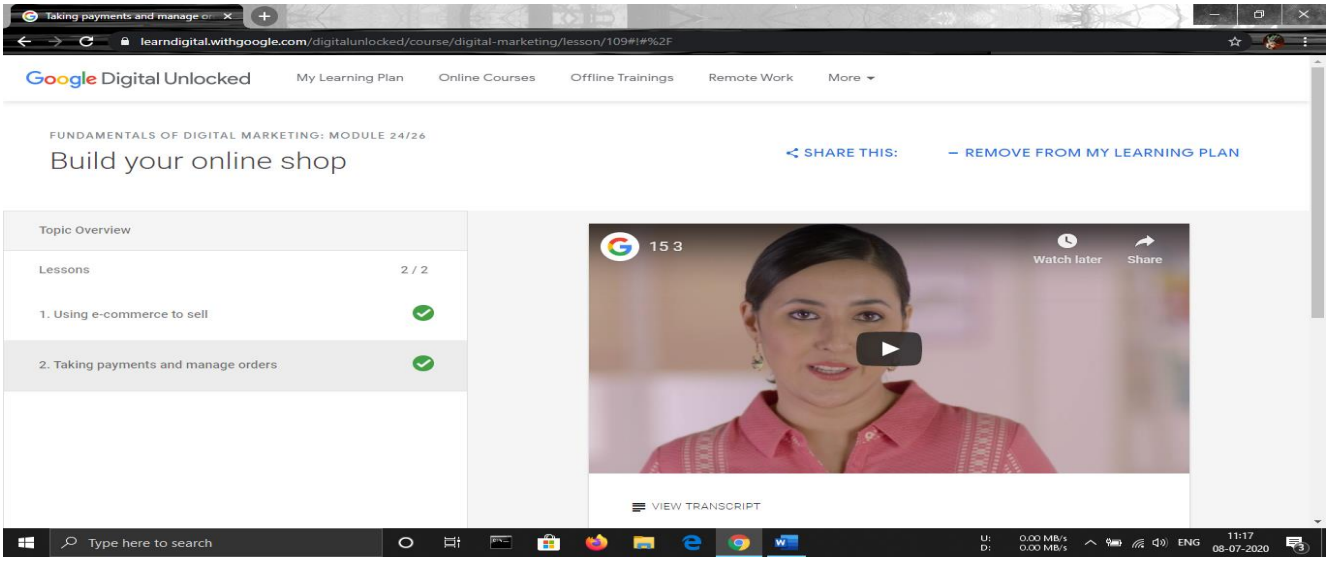
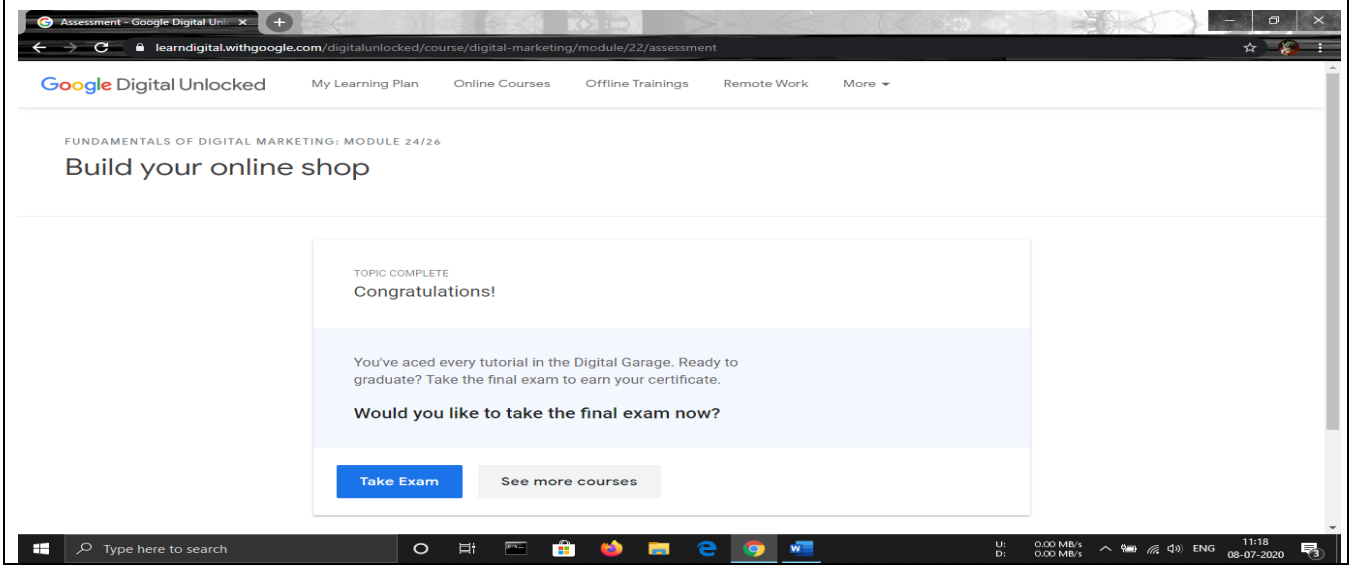
DAILY ASSESSMENT REPORT

