

Industry Project Report On

PIM, SPIDERMAN, ADS PIPELINE

Developed By: -
Shah Purav Sanjay (20162121026)

Guided By:-
Prof. Sonam Singh (Internal)
Mr. Mohit Saraswat (External)

Submitted to
Faculty of Engineering and Technology
Institute of Computer Technology
Ganpat University



**Ganpat
University**
॥ विद्यया समाजोत्कर्षः ॥

**Institute of
Computer
Technology**



Year - 2024



19th April 2024

Dear Shah Purav Sanjay,

We are pleased to confirm the successful completion of your internship at ShyftLabs as the **Software Developer Intern** from **2nd January 2024** to **30th April 2024**. We appreciate your dedication and contributions during your time with us.

As per our agreement, we are pleased to provide you with a stipend of Rs.15,000/month for the duration of your internship.

We commend you for your hard work, enthusiasm, and the skills you have demonstrated throughout your internship. Your efforts have been invaluable to our team, and we are confident that you will excel in your future endeavours.

We wish you the very best in your academic and professional pursuits. Please feel free to reach out if you need any further assistance or support.

Sincerely,

A handwritten signature in blue ink, appearing to read "Konika", with a stylized flourish underneath.

Konika Bakshi
Senior HR Executive



ACKNOWLEDGEMENT

Industry Internship project is a golden opportunity for learning and self-development. I consider myself very lucky and honored to have so many wonderful people lead me through in completion of this project. First and foremost, I would like to thank Dr. Rohit Patel, Principal, ICT, and Prof. Dharmesh Darji , Head, ICT who gave us an opportunity to undertake this project. My grateful thanks to Prof. Sonam Singh (Internal Guide) for their guidance in project work Spiderman, who despite being extraordinarily busy with academics, took time out to hear, guide and keep us on the correct path. We do not know where we would have been without his/her help. CSE department monitored our progress and arranged all facilities to make life easier. We choose this moment to acknowledge their contribution gratefully.

SHAH PURAV SANJAY (Enrolment No:20162121026)

WEEK 1

During the first week of the internship, I was assigned to frontend team of one product.

During First Week of the internship, I was asked to learn Redux State management toolkit as whole project was based on that.

Thus, in first week I learned Redux from Youtube and created some small projects of redux.

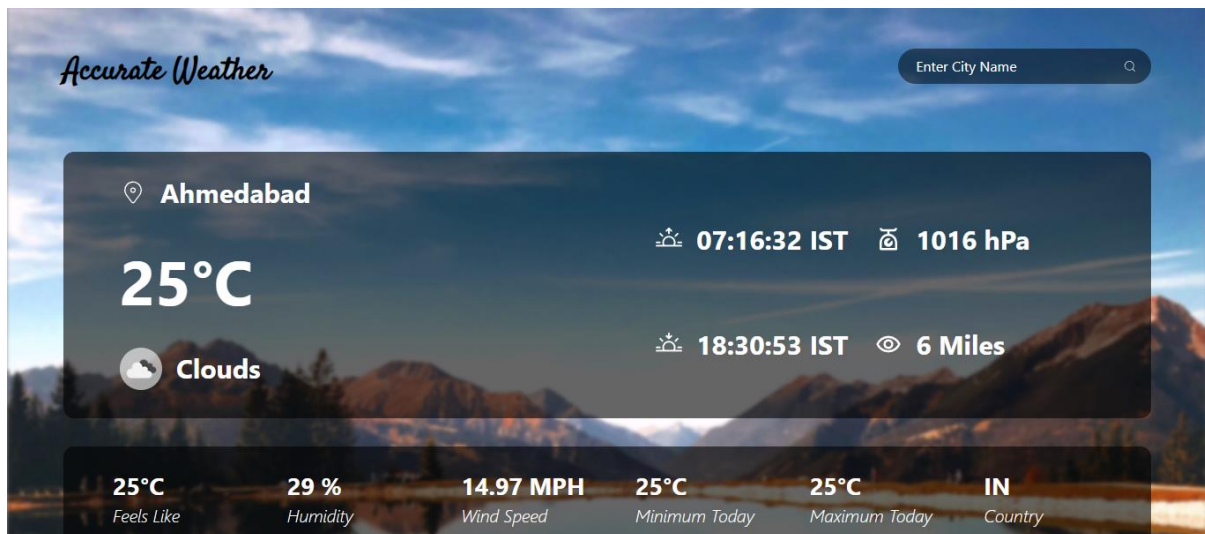
Video Tutorial Link: <https://www.youtube.com/watch?v=2-crBg6wpp0>

WEEK 2

In second week of internship as I learned Redux as a part of Practice, I create one project called “Weather App” using Next.js, Redux, Tailwind and Typescript.

