

Indian Institute Of Information Technology, Vadodara

Summer Internship, AdStair Inc.(Gurgaon)

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Abstract—This is an overview of what i did in summer internship. I have done my internship in AdStair Inc. which is situated in Gurgaon. I played a role of senior Android Developer in mentorship of Mr. Sahitya Kumar Suman in a project. Since it is a startup so, there was various opportunities for me to learn new things and work with new peoples.

I. INTRODUCTION

AdStair is India's First AI Enabled Ads Optimisation Company which helps its Publishers monetize their websites and application by using AI and Machine Learning in AdTech.

II. OBJECTIVE

Objective of summer internship was to work in company, learn new things and gain some experience. This experience will help us to increase our confidence and ability to do work in future. In this summer internship we were expecting to meet with new peoples, learn new technologies and check for our ability that how much we can do and improve our lackings.

III. TASK ASSIGNED

I went Gurgaon with full excitement and it was a bit difficult for me to find their exact location. Finally, I reached their office (AdStair Inc.) and met with HR her name is Richa. She was very humble and friendly.

- **Study on ongoing android development project**

I was new for their project so they assigned me to understand what is going in the project. Since it was huge project therefore it took me two weeks to understand about project. I made some friend and

become comfortable with all the members of our team.

- **Work on Advertising Networks to Monetize Mobile App**

Since, Project was going on and i was assigned to work on small part of project i.e how to insert advertisement to mobile application. I work on banner Ad, and Interstitial Ad network. Basically, we have to insert our Adnetworks to monetize app. Being part of this work, i gained lots of new things.

- **Work on Reverse Engineering**

After getting all the insights of the project, I was assigned to work on reverse engineering. My mentor Mr. Sahitya explained about tools, technologies and processes of reverse engineering. It took me one week to become comfortable with reverse engineering. I was assigned ten android apps on which i had to apply reverse engineering and add some features. Since i was new to this technology therefore i had to first learn about it and then apply it. I really enjoyed this task and learnt lot of new things.

- **E-Marketing**

Since it was advertising company So, i also got an opportunity to work on advertisement. As part of this work i had to connect with new people, new companies and talk about our services. I learnt how to talk with new peoples and advertise your products and services.

IV. EXPERIENCE AND LEARNING

It was more leaning period for me. I met with people who is already working in industry so, it was

better feelings to work under such amazing ,helpful,and humble people.Since, i worked on reverse engineering of android apps which helped me a lot to excel my carrier in android development. People were very nice who always guided me in my work as well as improved my technical experience. I learn new language ie.Kotlin for android development and also got some experience in marketing . As an intern my responsibility was to do whatever they assign me because it was a startup and they were doing very fast development so i have to work as well as learn new things.

V. CONCLUSION

After spending some time in company i have now earned some experience and knowledge. Before going to internship i had decided some target which i have successfully completed and satisfied with my internship.I also find some of my lackings which i had to rectify till my next comapany visit.I have had lot of learning due to this internship which made me now more mature. Finally, I want to say that only practical knowledge is not enough you need to work on any project to become expert in that field.

VI. FUTURE GOALS

After Rural internship this was my second internship that's why i have little bit experience about outside world. I learned lot of things due to these internships and now my future goals will be always learn new things, be updated with new technology and work in my field of interest so that i will give my 100 percent.

VII. REFERENCES

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