

**MODERN EDUCATION SOCIETY'S
NOWROSJEE WADIA COLLEGE
19, LATE PRIN.V.K JOAG PETH,
PUNE 411001**



Project Report

On

**“ADVERTISEMENT PROVIDER DATA
AGGREGATOR(OPEN ADS NETWORK)”**

PROJECT BY

SAWANKUMAR LONDHE(10151)

UNDER THE GUIDANCE OF

PROF.PRACHI PATEKAR

MODERN EDUCATION SOCIETY'S

NOWROSJEE WADIA COLLEGE

19, LATE PRIN.V.K JOAG PETH,

PUNE 411001



CERTIFICATE

This is to certify that **SAWANKUMAR LONDHE** of M.Sc. (Computer Science) has successfully completed Project titled **“ADVERTISEMENT PROVIDER DATA AGGREGATOR ”** for M.Sc. (Computer Science) I. SEM II for the academic year 2017-2018.

Project Guide

Head of Department
(Computer Science)

External Examiner: _____.Internal Examiner:_____

Date: _____

Acknowledgement

“No major process of creation involves an individual” and the creation of this project is by no means an exception for the above statement.

We students of M.Sc. (computer science) part-1 feel a great source of gratitude and pleasure in presenting this report of “ADVERTISEMENT PROVIDER DATA AGGREGATOR ” web application.

Many people have helped us in creating this project. We would like to express my gratitude and thanks to those helping hands.

We would like to thank **Prof.Prachi Patekar** our Project Guide, for guiding us through my entire project.

We would also like to thank **Dr. Mr.C.S.Nimkar** (H.O.D. Computer Science) and all the staff of Computer Science Department for the continuous support and encouragement.

It would have been a Herculean task to develop this project without the support of the all the people mentioned above.

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Problem Definition and Need for the new system

- The object of all business is to make a profit and increase the sales product. This only possible if the product is wiely polished to the user and the final consumers.
Advertisement denotes a specific attempt to popularize a specific product or service at certain cost, that is method of publicity.
- Why project “**Ad Provider Data Aggregator**” Advertisement is some way publicity of customer product. The owner of the product will be in profit if an only if advertising is in proper manner and keeping track of advertising there product.
- Here in our project, we are giving graphical representation and analysis of their records.
- From graphical representation, they can see whether our business is in loss or in profit.

Scope of the work

- By using system, customers can display their **Advertises** in specific Blogger.
- System will keep track of all the **respected websites** where Ads have been flashed.
- Also it maintains the **count** collected by every website for the particular Ad through CTR (**click-through rate**).
- System will provide this service for **specific period of time**.
- Required **reports** will be generated.
- The system will help the customer, to keep track of the responses by viewing the **detail analysis**, of the progress of the Advertisement.

Feasibility study

Feasibility study for the project is mainly divided as

- 1) Technical feasibility:** This includes understanding of present technical resources and their applicability to the development of proposed system

Hardware and Software requirements

1) Hardware Requirements

1. Well equipped PC (with monitor, mouse, Keyboard etc.)
2. Processor Pentium 3 and above
3. Ram 512 MB
4. Hard Disk 1 GB (min)

2) Software Requirements

For development: Windows 7 and above/ Xp, Net beans 7.0.1, JDK and JRE (1.8),

Front end : Java Runtime Environment JSP (java), HTML, Javascript.

Back end: MySQL Server

As all the software used is easily available the proposed system is technically feasible

2) Economic Feasibility:

Based on the estimates that have been gathered from the preceding sections of the study, the organization needs to determine its overall financial situation. Sources and uses of financing should be listed. The system does not require any hardware or software to be additionally purchased. Since the interface for this system is developed using existing resources and technologies. The total cost incurred for development and the implementation will be less .Therefore, our system is economically feasible.

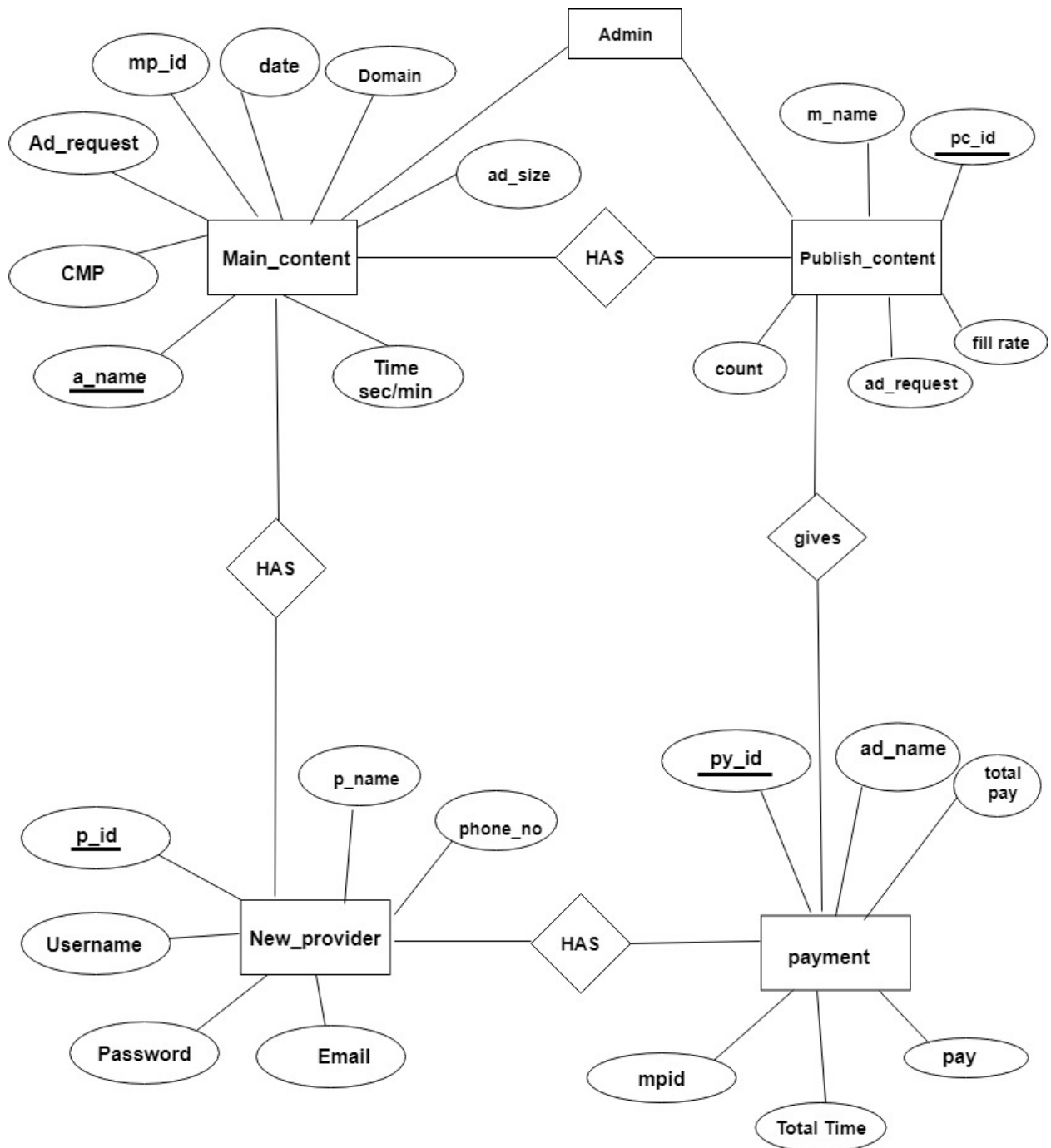
As all the software required are Freely available the cost required to develop the project is affordable and hence the project is economically feasible.