Link Of the Hosted Project: <https://weather-app-redux-liard.vercel.app/>

Screenshot of Project



WEEK 3

In third week of internship, I was added to the team which was creating a Product. I was in the frontend team. Thus, I was asked to go through all the code of the project.

In this week I understood how the code works and what is the flow of data from frontend to backend.

WEEK 4

During 4th week of the internship, I was given bugs to solve in the project by my seniors. In this week I solved several bugs and understood whole project.

WEEK 5

During 5th week of the internship, I was given bugs to solve in the project by my seniors. In this week I solved several bugs.

WEEK 6

A new project called “Spiderman” was brought to our team. It is a product which we are making. Firstly, read and understood the old documentation of the project. After that learned necessary technologies like next.js, apollo graphql, typescript. I have worked on 3 portals Consumer, creator and CRM.

Basically, spiderman is a product which can help influencers to sell more products at one place. The biggest challenge nowadays for the influencers is that that they can sell only one product at a time. Spiderman will help them to sell as many as possible products they want to sell.

Suppose one influencer will come to our creator portal and create a account in order to create a store to sell products.

After creating a account they will have many vendors to choose from. As of now we have support of shopify apps.

Whichever vendors product that influencer want to sell, influencer will request that vendor to access their products. After approval they can see every product of that vendor.

Now influencer will add whatever products he needs to sell. They have various options and modification options available. Like, they can reduce or increase the price of any product, they also can hide some variant.

Creator also can setup the consumer portals design. They can choose logo and banner image as of now. In future they will have option to choose colour palette for their consumer portal. After that influencer can share that stores link via social media sites and users can buy products from there.

In consumer portal end user can see products which their favourite influencer is selling. They can choose their favourite variant and they can buy their products from there without any hustle.

CRM portal is for us to monitor everything that is happening in both portals. In CRM we can see all the order list, order details we also can rename the merchants etc.

WEEK 7

I've completed the assigned frontend tasks within the project's timeline. This includes tasks such as designing user interfaces, optimizing website responsiveness, and integrating requested features and data flow management.

WEEK 8

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WEEK 11

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WEEK 12

A new project called “Ads Pipeline” was brought to our team. It is a product which we are making. Firstly, read and understood the old documentation of the project. After that learned necessary technologies like Persist state with Redux, cropping libraries.

Ad-pipeline allows business users to sync their customer data , inventory to various available ad platforms under one single hood.

Ad-Pipeline is divided into two modules :

- Google Ads Service
- Meta/Facebook Ads Service

The main purpose of this project is to allow user to publish their ads in all the platforms from one place. They just need to create ad once and they can choose in which platform they want to publish their ads, and ads will be published in just one click.

