# Abstract

Location aware assistance is the backbone of hyper local marketing. As in the digital world marketers would like to target the right customers when they are at the right location. With growing penetration of smartphones, geo based marketing is being preferred by both consumers and retailers. The most important problem of location based marketing is to accurately know the user’s position to a few meters. GPS is very inaccurate when it comes to tracking behaviour within a retail store. Much work has been done in the past on WiFi-based indoor positioning. But this comes with a huge upfront cost of accurately mapping a location and is very time consuming. In this project we will be exploring large scale indoor positioning that can get down cost of mapping a location and driven by incentivised user behaviour.

# References

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### Team

* M Sri Krishna Shanmukh - 127236
* G Kranthi Kiran - 127223
* L Midhun Sai Reddy - 127237

### Faculty

*Dr. DVLN Somayajulu,*

Professor,

Department of Computer Science and Engineering,

NIT Warangal.