

# **SUMMER INTERNSHIP PROJECT**

**“Assessment and Conversion of Online Courses through Digital Marketing”**

Submitted to:

**DMSR**

**G. S. College of Commerce and Economics, Nagpur  
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Affiliated to:

**Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur**

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**NAAC Accredited "A" Grade Institution**

**Academic Year 2021-22**





## CERTIFICATE

This is to certify that the investigation describes in this report titled “**Assessment and Conversion Of Online Courses Through Digital Marketing**” has been carried out by **Mr. Vivek Vasant Bhange** during the summer internship Project. This study was done in the organization of “**Championslearn**”, in partial fulfillment of the requirement for the degree of Master of Business Administration of **G. S. College of Commerce & Economics (An Autonomous Institution)** affiliated to R.T.M.N.U. This work is the own work of the candidate, complete in all respect and is to sufficiently high standard to warrant its submission to the said degree. The assistance and resources used for the work are duly-acknowledged.

**Dr. Aniruddha Akarte**  
(Faculty Guide)

**Dr. Sonali Gadekar**  
(MBA Coordinator)



Champion Learns

# Internship Certificate

This is to certify that **MR.VIVEK BHANGE** a student of MBA Sem-II, Department of Management Sciences & Research, G. S. College of Commerce & Economics, Nagpur has successfully completed his/her Summer Internship Program from 16/11/2021 to 02/01/2022 under our guidance. During the period of his/her internship he/she was found punctual, hardworking and inquisitive.

We wish him/her every success in life.

---

Rajkumar S  
Founder  
Champion Learns

## Acknowledgement

It is a matter of pride and privilege for me to have done a summer internship project in “**championslearn**” and I am sincerely thankful to them for providing this opportunity to me.

I am thankful to **Mr. Manchireddy Archana Reddy** for guiding me throughout this project and continuously encouraging me. It would not have been possible to complete this project without his support.

I am also thankful to all the faculty members of Department of Management Sciences and Research, G.S. College of Commerce and Economics, Nagpur and particularly to the coordinator, **Dr. Sonali Gadekar** and to my mentor **Dr. Aniruddha Akarte** for helping me during this project.

I'm Thankful to principal of G.S. College of Commerce and Economics, Nagpur, **Dr. N.Y. Khandait** and to the Dean of DMSR, **Mr. Anand Kale**.

Finally, I am grateful to my family and friends for their unending support.

**Vivek Bhange**

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## **INTRODUCTION**

### **WHAT IS MARKETING?**

Dr. Philip Kotler defines Marketing as “the science and art of exploring, creating, and delivering value to satisfy the needs of a target market at a profit. Marketing identifies unfulfilled needs and desires. It defines, measures and quantifies the size of the identified market and the profit potential. It pinpoints which segments the company is capable of serving best and it designs and promotes the appropriate products and services.”

Marketing is traditionally the means by which an organization communicates to, connects with, and engages its target audience to convey the value of and ultimately sell its products and services. However, since the emergence of digital media, in particular social media and technology innovations, it has increasingly become more about companies building deeper, more meaningful and lasting relationships with the people that they want to buy their products and services. The ever-increasingly fragmented world of media complicates marketers’ ability connect and, at the same, time presents incredible opportunity to forge new territory. Julie Barile – Vice President of eCommerce, Fairway Market.

Marketing includes research, targeting, communications (advertising and direct mail) and often public relations. Marketing pitch. Mary Ellen Bianco – Director Marketing & Communications, Getzler Henrich & Associates LLC is to sales as plowing is to planting for a farmer—it prepares an audience to receive a direct sales.

Marketing management is the organizational discipline which focuses on the practical application of marketing orientation, techniques and methods inside enterprises and organizations and on the management of a firm's marketing resources and activities.

Marketing management is a process of controlling the marketing aspects, setting the goals of a company, organizing the plans step by step, taking decisions for the firm, and executing them to get the maximum turn over by meeting the consumers' demands.

A person who is a marketing manager must do a deep study to have the idea of actually what is marketing management and how to make it better in your firm's favor. Marketing management is based on product, place, price, and promotion to attract consumers.

These four Ps are decided by the management of the company according to the demand of customers what they want to buy, with suitable market prices and easy to find either in stores or online. Marketing management has to deal and make inflow of these elements for business survival.



## **COMPANY PROFILE**

### **Championlearns.**

Champions learn provide services and their aim is to provide quality learning to all age group and Provide quality mentoring to people that are ready to change their life. Champions learn has Provided teaching to hundreads of people to grab knowledge.

Their client has also shared their experience about how this course benefitted to them and how They get experience about everchanging world. Championlearns have wide variety of online courses present in their field which is amazing to learn As in marketing everything that is present that is a change.



