

**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: 4 Duration: 05/06/2025 : 15/06/2025

Company Name: Param Software

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

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

05-06-2025 Thursday

- Re-checked inventory on Soch Clothing website
- Verified if stock quantities were accurate on both backend and storefront
- Detected mismatch on 3 SKUs and corrected them manually

06-06-2025 Friday

- Cross-checked physical stock records (shared via Excel) with Shopify inventory
- Updated the “Quantity Available” for products in Banjari Fashion
- Used Shopify bulk editor to modify stock values

07-06-2025 Saturday

- Enabled back-in-stock notification feature on selected “Sold Out” products
- Added notification form for users to request alerts when item returns

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09-06-2025 Monday

- Opened “Discounts” tab in Shopify and scheduled an end-of-season sale
- Created:
 - 10% off for orders above ₹1499
 - 15% off for selected “Wedding Wear” items
- Set discount validity from 10 June to 15 June

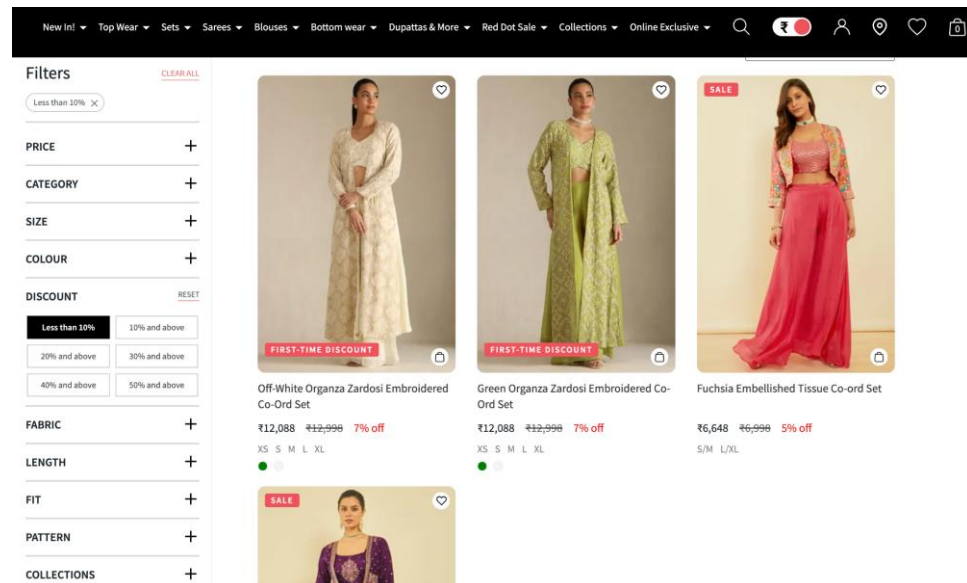


Figure1 : Set Discount Category

10-06-2025 Tuesday

- Edited homepage banners to highlight active offers
- Added marketing callouts like “Offer Valid Till 15th June” on product cards

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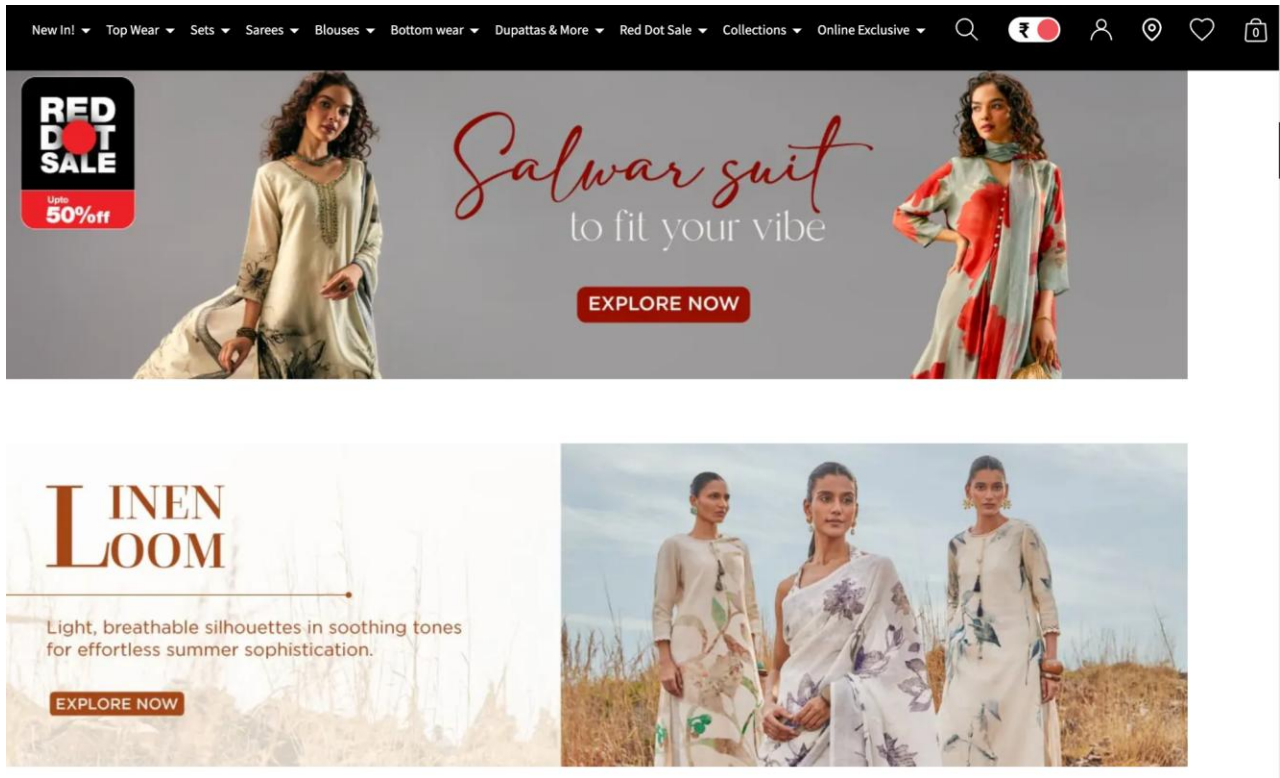


Figure 2: homepage banners to highlight active offers

11-06-2025 Wednesday

- Practiced managing customer queries through Shopify Inbox
- Created sample replies for refund, shipping delay, and order update cases

12-06-2025 Thursday

- Exported sales report from “Analytics” tab
- Filtered data for last 30 days, exported to Excel, created pie charts for sales categories

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13-06-2025 Friday

- Final internal audit of all product data
- Cross-verified collections, image quality, stock visibility, and SEO fields

14-06-2025 Saturday

- Completed final report for company
- Reviewed weekly tasks with supervisor
- Prepared and saved handover documents and suggestions for automation

References:

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

Name & Signature

B K Rathod

Mr. Bhavik Rathod
External Guide

Prof. Hemant Yadav
Internal Guide