3) Operational feasibility :

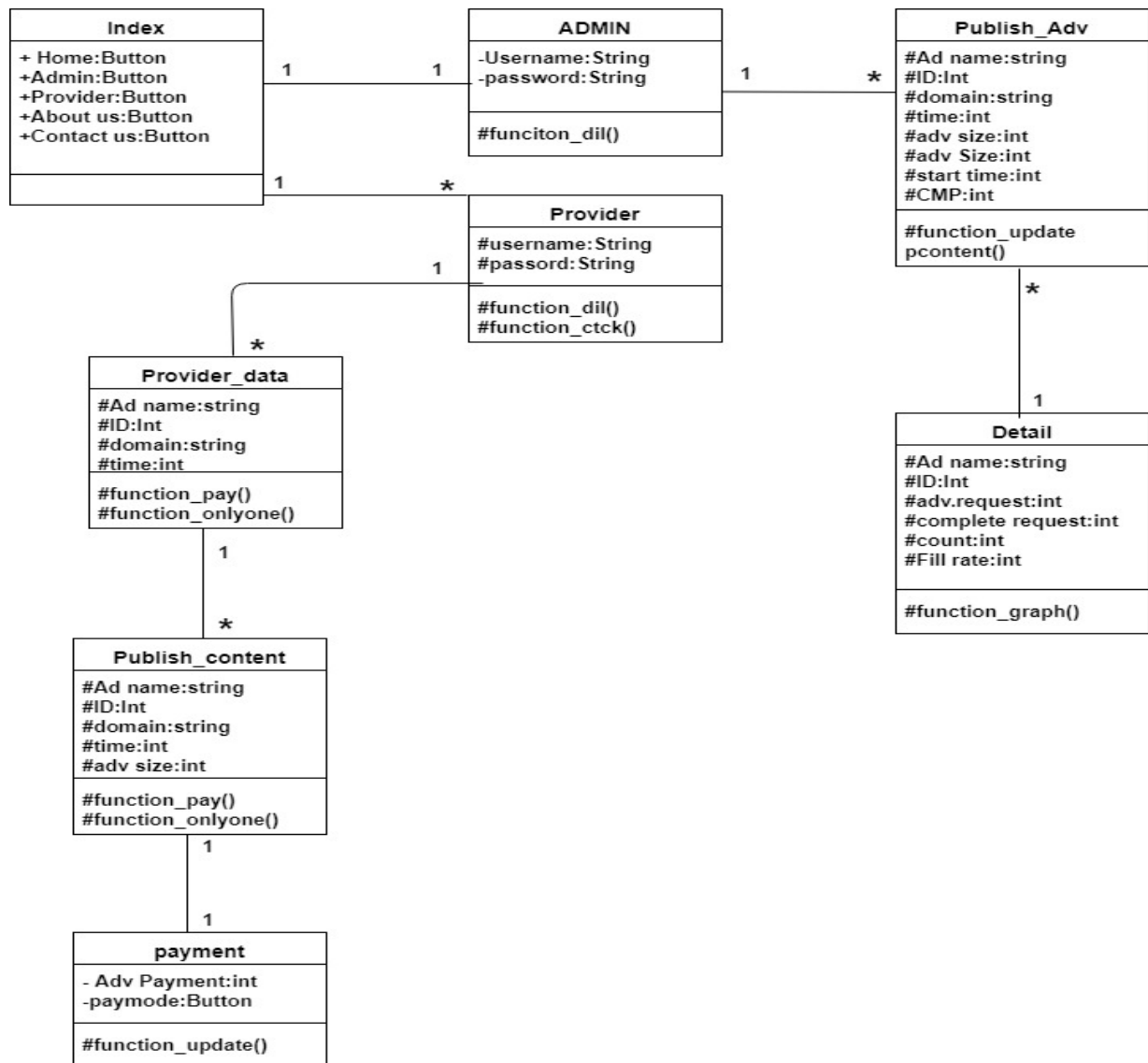
The developed project is a web application. The basic knowledge of computer is enough for the user to use the application. Application runs only in the browser as a web page and doesn't affect the execution of other programs, No special permission/ setups installation is required. No special training to the user is required hence the proposed system is operationally feasible.

