

**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: 1 Duration: 15/05/2025 : 21/05/2025

Company Name: Param Software

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

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

15-05-2025 Thursday

- Joined the internship and got introduced to the Shopify admin dashboard.
- Explored the overall backend structure of the e-commerce websites (Banjari Fashion and Soch Clothing).
- Understood key modules like “Products”, “Orders”, “Analytics”, and “Online Store”.
- Observed how Shopify manages storefronts, product visibility, and navigation.

16-05-2025 Friday

- Deep-dived into product listings under Banjari Fashion.
- Studied various product types, tags, statuses (Active/Draft), and collection structures.
- Learned how product titles, descriptions, images, and prices impact user engagement.
- Identified some outdated tags and planned their optimization for better filtering.

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17-05-2025 Saturday

- Practiced updating product variants like color, size, and pricing.
- Edited product descriptions using SEO-friendly text and consistent formatting.
- Uploaded high-resolution images and reviewed how they reflect on the live site.
- Understood metafield usage for attributes like fabric, gender, etc

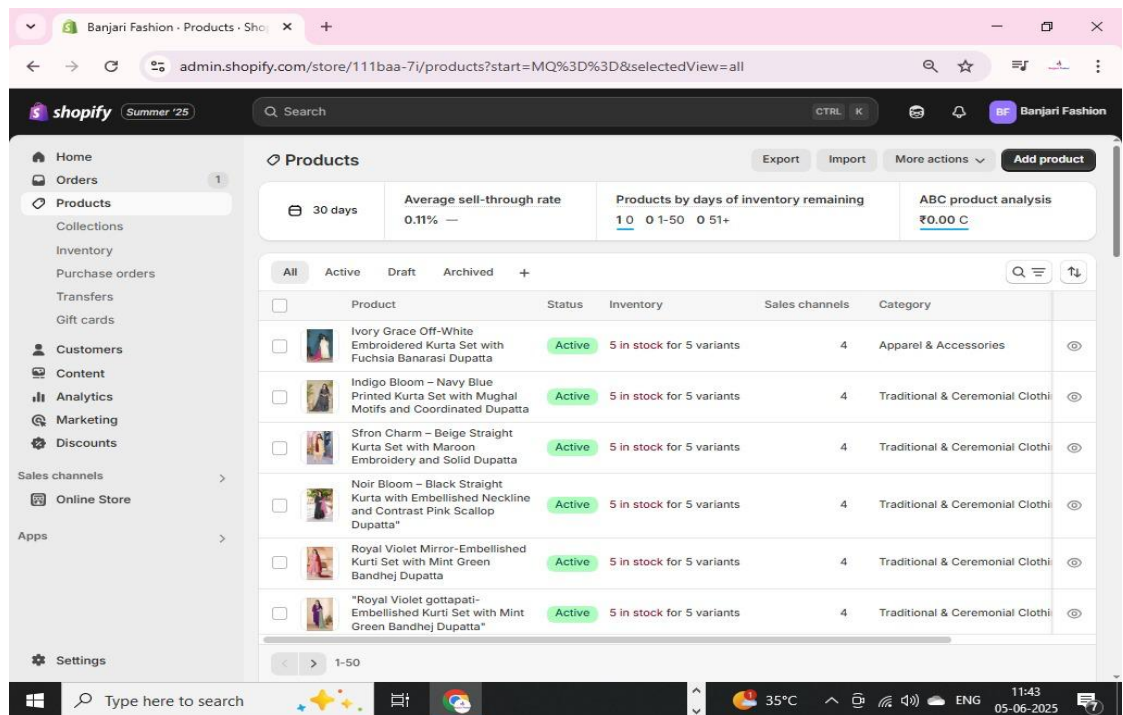


Figure1: Displays the list of products with inventory and categories

19-05-2025 Monday

- Updated multiple products with proper metadata (e.g., adding size, brand, and fit information).
- Filtered products into appropriate collections based on type (e.g., Kurti, Saree, Western Wear).
- Added sizing charts and improved visual hierarchy in descriptions for better readability.

