Charotar University Of Science &
Technology Faculty Of Technology & Engineering
Chandubhai S. Patel Institute Of Technology
Smt. Kundanben Dinsha Patel Department Of Information Technology

WEEKLY REPORT
Summer Internship 2025

Student Name: Mitali Arvindbhai Markana   Roll No: 22IT073

Week No: 2   Duration: 22/05/2025 : 28/05/2025

Company Name: Param Software

Project Name: Shopify-Based Website Management & E-Commerce Optimization

Summary of Work done the week (Attach supporting Documents):

22-05-2025 Thursday

- Started new collection structuring for Banjari Fashion.

- Explored how collections automatically group products based on tags and types.

23-05-2025 Friday

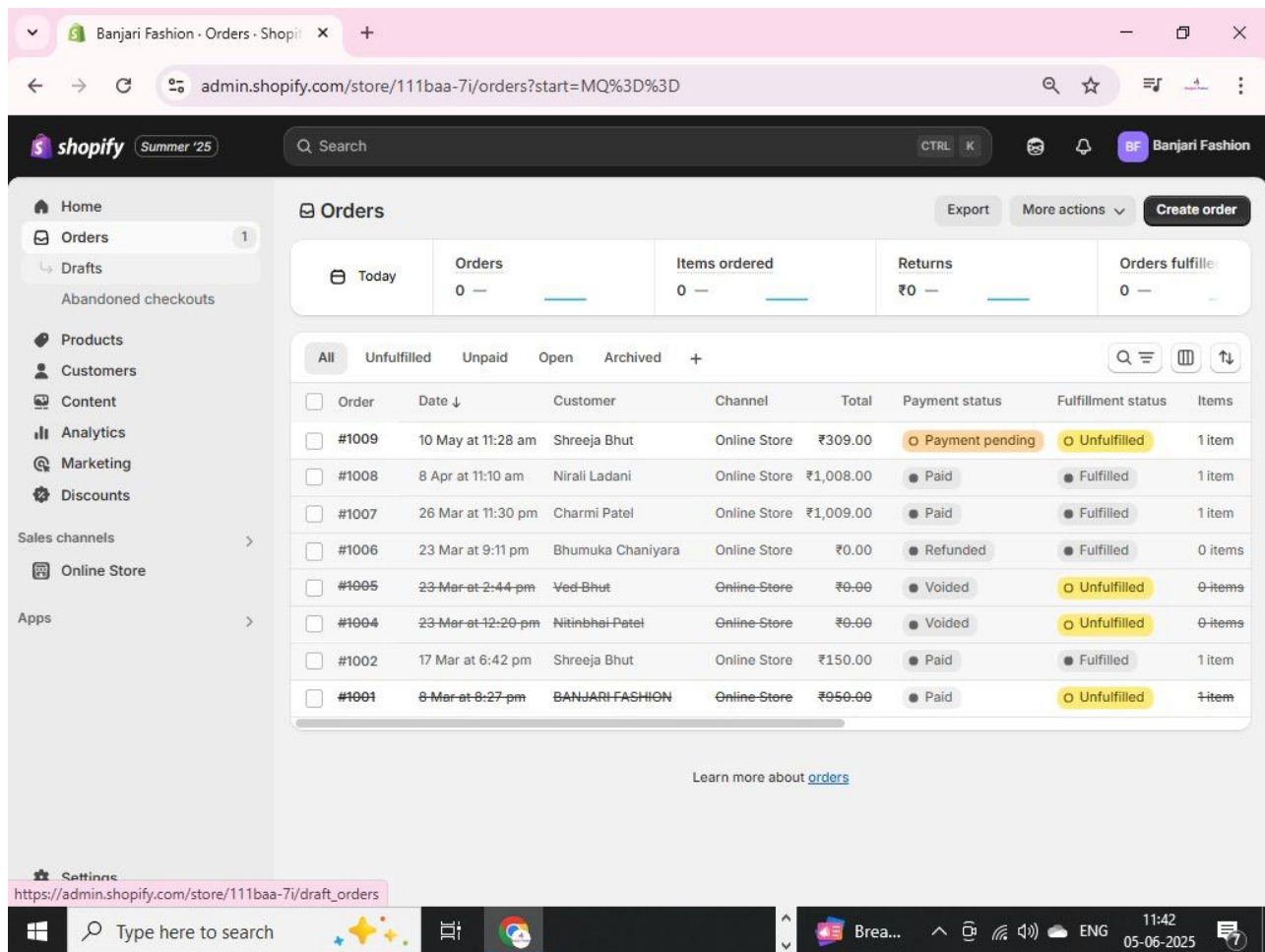- Created seasonal collections like "Summer Casuals" and "Wedding Wear".
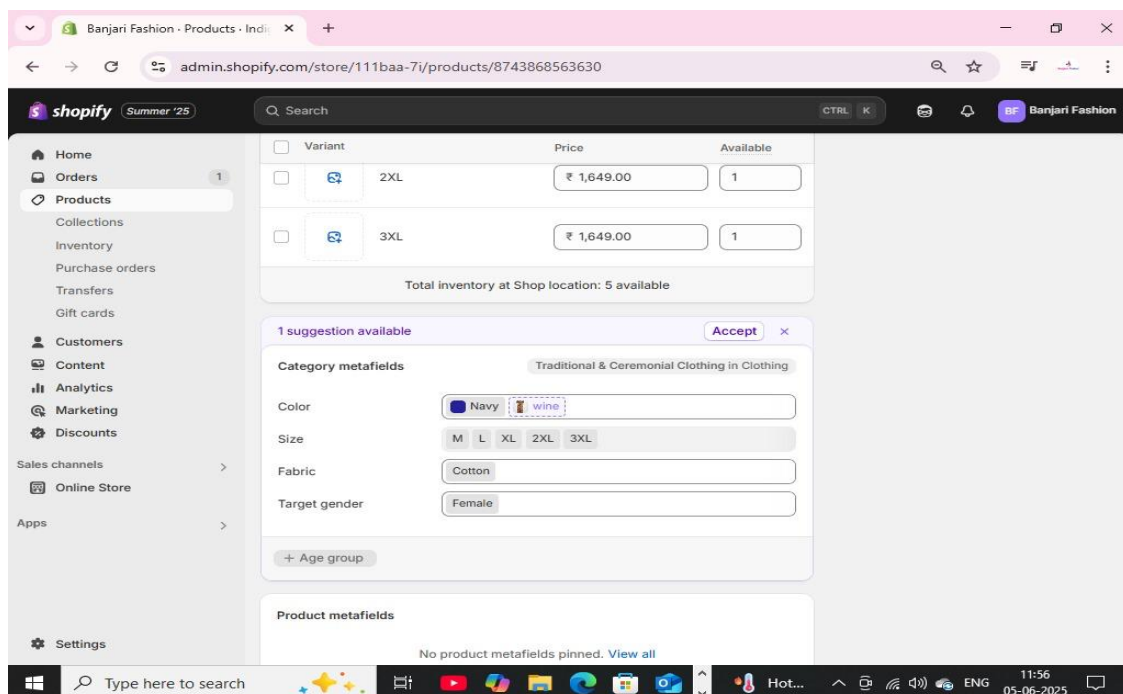
Figure 1: Metadata fields like color, fabric, target gender