ANALYSIS LEVEL DIAGRAM:

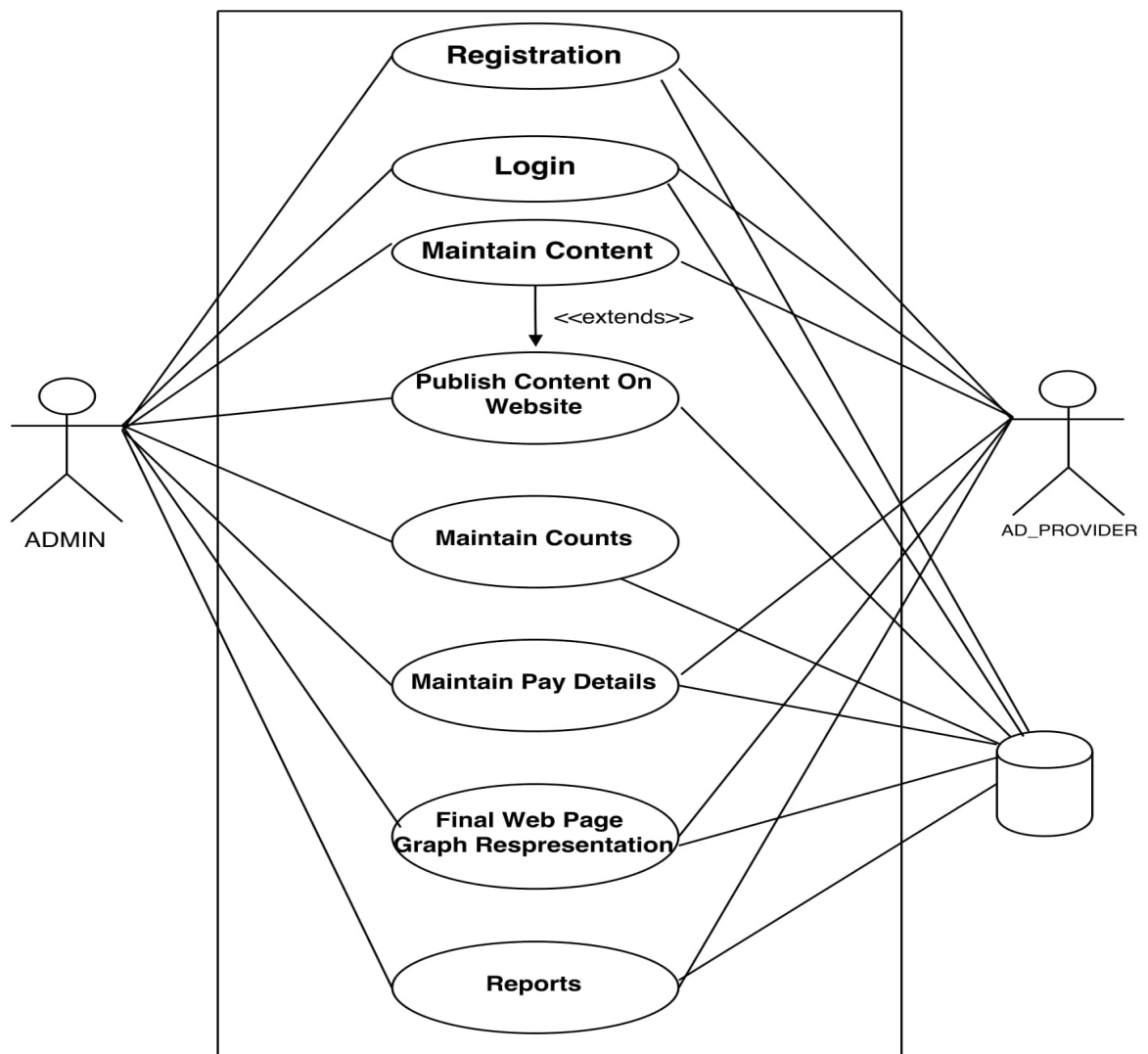
ER-DIAGRAM:



CLASS DIAGRAM:

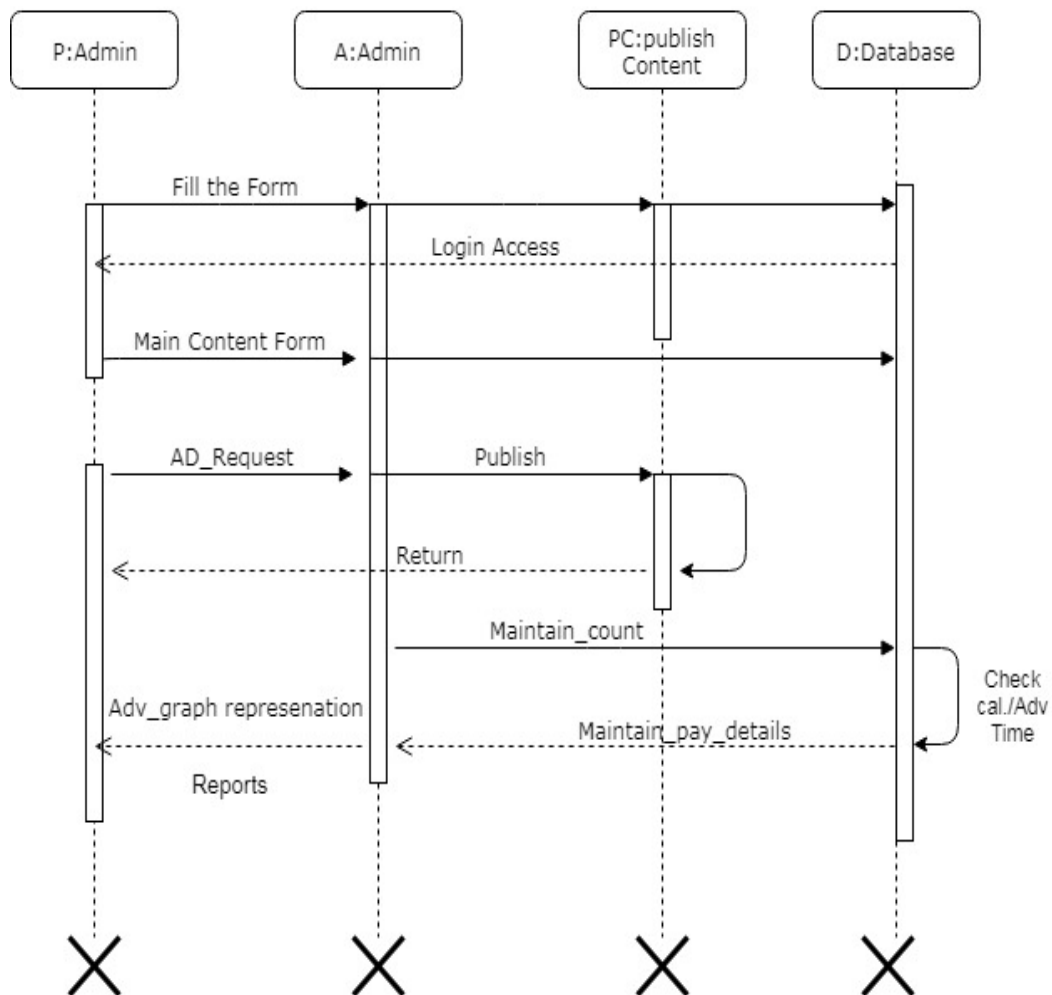


USE CASE DIAGRAM:



DESIGN LEVEL DIAGRAM

SEQUENCE DIAGRAM:



DATA DICTIONARY:

Admin:

Field	Data type	Key	Null	Default	Extra
User	varchar(45)	Primary key	NO	NULL	-
Pass	varchar(15)	-	NO	NULL	-

new_Provider:

Field	Data type	Key	Null	Default	Extra
pid	int(11)	Primary key	NO	Null	-
P_name	varchar(50)	-	NO	Null	-
Ph_no	int(11)	-	NO	Null	-
Email	varchar(45)	-	NO	Null	-
User	varchar(45)	-	NO	Null	-
Pass	varchar(45)	-	NO	Null	-
r_pass	varchar(45)	-	NO	Null	-
passwd	varchar(30)	-	True	None	-

m_content:

Field	Data type	Key	Null	Default	Extra
a_name	varchar(45)	Primary key	NO	Null	-
mid	varchar(45)	-	NO	Null	auto_increment
date	Date	-	NO	Null	-
domain	varchar(45)	-	NO	Null	-
a_file	varchar(45)	-	NO	Null	-
a_size	varchar(45)	-	NO	Null	-
s_time	time	-	NO	Null	-
time_sec1	int(11)	-	NO	Null	-
s_time2	time	-	NO	Null	
time_sec2	int(11)	-	NO	Null	
s_time3	time	-	NO	Null	
time_sec3	int(11)	-	NO	Null	
cmp	int(11)	-	NO	Null	
status	varchar(45)	-	YES	Null	
pid	int(11)	NULL	NO	Null	
Status1	varchar(45)	-	YES	Null	

p_content:

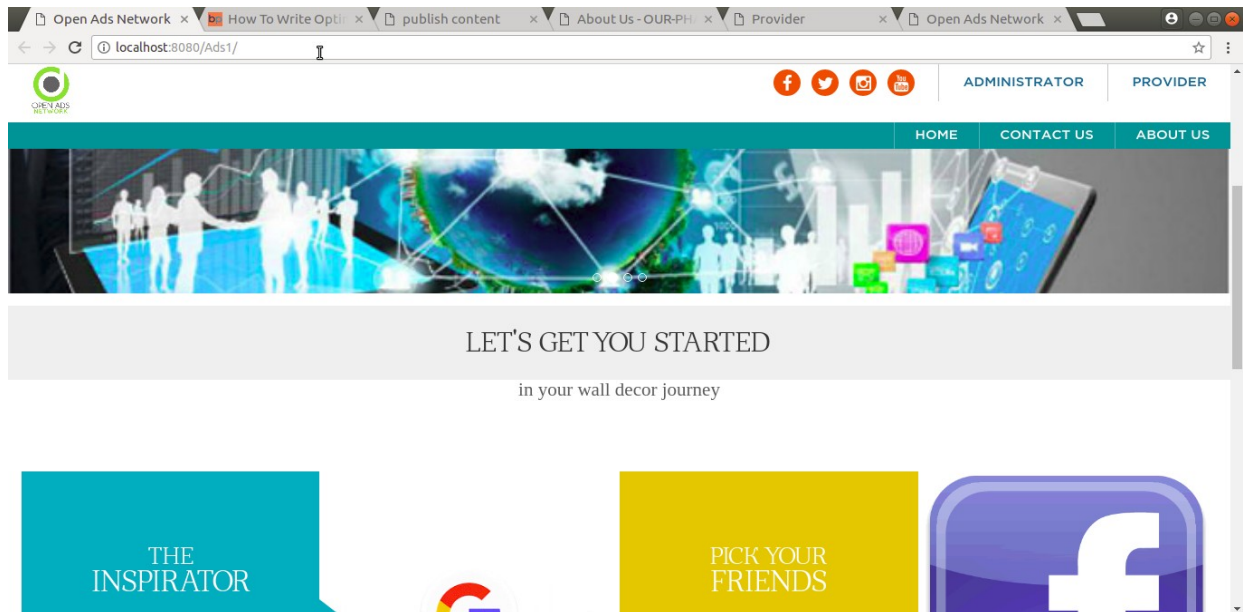
Field	Data type	Key	Null	Default	Extra
pc_id	int (11)	Primary key	NO	Null	auto_increment
Ad_request	double	-	YES	Null	-
Billable_impression	double	-	YES	Null	-
count	int(11)	-	YES	Null	-
fill_rate	double	-	YES	Null	-
m_name	varchar(20)	MUL	YES	Null	-

payment

Field	Data type	Key	Null	Default	Extra
py_id	int(11)	Primary key	NO	Null	auto_increment
Ads_name	varchar(45)	-	YES	Null	-
Total_time	int(11)	-	YES	Null	-
Pay	int(11)	-	YES	Null	-
Total_pay	int(11)	-	YES	Null	-
Pay_mod	varchar(45)	-	YES	Null	-
Pay_date	Date	-	YES	Null	-
mpid	int(11)	MUL	NO	Null	-