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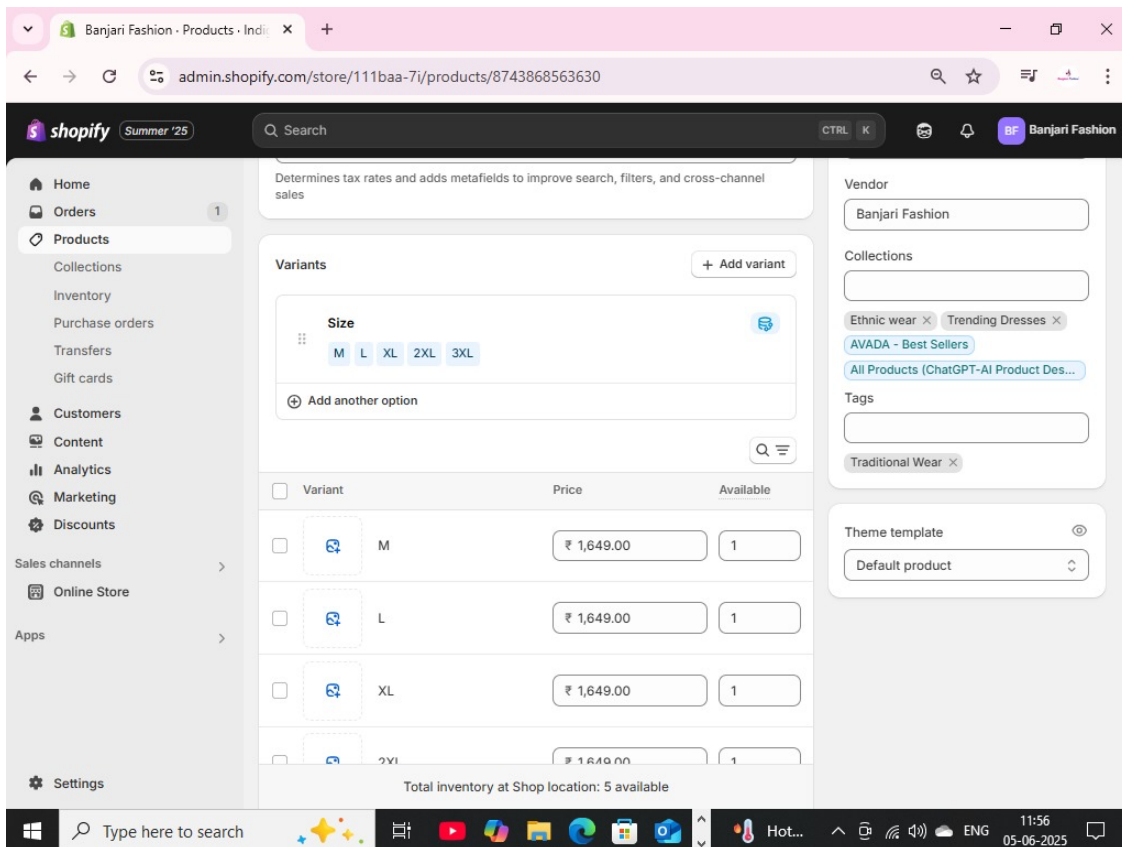


Figure 2: Shows product variants setup with sizes and stock

20-05-2025 Tuesday

- Monitored analytics dashboard to understand user flow and session behavior.
- Analyzed key metrics: traffic sources, product views, conversion rate, and average order value.
- Studied how product visibility and ad targeting affect conversion.