24-05-2025 Saturday

- Assigned multiple products to collections based on filters (type, vendor, price).

*Figure 2: Shopify order dashboard with fulfillment status*

26-05-2025 Monday

- Revised product descriptions with brand voice and SEO focus.

- Maintained uniform formatting across all categories.

- Reviewed mobile view optimization.

27-05-2025 Tuesday

- Studied customer filtering behavior using analytics heatmaps.

- Optimized tags and filter navigation accordingly.
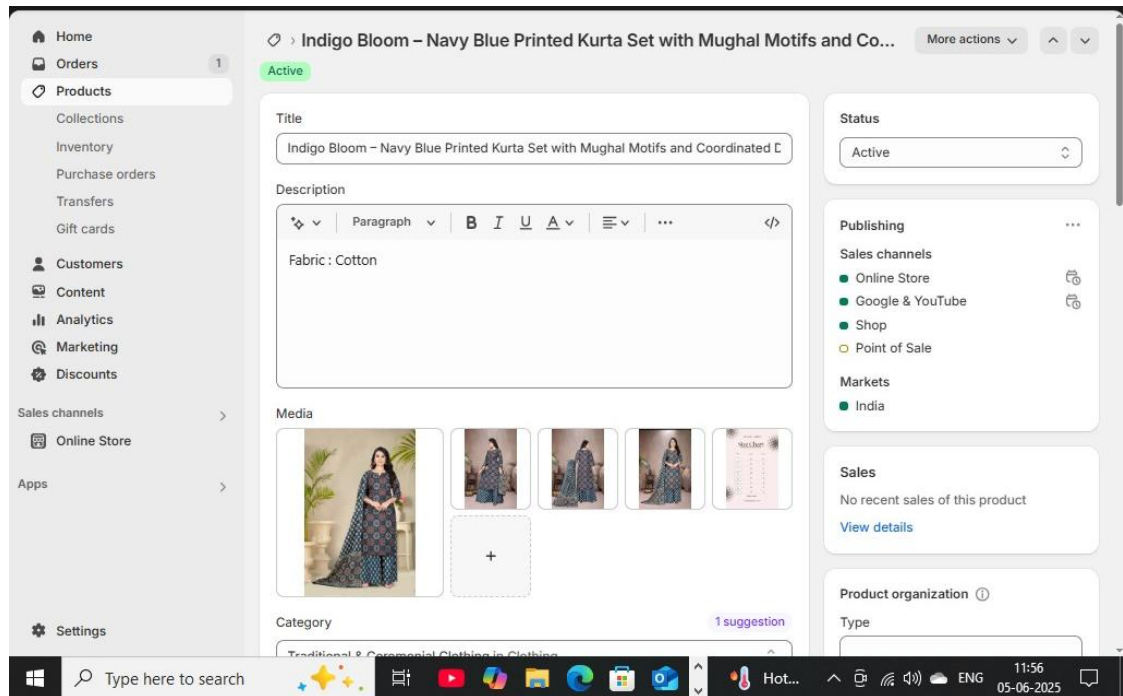
Figure 3: Full product-edit screen with media & description

28-05-2025 Wednesday

- Reviewed feedback from Shopify backend: product impressions vs. clicks.

- Suggested A/B testing for new banners (planned for Week 3).

Plans for next week:

1. Start editing Soch Clothing's homepage.

2. Improve SEO titles and alt tags for all new arrivals.

3. Explore order-to-delivery flow for real-time inventory sync.

References:

1. Shopify : https://www.shopify.com/in

Name & Signature

B K Rathod

Mr. Bhavik Rathod   Prof. Hemant Yadav
External Guide   **Internal Guide**