Screen Shots:

Home screen:



Provider Login or Register:

Provider Data:

Import Your Data

Date: 21/04/2018 Domain: www.crickbuzz.com

Ads name: dream11 Advertise File: dfsfs.html

Advertise Size: 15x40 Advance Pay: 1000

Start Time1: 10:30 Time1(sec): 60

Start Time2: 12:45 Time2(sec): 60

Start Time3: 5:55 Time3(sec): 30

SUBMIT **CLEAR**

Publish content of provider:

Please Select Your Payment Mode Here

Select mode

Payment	Advertise name	Date	Domain	Ads File	Ads size	Start Time1	Time1 (sec)	Start Time2	Time2 (sec)	Start Time3	Time3 (sec)	Ads_cmp	Payment Status	Modify	Delete
Payment	xyz	2018-04-14	www.crickbuzz.com	dfsfs.html	15x40	10:30:00	60	12:45:00	60	05:55:00	60	1000	null	modify	Delete
Payment	manipal	2018-04-21	www.crickbuzz.com	dfsfs.html	15x40	10:30:00	60	12:45:00	60	05:55:00	60	1000	paid	modify	Delete
Payment	dream11	2018-04-21	www.w3school.com	dfsfs.html	15x40	10:30:00	60	12:45:00	60	05:55:00	60	1000	paid	modify	Delete
Payment	Candy	2018-04-27	www.crickbuzz.com	dfsfs.html	15x40	10:30:00	60	12:45:00	60	05:55:00	30	1000	paid	modify	Delete
Payment	manipal	2018-04-20	www.crickbuzz.com	dfsfs.html	15x40	10:30:00	60	12:45:00	60	05:55:00	60	1000	paid	modify	Delete
Payment	manipal	2018-04-21	www.crickbuzz.com	dfsfs.html	15x40	10:30:00	60	00:00:00	0	00:00:00	0	500	paid	modify	Delete
Payment	manipal	2018-04-20	www.w3school.com	dfsfs.html	15x40	10:30:00	60	12:45:00	60	05:55:00	30	5000	paid	modify	Delete
Payment	barleo	2018-03-	www.w3school.com	aaissii	15x40	10:30:00	60	00:00:12	60	05:55:00	60	500	paid	modify	Delete

Provider Modify Data:

Modify Your Data

Date: 22/03/2018 Domain: www.w3school.com

Ads name: parleg Advertise File: gg[sj]

Advertise Size: 15x40 Advance Pay: 500

Start Time1: 10:30:00 Time1(sec): 60

Start Time2: 00:00:12 Time2(sec): 60

Start Time3: 05:55:00 Time3(sec): 60

☐ I permit Nerolac to view my basic information, email address and other public information on this account.

☐ I agree with the [terms and conditions](#).

SUBMIT **CLEAR**

Provider Adv Reports:

Print
Total: 1 page
Cancel Save

Destination: Save as PDF
Change...

Pages: ☒ All
☐ e.g., 1-5, 8, 11-13

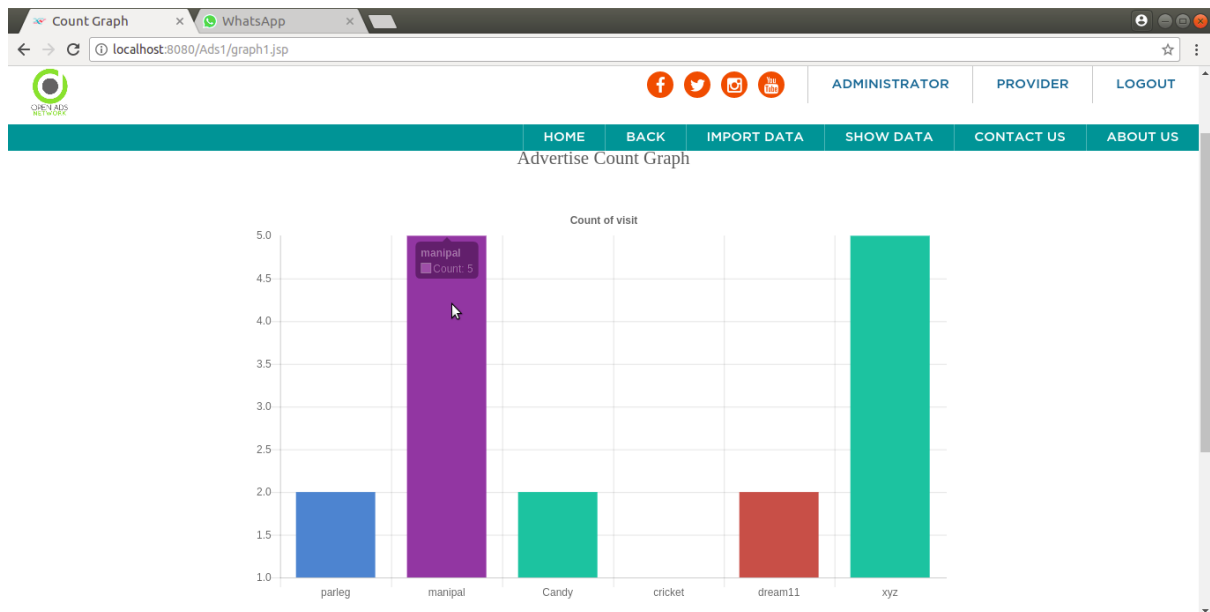
Layout: Portrait

+ More settings
Print using system dialogue... (Ctrl+Shift+P)

