

# **Soft Skills Assignment**

## **Module 3) Projects**

**Q-1) Describe a key project you have worked on or are currently working on.**

**ANS-**

**Project:** - Digital Transformation for a Local Restaurant.

**Objective:** - Increase online visibility, customer engagement, and sales by 30% in 9 months.

**Scope:** -

- Local SEO
- Social media marketing
- Online reputation management
- Email marketing
- Paid advertising

**Goal:** - increase physical traffic in restaurant

**Q-2) Explain the technologies used, the scope of the project, and its objectives.**

**ANS-**

**Project:** - Digital Transformation for a Local Restaurant

**Technologies:** -

- Website: WordPress
- Local SEO: Google My Business
- Social Media: Facebook, Instagram
- Online Ordering: Third-party integrations

**Scope:** -

- Local SEO optimization
- Social media marketing
- Email marketing

**Objectives:** -

- 30% increase in online visibility
- 25% boost in customer engagement
- 20% increase in sales
- Improved online reputation
- Enhanced customer experience

**Q-3) Highlight the challenges faced and how you addressed them, showcasing your problem-solving skills.**

**ANS-**

**Challenges: -**

- Limited online presence
- Outdated menu and pricing
- Poor online reputation
- Inefficient ordering system

**Solutions: -**

- Website design and development
- Online reputation management
- Online ordering system integration

**Problem-Solving Skills: -**

- Analytical thinking
- Creative solutioning
- Project management
- Adaptability

By addressing these challenges, we improved the restaurant's online presence, customer engagement, and sales.

**YOU TUBE VIDEO LINK-**

**<https://youtube.com/shorts/DWFc9QmAPgU?si=w7lNOQBpZNn9-3V8>**