Date:	**08/07/2020**	**Name:**	**Abhishek M Shastry K**
Course:	**Google Digital Unlocked: Fundamentals of digital marketing**	**USN:**	**4AL17EC002**
Topic:	**1] Build your online shop** • **Using e-commerce to sell** • **Taking payments and manage orders**	**Semester & Section:**	**6th 'A'**
Github Repository:	**AbhishekShastry-Courses**		

FORENOON SESSION DETAILS

Image of session





Report

Using e-commerce to sell

- People have been making online purchases on websites and mobile applications now. All kinds of businesses are finding ways to make use of e-commerce to achieve their sales goals online.
- These goals vary, depending on the business. You might start with a simple goal, like "I want to offer customers the ability to send payments through the web." Or, maybe you want a lot more a website that allows people to view and search your inventory, create customer accounts, and set up recurring orders.
- Offline customers can walk through the door of your furniture shop and browse the couches, bookcases and beds on display. While online, customers should be able to see those same products by clicking around the pages of your online shop. Even though customers won't be able to sit on that couch for sale or feel the fabric, your online shop can bring your products to life. You should include lots of photos, detailed descriptions, customer reviews, and even videos of the products.
- This high-quality imagery and well-written content are like your online "product display". Done well, it can help narrow the gap between a customer's retail and online shopping experience. After you've sorted out how to sell products on your own website, you want to sell more products, in more places. So, your next step might be to look into other online marketplaces.