Your Advertisement Report

ID	Advertiser name	Date	Domain	Ad File	Ad Size	Ad Display Total Time	Payment Ad Status	Ad Count
19	manipal	2018-03-25	www.w3school.com	dfdfh.html	15x40	180	1000	paid 5
20	manipal	2018-03-16	www.crickbuzz.com	dfdfh.html	15x40	180	1000	paid 5
31	manipal	2018-04-21	www.crickbuzz.com	dfdfh.html	15x40	60	500	paid 5
34	dream11	2018-04-21	www.w3school.com	dfdfh.html	15x40	180	1000	paid 2
33	Candy	2018-04-27	www.crickbuzz.com	dfdfh.html	15x40	150	1000	paid 2
37	xyz	2018-04-14	www.crickbuzz.com	dfdfh.html	15x40	180	1000	paid 5
38	dream11	2018-04-22	www.crickbuzz.com	dfdfh.html	15x40	120	1000	naill 2
39	dream11	2018-04-29	www.crickbuzz.com	dfdfh.html	15x40	120	5000	naill 2
40	dream11	2018-04-28	www.crickbuzz.com	dfdfh.html	15x40	120	1000	paid 2

Provider Count Graph:

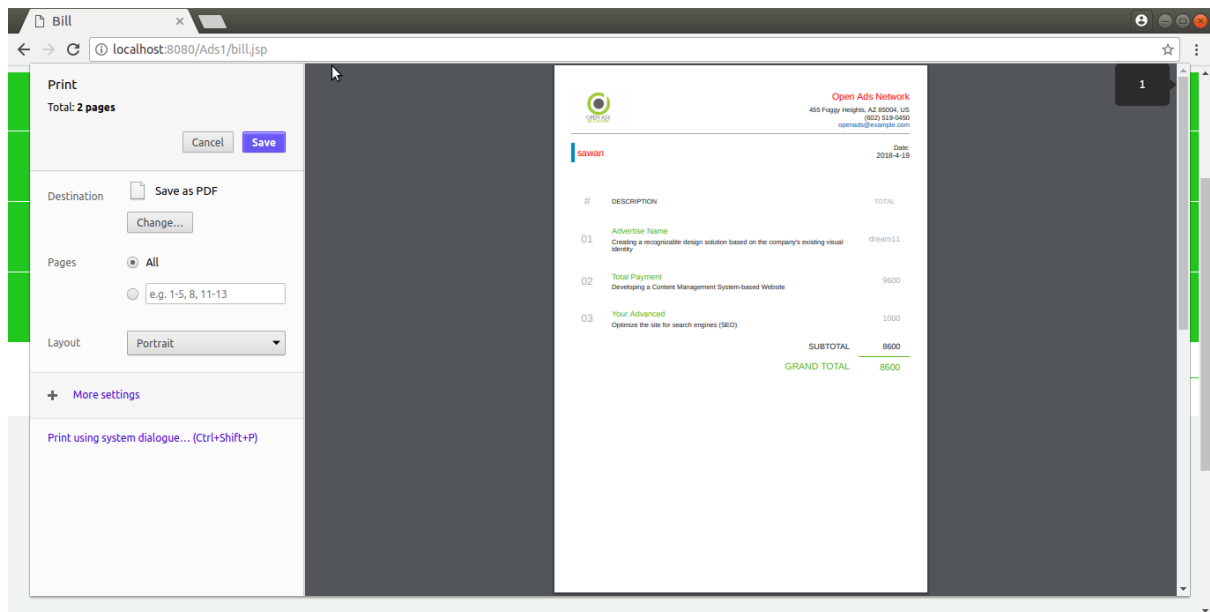


Provider Payment:

