Industrial Training Presentation on

Topic Name at Company name

III B.TECH. V SEMESTER

Department of Technology

Session 2025-26

Submitted To: **Submitted by:**

Prof. abcd   N ame of student

Designation   Roll no.

Content to be covered

- Introduction of company

- My role

- My learning

- Projects

- Conclusion and future aspects

About Company

- **Company deals with………………**

Core Values of company

- Point1
- Point 2
- etc

My Role at <mark>company as abcd</mark>

1.

Project 1
Customer Segmentation for Personalized Marketing

- **Objective:**

Segment customers based on their purchase behavior, demographics, and preferences to implement targeted marketing strategies.

Tools & Techniques:
1. Excel / Python (Pandas, Scikit-learn)
2. K-means Clustering / RFM Analysis Google 3. Analytics / CRM Data

Methodology:
1. Collect customer data from e-commerce platforms, social media, and offline sales.
2. Perform RFM (Recency, Frequency, Monetary) analysis.
3. Apply clustering (K-means) to group customers into segments: regular buyers, seasonal buyers, one-time buyers.
4. Analyze segments and recommend specific offers or product suggestions for each group.

Expected Outcome:
1. Increased repeat purchases
2. Better email and WhatsApp campaign performance
3. Personalized experience for customers

Project 2

Methodology:

Expected Outcome:

Project 3

- **Objective:**
  .

Tools & Techniques:

Methodology:

Expected Outcome:

Challenges faced

- Problem Definition
- Data Collection

Conclusion

Thanks