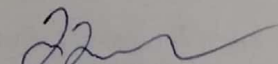


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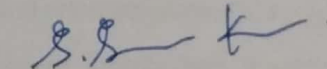
**BONAFIDE CERTIFICATE**

Certified that this Report titled “**LOYALTY LAUNCHPAD:TRANSFORMING CUSTOMER SATISFACTION INTO RETENTION**” is the bonafide work of **PRASANNA K (2116221801037),ROHITH RA (2116221801041)** who carried out the work under my supervision. Certified further that to the best of my knowledge the work reported herein does not form part of any other thesis or dissertation on the basis of which a degree or award was conferred on an earlier occasion on this or any other candidate.



**SIGNATURE**

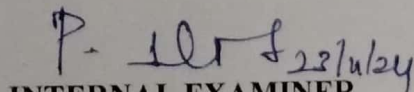
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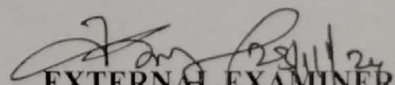
**SIGNATURE**

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and Data Science  
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Submitted for the project viva-voce examination held on 23/11/24.



**INTERNAL EXAMINER**



**EXTERNAL EXAMINER**