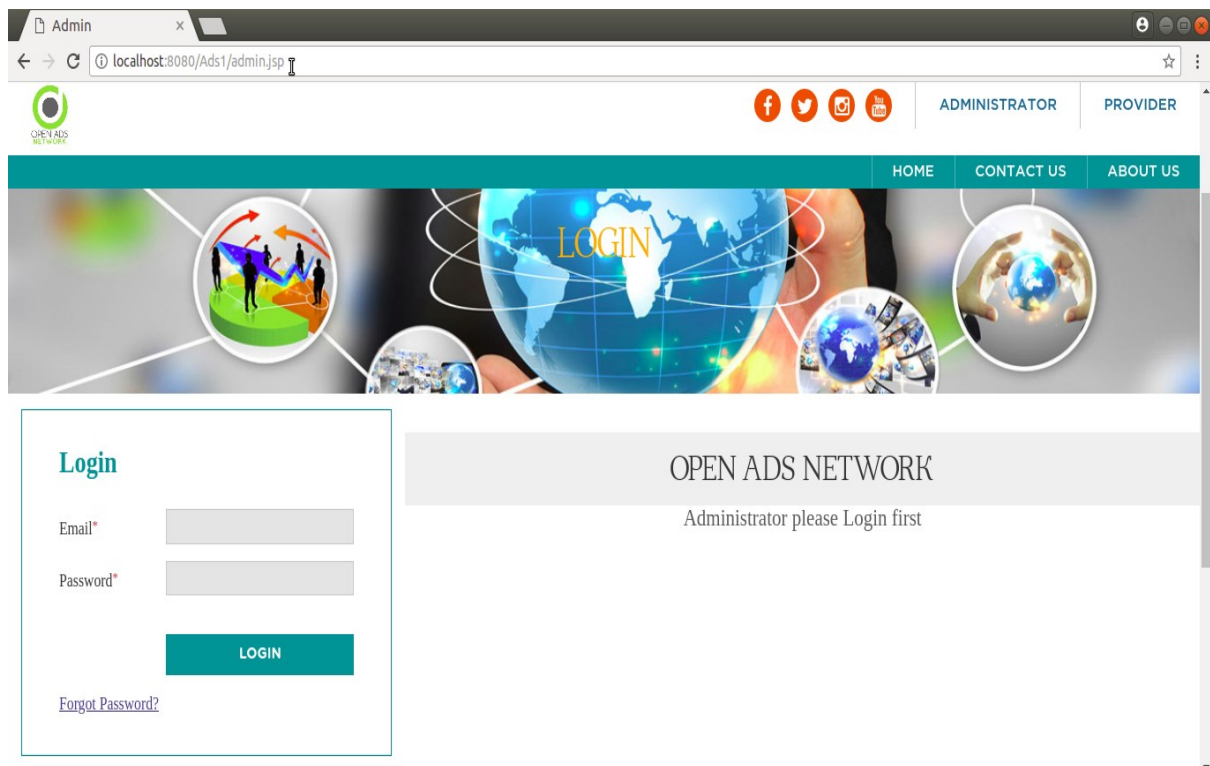
Payment Table

Advertise name:	dream11
Date:	2018-04-28
Size:	15x40
First Time:	60
Second Time:	30
Third Time:	30
Total Payment:	7680
Advanced Payment:	1000
Required Payment:	6680
Payment mode:	Creadit

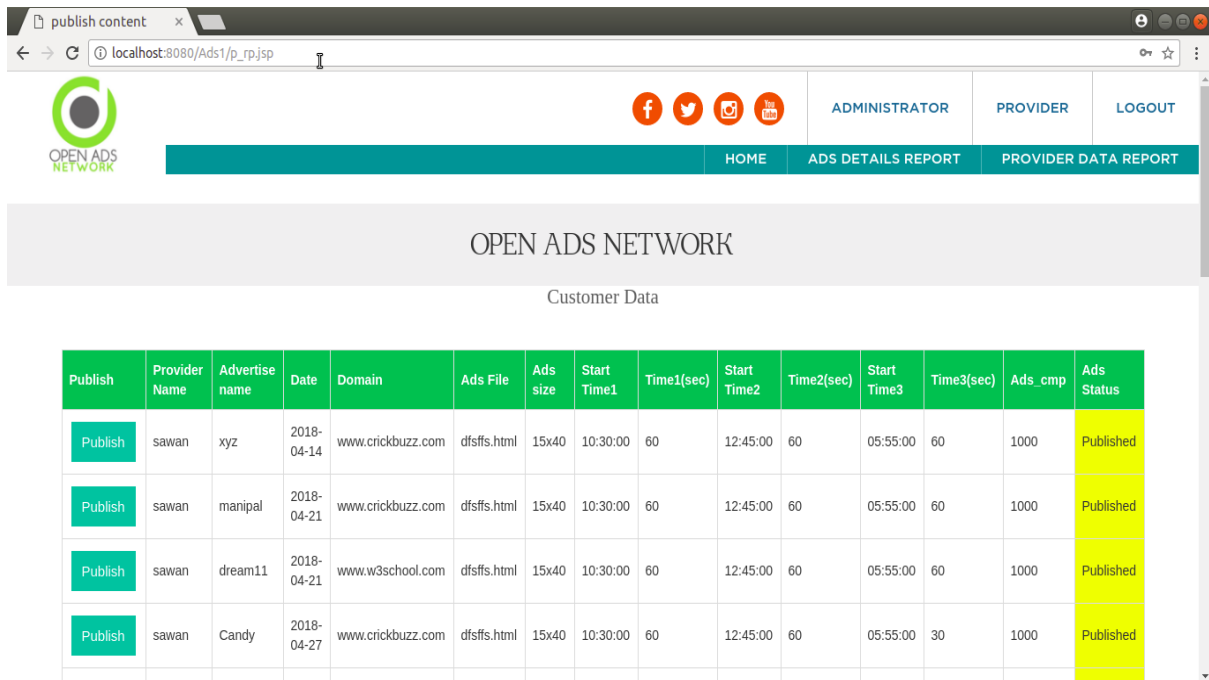
Provider Bill:



Admin Login:



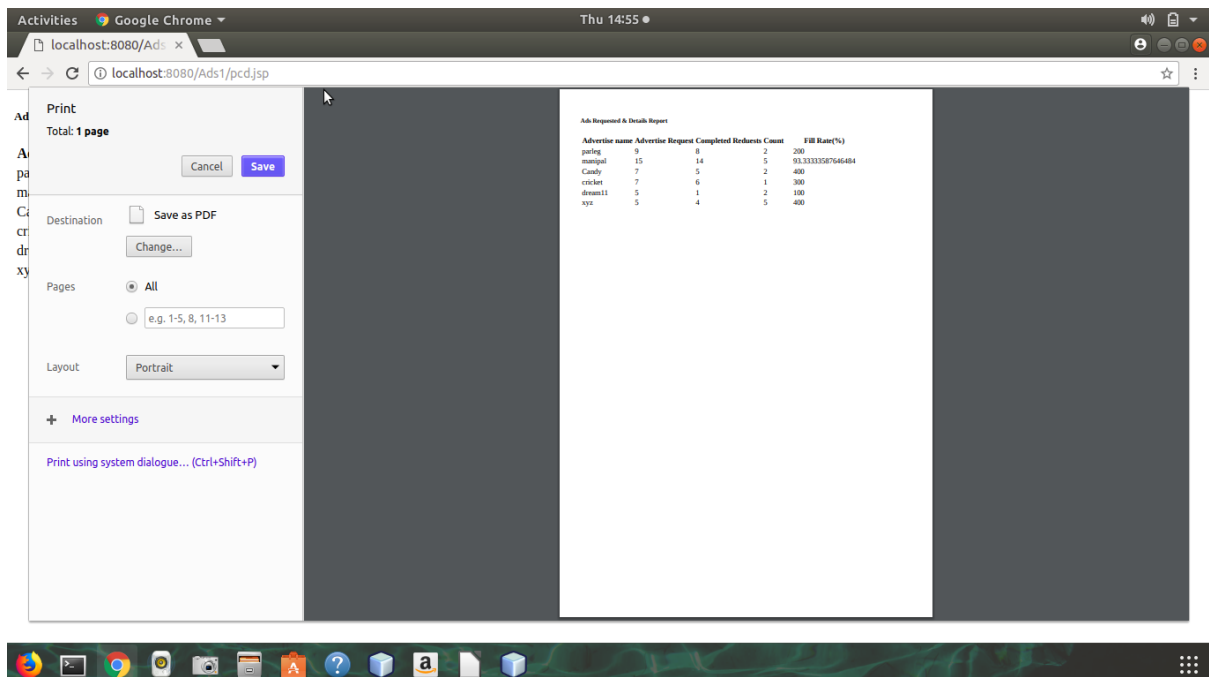
Customer data:



