**JAYPEE UNIVERSITY OF ENGINEERING & TECHNOLOGY** Accredited with Grade-A+ by NAAC & Approved U/S 2(f) of the UGC Act,1956 A.B. Road, Raghogarh, District Guna (MP), India, Pin-473226 

Phone: 07544 267051, 267310-14, Fax: 07544 267011

Website: www.juet.ac.in

**Weekly Progress Report**

**Week No. \_6\_\_**

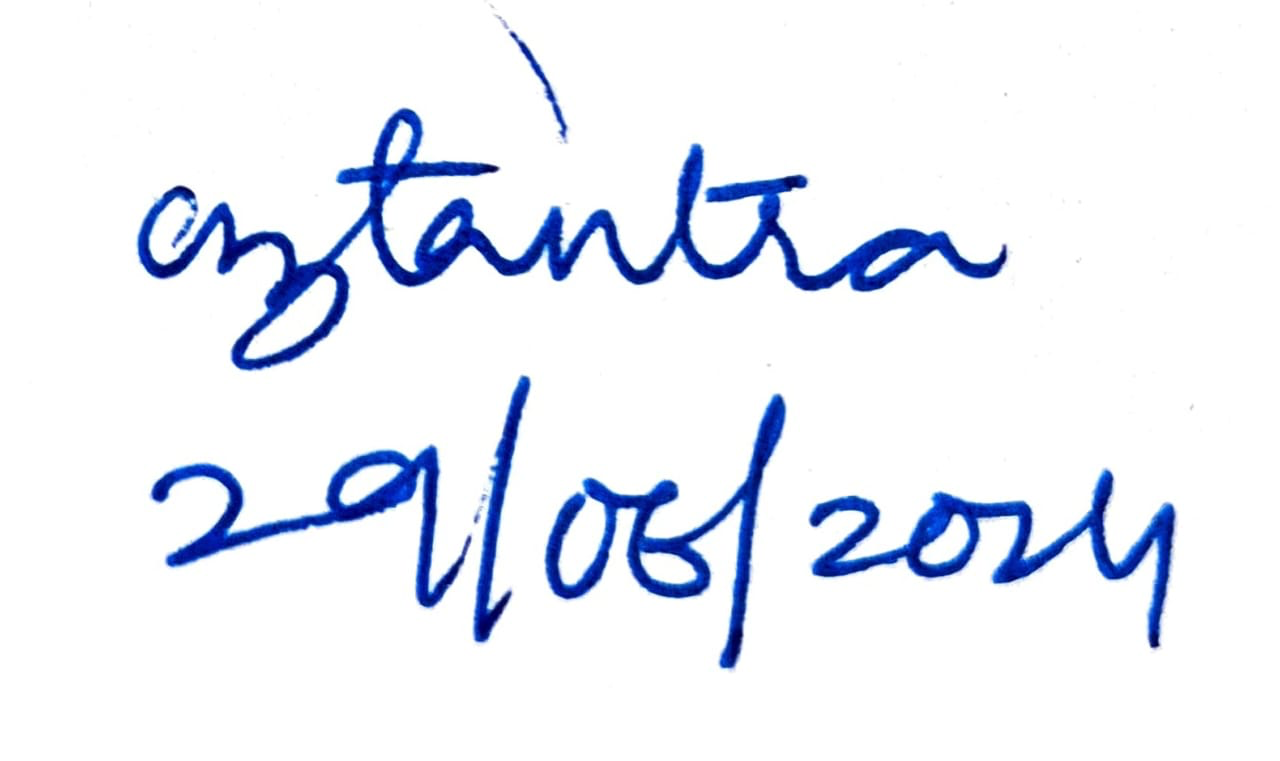
Name: Sapeksh Pareek Enrolment No. 211B274 . Period: 24/06/2024 to 30/06/2024 . Work done during Week (in detail)

This week, I was tasked with driving traffic to the website I created by applying digital marketing concepts. I set up a new Facebook page for the brand and launched five ads on the first day. After analyzing the performance, I found that three ads were successful in bringing traffic, so I paused the other two, adjusted their parameters, and relaunched them. By the end of the week, our efforts had attracted nearly 10,000 visitors to the website. This project enhanced my skills in digital marketing, ad optimization, and data-driven decision-making.\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Section/Department of Organization (Under which training is going on)

Throughout the internship, you demonstrated excellent technical skills, problem-solving abilities, and a strong understanding of web development and digital marketing. Your dedication and performance have significantly contributed to our projects' success.

Name of Supervisor: Ms. Anahita Zahl Tantra (HR, Yardstick)



**Signature of Supervisor Signature of Student  
(with date) (with date)**