



July 5, 2024

**To Whom It May Concern**

This is to certify that **Mr. Anik Dey** student of **Praxis Business School**, pursuing **PGDM** has completed his project on **Retail Management - KPI Management & Visual Merchandising & Data Analysis to Track Store Health** with **Reliance Trends Ltd** for the period starting from **23<sup>rd</sup> April 2024** to **23<sup>rd</sup> June 2024**.

His project title is "**KPI Management & Visual Merchandising & Data Analysis to Track Store Health**".

While on the assignment **Mr. Anik Dey** has displayed both diligence and responsibility.

We wish **Mr. Anik Dey** all the very best in his future endeavours.

Regards,

A handwritten signature in blue ink, appearing to read "Arijit Mitra".

**Arijit Mitra**

**Human Resource - East**

**Reliance Retail Limited**

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