The screenshot shows the Open Ads Network web application interface. At the top, there is a navigation bar with the Open Ads Network logo, social media icons (Facebook, Twitter, Instagram, YouTube), and links for ADMINISTRATOR, PROVIDER, and LOGOUT. Below this is a secondary navigation bar with links for HOME, ADS DETAILS REPORT, and PROVIDER DATA REPORT. The main content area is titled "OPEN ADS NETWORK" and "Customer Data". It displays a table with 15 columns: Publish, Provider Name, Advertise name, Date, Domain, Ads File, Ads size, Start Time1, Time1(sec), Start Time2, Time2(sec), Start Time3, Time3(sec), Ads_cmp, and Ads Status. The table contains four rows of data, all with a "Published" status.

Publish	Provider Name	Advertise name	Date	Domain	Ads File	Ads size	Start Time1	Time1(sec)	Start Time2	Time2(sec)	Start Time3	Time3(sec)	Ads_cmp	Ads Status
Publish	sawan	xyz	2018-04-14	www.crickbuzz.com	dfsfs.html	15x40	10:30:00	60	12:45:00	60	05:55:00	60	1000	Published
Publish	sawan	manipal	2018-04-21	www.crickbuzz.com	dfsfs.html	15x40	10:30:00	60	12:45:00	60	05:55:00	60	1000	Published
Publish	sawan	dream11	2018-04-21	www.w3school.com	dfsfs.html	15x40	10:30:00	60	12:45:00	60	05:55:00	60	1000	Published
Publish	sawan	Candy	2018-04-27	www.crickbuzz.com	dfsfs.html	15x40	10:30:00	60	12:45:00	60	05:55:00	30	1000	Published

Provider Request Reports and More details:



The screenshot shows the Open Ads Network web application interface with a print dialog open. The print dialog is titled "Print" and shows "Total: 1 page". It has options for "Destination" (Save as PDF), "Pages" (All), and "Layout" (Portrait). The main content area displays the "Ads Requested & Details Report" table, which has columns for Advertise name, Advertiser, Request Completed, Redundant Count, and Fill Rate(%). The table contains five rows of data.

Advertise name	Advertiser	Request Completed	Redundant Count	Fill Rate(%)
poring	9	8	2	200
manipal	15	14	5	93.33333333333333
Candy	7	5	2	400
cricket	7	6	1	300
dream11	5	1	2	100
xyz	5	4	5	400

Provider Adv Reports:

[illegible]

Testing

- All fields on page (e.g. text box, button) are aligned properly.
- Font size, style and colour for headline, description text, labels, infield data, and grid info are of standard form
- Upon click of any input text field, mouse arrow pointer gets changed to cursor..

Test Cases:

GUI Testing:

Test Case ID	Test Case Scenario	Expected Result	Actual Result
1	Home Button	>Should display main GUI window project.	Successful
2	Admin button	>Admin login/password. >Admin should get all the records for provider. >Admin should able to see reports.	Successful
3	Provider button	>Provider Login/password. >Provider should get Advertisement form.	Successful
4	Contact button	>Should able to give info regarding contacts.	Successful
5	About button	It should give all information and guideline for project	successful

Functionality testing

Provider cases:

Test Case ID	Test Case Scenario	Expected Result	Actual Result
1	Provider Ad Form	i) It should only accept characters and added to database. ii) Special symbols should not be accepted. iii) All Fields are mandatory	Successful
2	Provider Payment	i) Generating the payment as per payment mode selected by provider	Successful
3	Provider Bill	i) Generating the bill as per Advertisements detail.	Successful
4	Provider Reports	i). Generating the reports/Graphical representation as per Advertisements detail. ii) Print option for report should work properly	Successful

Admin cases:

Test Case ID	Test Case Scenario	Expected Result	Actual Result
1	Admin	Admin should able to see the all provider info.	Successful
2	Admin Publish Button	i) Admin able to publish the advertisements of provider by clicking on publish button	Successful
3	Admin Maintain content	i) Admin should able to maintain the data of Adv. Provider. ii) Admin should able to keep the track of count, complete request, Fill Rate.	Successful
4	Admin Reports	i). Generating the reports/Graphical representation as per Advertisements detail. ii)Print option for report should work properly	Successful

Conclusion:

Hence we can conclude that the provider can easily publish there Advertise on this project .Our system produces reports and graphical reports of given Adervrtise by provider.

The admin can manage all details of Provider easily.

- **User Friendly :**

The System has got much Simplified screen which makes the system fast enhances quick and accurate data.

- **Easy to Learn :**

The System is easy to understand, this is mainly due to simple functionality. Even a Layman can be trained to use this system.

- Working on this project was a good experience. We understood the Importance of planning and designing phase of the Software Development.
- Developing the project has helped us to gain some experience on real time development procedure.
- Manual paper work which required lots of time and which is lengthy work is removed successfully using this application

-

Bibliography and References

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By-Groff Weinberg

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<http://javarevisited.blogspot.in>

<http://google.com>

<http://stackoverflow.com>

<http://w3school.com>