

**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: 3 Duration: 29/05/2025 : 04/06/2025

Company Name: Param Software

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

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

29-05-2025 Thursday

- Focused on Soch Clothing this week.
- Updated 10+ product pages with fresh images, variant filters, and pricing.

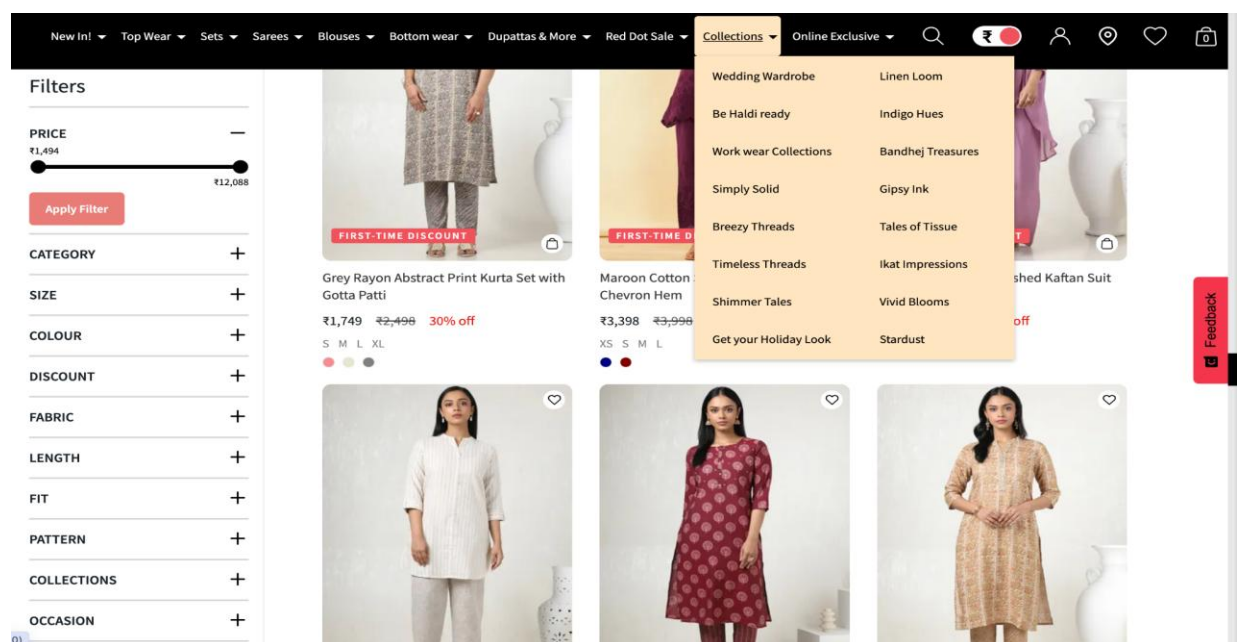


Figure 1: Customer-facing product page with title, price etc

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30-05-2025 Friday

- Researched Shopify apps for marketing popups & cart boosters.
- Proposed 2 plugins to improve cart conversion.

31-05-2025 Saturday

- Studied user journey using built-in analytics tools.
- Discovered high bounce rate on checkout page.

02-06-2025 Monday

- Applied SEO improvements: edited product titles, added meta descriptions.

