Make sure those photos are professional quality, and load quickly.
- You can also write up great descriptions and provide all kinds of details and measurements whatever helps customers feel confident that they're ready to buy. The last thing we're going to look at is how you can optimize the e-commerce experience by using customer accounts.
- You might notice in your analytics data that customers shop on your site, and put products in the cart, but then leave before completing their purchase. Encouraging customers to create an account can streamline the process so this happens less frequently in the future.
- As a customer completes an online purchase, you can allow them to store their shipping and billing information and payment preferences in an account on your site. This will also make future purchases that much easier. If you're ready to get super advanced, you can also use a customer's past purchases, recent searches, or recently viewed products to recommend specific items that might interest them. If they just purchased a dining room table, for example, you might recommend the best sets of chairs to go with that design and wood finish.

Product promotion and merchandising

- Using part of your homepage to showcase products, or even running online advertising campaigns with dedicated landing pages, can be a great way to merchandise online. And that's just the beginning. Imagine if you walked into an offline furniture store and the front door display magically transformed based on your interests. And as you browsed, all the promotions you encountered were customized to what you had previously looked at. That's exactly what online shops can do! As visitors browse the pages of your site, you're collecting data about what interests them. Now, you can use this data to predict what they are likely to be interested in next. Think of the last time you were shopping online. You might have been shown "recommended products" after viewing certain items, or putting them in your cart. For instance, if you were on a custom furniture website, and you were looking at kitchen tables, you might have seen a promotion for chairs, or window shutters to match the room.

- Many shopping cart providers, such as Magento, Volusion, Prestashop and Shopify, offer these product recommendation engines. Next up in product promotion and merchandising is finding ways to showcase products that your visitors may not have otherwise been looking for. This can be a really effective way to cross-sell. How does this work? Well let's imagine an office manager is looking for a new executive desk for the big boss. Something grand and ornate. But he might not have been thinking about matching bookcases, or custom doors. Now is the perfect time to remind him. Promoting related products can help increase sales. The world of e-commerce offers you plenty of great ways to make sure your customers see and interact with relevant products on your site. You can create a virtual display as they enter your site. Or use data to suggest what they might buy next.

Retargeting for e-commerce

- That online shopping behavior is great information for you as an advertiser. Now, you can use this information to take ACTION. This is where product retargeting solutions come into play.
- There are a number of product retargeting options out there. All of them will allow you to collect information, and then target audiences with customized ads based on that information.
- So, let's say the shopper leaves your furniture shop and clicks over to a news website. They're reading an article and off to the right of the page what do they see? Yup, your digital ad with an image of the kitchen table they were just looking at! You may even include a 20 percent discount here too. That incentive just might be enough to persuade them to make the purchase after all. That's basically product retargeting. There are many services available, like Google Ads and Criteo. The services share some basic functions, so let's talk a bit more about that.
- It starts with that bit of code we mentioned that tracks shoppers' interactions. This information is then sent to your product retargeting service.
- As an advertiser, you can go to your product retargeting service and set up rules and parameters. So, when a person browsing your site meets those parameters, the service will then start targeting them with advertisements over one or more of the Internet advertising networks.

Date:	09/07/2020	Name:	Abhishek M Shastry K
Course:	MATLAB Onramp	USN:	4AL17EC002
Topic:	1] Programming 2] Final Project 3] Conclusion	Semester & Section:	6 th 'A'
Github Repository:	AbhishekShastry-Courses		

AFTERNOON SESSION DETAILS

Image of session

The screenshot shows the MATLAB Onramp course progress page. The course is 100% complete. The topics listed are:

- ✓ Import Tool
- ✓ Importing Data as a Table
- 12. Logical Arrays
 - Use logical expressions to help you to extract elements of interest from MATLAB arrays.
 - ✓ Logical Indexing
- 13. Programming
 - Write programs that execute code based upon some condition.
 - ✓ Programming Constructs
 - ✓ Decision Branching
 - ✓ For Loops
- 14. Final Project
 - Bring together concepts that you have learned with a project.
 - ✓ Project - Stellar Motion
 - ✓ Project - Stellar Motion II
- 15. Conclusion
 - Learn next steps and give feedback on the course.
 - ✓ Additional Resources
 - ✓ Survey

The screenshot shows the MATLAB Onramp course content page for '14.2 Project - Stellar Motion II'. The page is 91% complete. The tasks listed are:

- Task 1
- Task 2
- Task 3
- Task 4
- Task 5
- Task 6

The 'Further Practice' section contains a link to 'Next section >'. The code editor displays the following MATLAB code:

```

starplots.mlx * x |
6 v = 1:/
7 s = spectra(:,v);
8
9 if speed(v) <= 0
10     loglog(lambda,s,"--")
11 else
12     loglog(lambda,s,"LineWidth",3)
13 end
14 hold on
15 end
16 hold off
17
18 legend(starnames)
19
20 movaway = starnames(speed > 0) |

```

The workspace shows the following variables:

- starplots = 3x1 string
- HD 30588
- HD 10032
- HD 64391
- HD 5211
- HD 56030
- HD 94028
- SAO107986

Report

MATLAB Onramp

- The body of an if block is only executed if the condition is true.

```
x = rand
if x > 0.5
    y = 3
end
```

condition

body

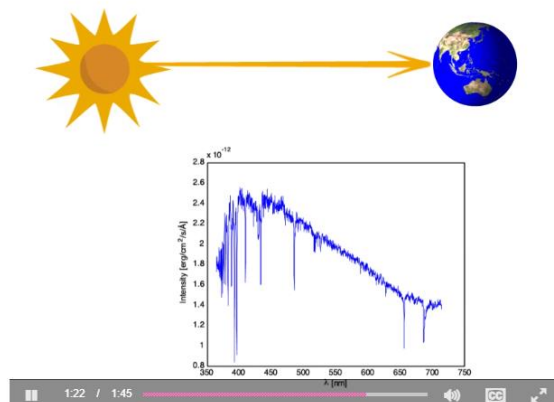
- When this code is run, the loop body will be executed three times, as the loop counter (c) progresses through the values 1:3 (1, 2, and 3).

```
for c = 1:3
    disp(c)
end
```

loop counter

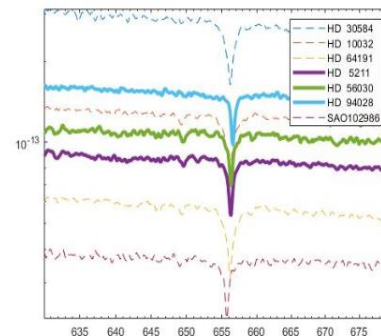
body

Stellar Motion



Stellar Motion II

In the previous project, you determined if one star's spectrum was redshifted or blueshifted, and calculated the star's speed relative to the Earth. In this project, you will calculate all the stars' speed at once. Then you'll create the plot below.



A screenshot of a web browser showing the MATLAB Onramp completion page. The page title is "MATLAB Onramp" and it indicates "100% completed". The page content includes a "Next Steps" section with a congratulatory message, a "Practice Your New MATLAB Skills with Cody" section with a link to the Cody game, and a "Related Training" section with a link to "MATLAB Fundamentals". The browser address bar shows the URL "matlabacademy.mathworks.com".

CERTIFICATE – MATLAB Onramp



Course Completion Certificate

Abhishek Shastry

has successfully completed 100% of the self-paced training course

MATLAB Onramp



Craig L. Santos

DIRECTOR, TRAINING SERVICES

09 July 2020