WEEK 13

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WEEK 14

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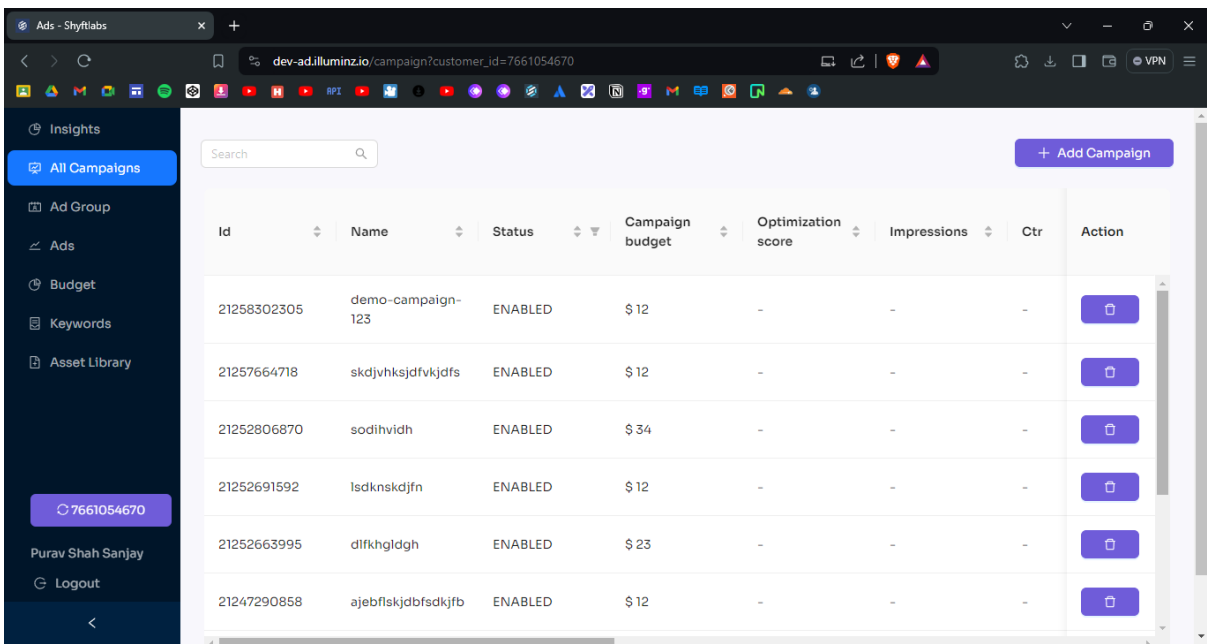
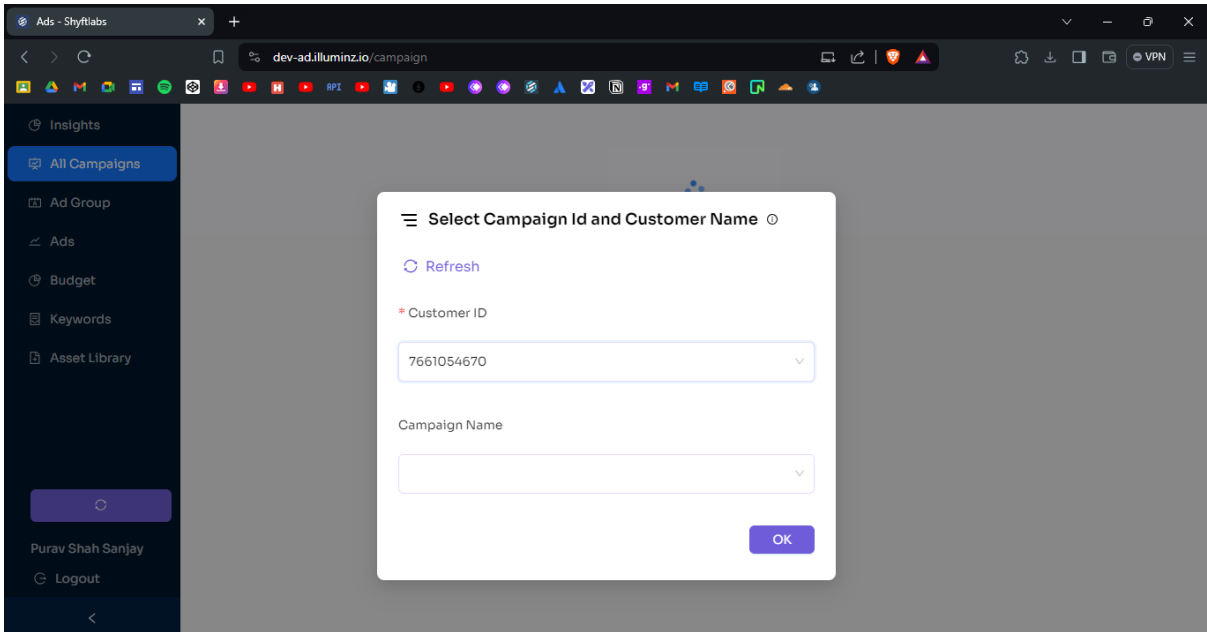
WEEK 15

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WEEK 16

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SCREENSHOTS



Ads - Shyftlabs

dev-ad.illumiz.io/campaign/add?campaign_id=7661054670

Insights

All Campaigns

Ad Group

Ads

Budget

Keywords

Asset Library

7661054670

Purav Shah Sanjay

Logout

1 Create

2 Setting

3 Ad Group

4 Ads

Campaign Detail

* Campaign Name

demo-campaign-123

* Campaign Status

Enabled

Target Campaign

☒ Target Google Search

☒ Target Search Network

☒ Target Partner Search Network

Ads - Shyftlabs

dev-ad.illumiz.io/campaign/add?campaign_id=7661054670

Insights

All Campaigns

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Logout

✓ Create

2 Setting

3 Ad Group

4 Ads

Campaign Budget

* Budget Method

Standard

* Budget Name

demo-campaign-123 Budget 1

* Set your average daily budget for this campaign

\$ 12

Choose your Bidding type

https://dev-ad.illumiz.io/insights/dashboard?customer_id=7661054670

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Ads - Shyftlabs

dev-ad.illumiz.io/campaign/add?campaign_id=7661054670

Insights

All Campaigns

Ad Group

Ads

Budget

Keywords

Asset Library

7661054670

Purav Shah Sanjay

Logout

Create

Setting

3 Ad Group

4 Ads

Ad Group Detail

* Ad Group Name

demo-campaign-123 AdGroup 1

* CPC Bid

\$ 89

Keywords

* Must fill one of the following

hh

Broad Spectrum

Ads - Shyftlabs

dev-ad.illumiz.io/campaign/add?campaign_id=7661054670

Insights

All Campaigns

Ad Group

Ads

Budget

Keywords

Asset Library

7661054670

Purav Shah Sanjay

Logout

Create

Setting

Ad Group

4 Ads

Ad Details

* Name

demo-campaign-123 Ad 1

* Final URLs

https://example.com

* Select Ad Type

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