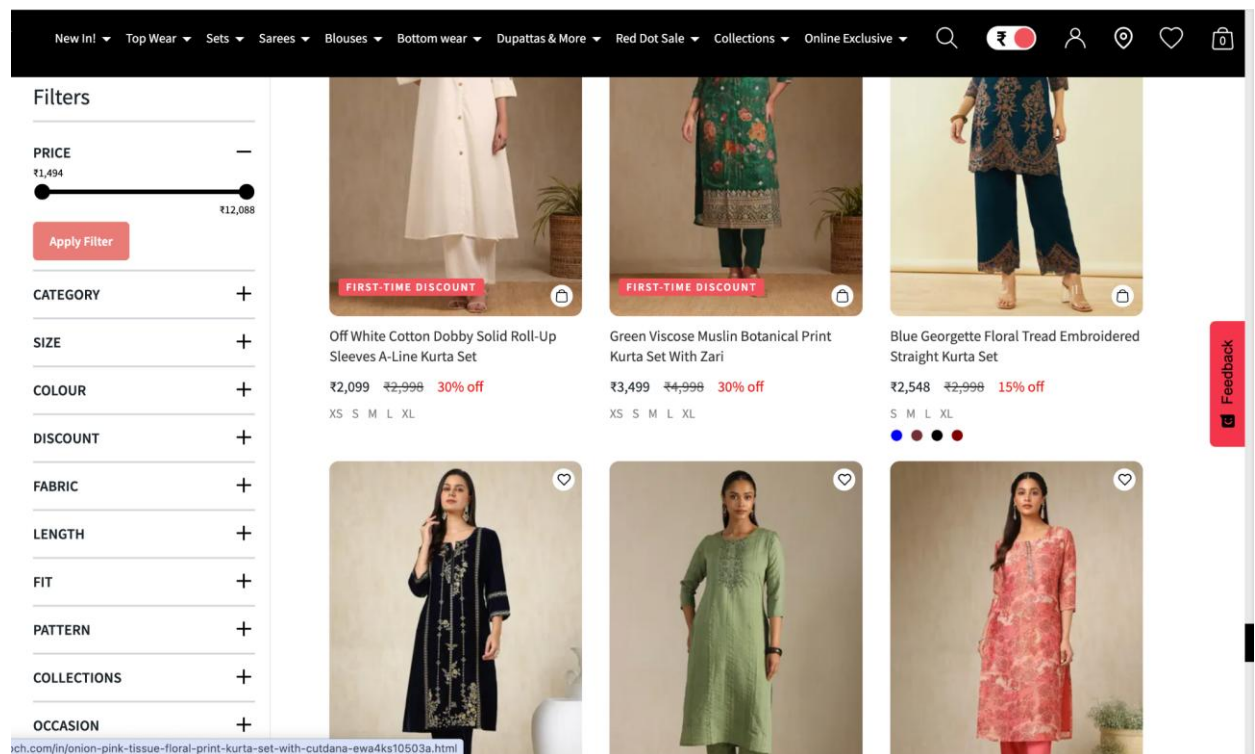


Figure 2: Shows storefront filters like price, colour categories

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03-06-2025 Tuesday

- Added discount banners to homepage.
- Prepared for order testing on both desktop and mobile.

04-06-2025 Wednesday

- Simulated a complete order cycle to test the workflow.

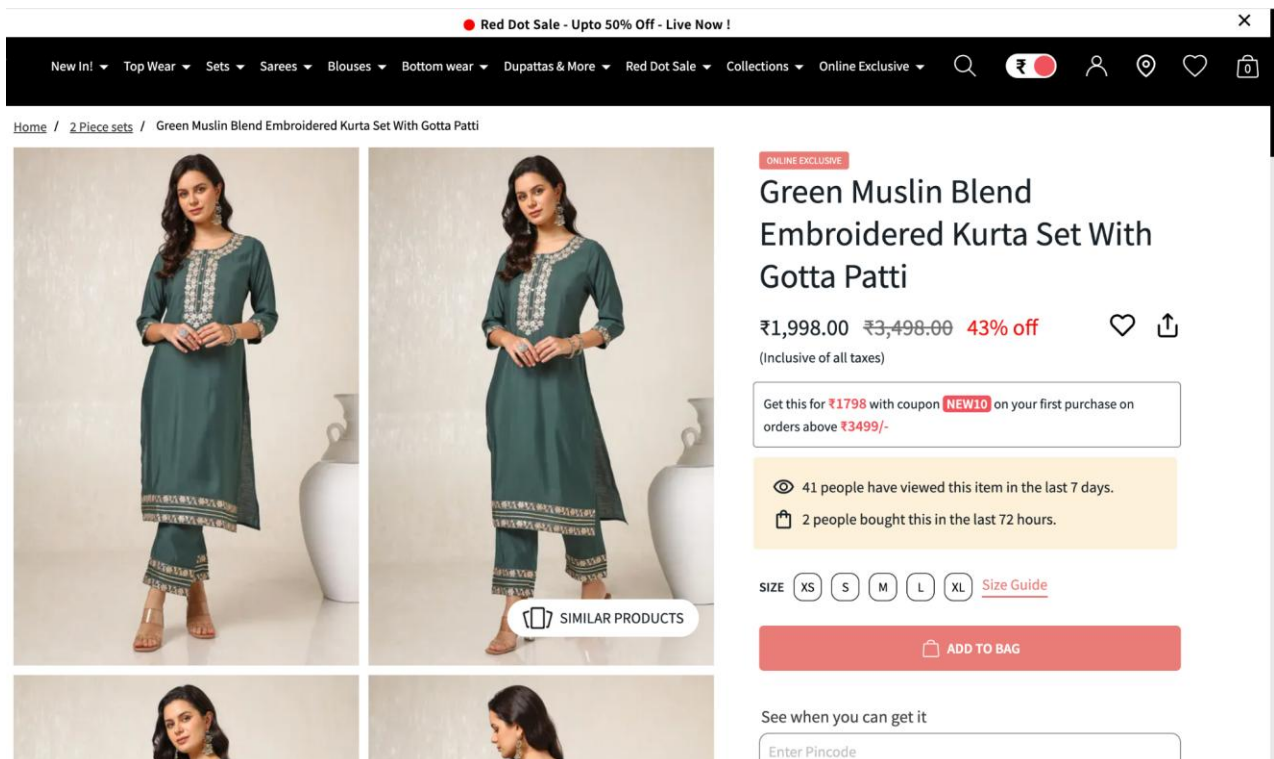


Figure 3: Admin or storefront dropdown menu for collections

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Plans for next week:

1. Continue order flow testing.
2. Learn how to automate email replies on Shopify.
3. Finalize report with team feedback.

References:

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

Name & Signature

B K Rathod

Mr. Bhavik Rathod
External Guide

Prof. Hemant Yadav
Internal Guide