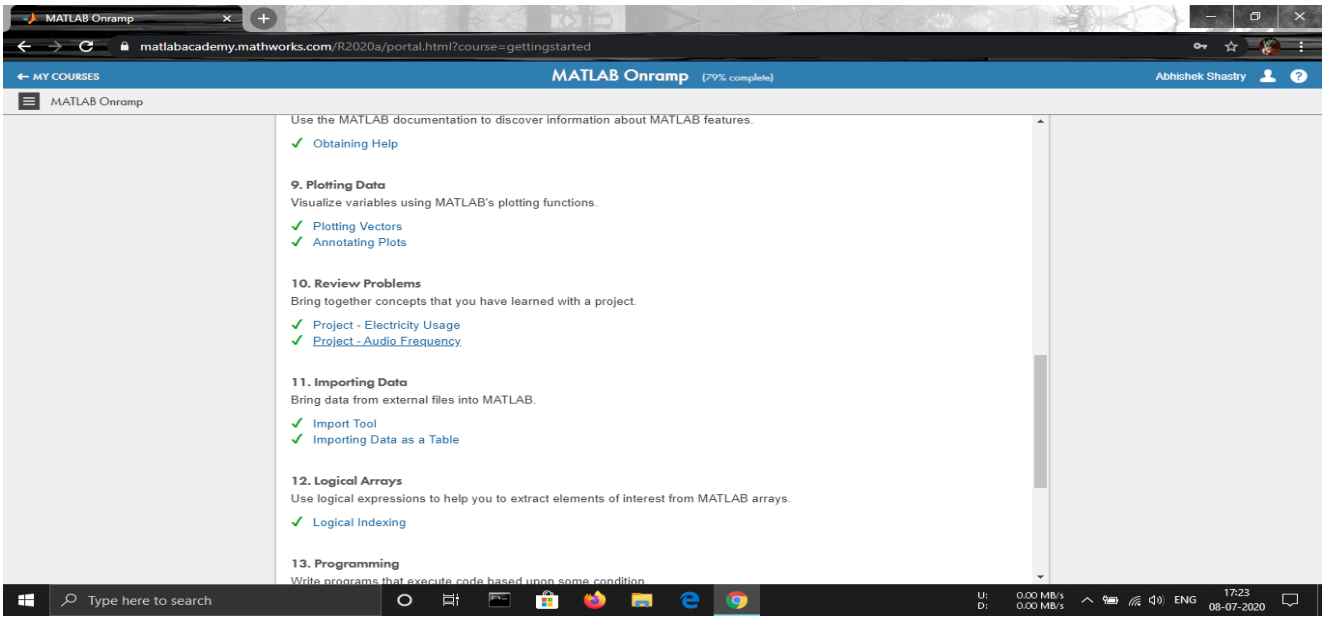
Taking payments and manage orders

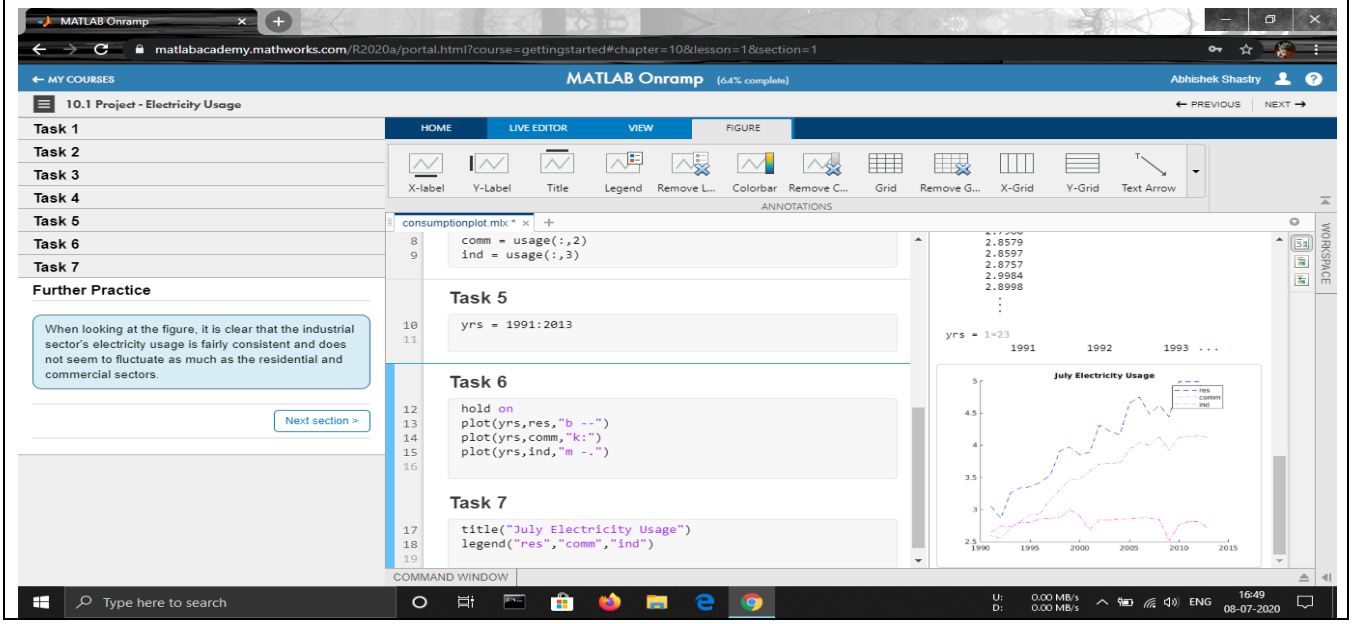
- As transactions occur, you will receive all the information you need to fulfill the actual customer orders. So, this approach means you can just focus on your business, while someone else takes care of the complex electronic transactions. At some point, you might want to integrate the transaction experience into your website, such as offering online payments and a shopping cart that lets customers buy multiple items in one session.
- Despite the additional costs, this integrated process provides very real benefits. One way to start is to use an "off-the-shelf" service, like Squarespace. These services give you more control over the shopping and checkout process and let you make changes and improvements.

Date:	08/07/2020	Name:	Abhishek M Shastry K
Course:	MATLAB Onramp	USN:	4AL17EC002
Topic:	1] Plotting Data 2] Review Problems 3] Importing Data 4] Logical Arrays	Semester & Section:	6th 'A'
Github Repository:	AbhishekShastry-Courses		

AFTERNOON SESSION DETAILS

Image of session





Report

MATLAB Onramp

- Two vectors of the same length can be plotted against using the plot function, plot(x,y).
- The plot function accepts an additional argument that allows you to specify the color, line style, and marker style using different symbols in single quotes, plot(x,y,"r--o").
- Notice that each plot command created a separate plot. To plot one line on top of another, use the hold on command to hold the previous plot while you add another line.
- While the hold state is on, plots will continue to go on the same axes. To return to the default plot behavior, where each plot gets its own axes, enter hold off.
- Labels can be added to plots using plot annotation functions, such as title. The input to these functions is a string. Strings in MATLAB are enclosed in double quotes (").
- Relational operators, such as >, <, ==, and ~= perform comparisons between two values. The outcome of a comparison for equality or inequality is either 1 (true) or 0 (false).
- You can use a logical array as an array index, in which case MATLAB extracts the array elements where the index is true.
- You can use logical indexing to reassign values in an array. For example, if you wish to replace all values in the array x that are equal to 999 with the value 1, use the following syntax, x(x==999) = 1.