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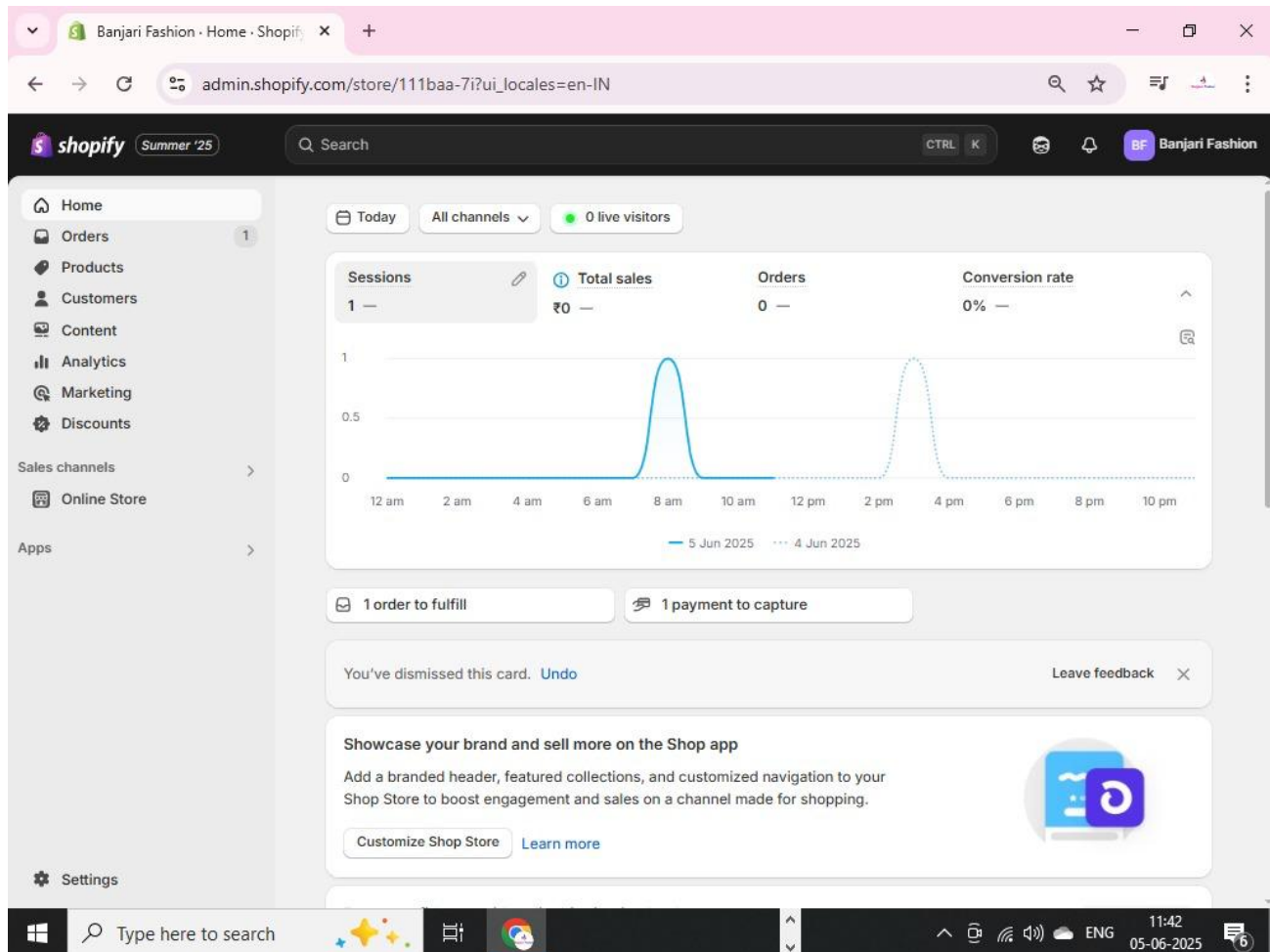


Figure 3: Exhibits sessions, sales, orders, conversion rate

21-05-2025 Wednesday

- Explored the Orders section in Shopify.
- Understood the life cycle of an order — from “Paid” to “Fulfilled”.
- Reviewed multiple orders to identify patterns in top-selling products.
- Examined refund and shipping issues logged in backend.

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Plans for next week:

1. Begin product optimization for Soch Clothing.
2. Focus on organizing collections and improving search filters.
3. Learn Shopify discount & coupon systems.
4. Start creating short marketing campaigns and banner updates.

References:

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

Name & Signature

B K Rathod

Mr. Bhavik Rathod
External Guide

Prof. Hemant Yadav
Internal Guide