# **Champion Learns**

Website - <https://champion.learns.live/index.html>

## **Lists of courses offerings.**

1.1 Digital marketing

1.2 Block Chain (services)

1.3 Artificial intelligence (services)

1.4 Meta mask etc

1.5 Rating classifier and speech processing

1.6 Real estate apps

1.7 Web3js

1.8 Solidity programming

1.9 Ethereum API

10.0 Distributed ledger

## **LITERATURE REVIEW**

### **LITERATURE 1:**

Sport marketing is a social and managerial process by which the sport manager seeks to obtain what sporting organisations need and want through creating and exchanging products and value with others" (Shilbury et al 1998:13)

#### **Abstract.**

Introduction In the previous chapter the scope and the rationale of this thesis were outlined. The main argument is that the place of sport sponsorship in general marketing and sport marketing theory should be explored to enable marketers to make sound sport sponsorship decisions. In this chapter it will be explored whether marketing literature convincingly indicate where sport sponsorship fits into corporate marketing and marketing communication strategy and whether a sport marketing mix exists.

## **LITERATURE 2:**

Yogesh Hole, Associate Professor, Department of Public Administration, Cihan University-Erbil, Kurdistan Region, Iraq. Email Id: holeyr@gmail.com Snehal Pawar-Hole, Assistant Lecturer, Department of Business Administration, Lebanese French UniversityErbil, Kurdistan Region, Iraq. Email Id: snehalhole125@gmail.com Vinod Malkar, Professor, Sanjivani College of Engineering, Kopargaon, Dist. Ahmednagar. Maharashtra, India.

### **Abstract**

This study is subjected in context to the critical review of digital marketing in reference to the Indian market. Digital marketing is an attribute that is spreading rapidly in this era. Consumers and organizations are keeners towards digital marketing rather than traditional marketing. The review is mainly generated in terms of Core of digital market, Concept of Digital Marketing, Comparison of Digital Marketing with Conventional Marketing, Important Benefits of Digital Marketing, Digital Marketing in as Internet Marketing, Social Media and Digital Marketing, Impact of Digital Marketing on IT Sector, Evidences That Discloses the Effect and Usefulness of Digital Marketing. This study also revolves around the Impact of Digital Marketing on Business and an increase in brand awareness. The study is significant from both the application perspective of management as well as from an academic point of view. The contemporary market is flooded with offers of different kinds. And consumers' behavior is changing day by day. They are more likely to go for digital marketing as well as online marketing rather than the traditional way of marketing.

### **LITERATURE 3:**

Pritam Chattopadhyay Assistant Professor, Academic – Marketing Department Amity Global Business School, Pune, India Email – [pchattopadhyay@pun.amity.edu](mailto:pchattopadhyay@pun.amity.edu)

#### **Abstract:**

The extremely heterogeneous Indian market place is changing at a rapid pace. The consumer behaviour also has changed, and the consumption pattern of Indian audience has become digitalised in due course of time. Companies are promoting their content with the help of digital platform on a daily basis by looking at the success rate of digital promotion in different market places. The usage of Internet among professionals is intensified in quick time. Various companies started using different digital tools and websites to promote their respective products and services at every corner of the nation. Research suggests that Indian consumers started spending more time on social media and Internet surfing, but the data is not significant enough with respect to the size of the market. It has also observed that the visibility of any product can be enhanced through digital medium then conventional or traditional marketing practices. Growth of E Commerce industry is quite significant in India and is expected to contribute approximately 2% of the global GDP by 2020. Smart marketers keep on changing their marketing strategies with respect to the change in marketplace. digital audience has already given their preferences with the help of digital platform. The growth of digital marketing mainly depends on the performance of social media, level of digitalization, affiliate marketing standards, content marketing etc. It is quite evident that the number of E Commerce websites are also increasing as per the demand of the marketplace. the researcher trains to explain various digital marketing tools and its necessity at Indian market place. Paper also price to find the growth pattern of digital marketing and its acceptance among Indian consumer over a period of

time. It is also evident that the growth of digital platform and digital marketing businesses would create new avenues for the start ups as well. The paradigm shifts of businesses and consumer behaviour you are quite prominent at the market place. The changing consumer behaviour influence companies to create a brand-new mix of communication channels to increase the reachability at the market place.

## **LITERATURE 4:**

Alreany C. Tabuena Senior High School Department, Arellano University, Juan Sumulong Campus, Manila, Philippines

Shiella Mae L. Necio Senior High School Department, Arellano University, Juan Sumulong Campus, Manila, Philippines

Kyle Kirsten Macaspac Senior High School Department, Arellano University, Juan Sumulong Campus, Manila, Philippines.

### **Abstract:**

The primary objective of this literature review is to examine the digital marketing strategies used by online business sellers amidst the COVID-19 pandemic. In this case, effective marketing enables the collection of data to understand more about the targeted consumers, allowing advertising and other strategies to be more directed. In addition, this was initiated to deeply understand how the digital marketing strategies of online business sellers work. Based on the literature review, the researchers identified the following themes: digitalization and digital marketing, digital and traditional modes of marketing, social media as a digital marketing strategy, information technologies as marketing tactics, e-commerce during the COVID-19 pandemic, understanding online, internet, mobile, and digital marketing, preferences, and future research directions, and implications. In conclusion, digital marketing has surpassed traditional marketing. These elements affect the digital marketing skills gap. Internet ads are getting more widespread. Firms' perceptions of the value of digital marketing can be classified. An integrated approach is required to meet client needs using digital marketing channels. To succeed in this

new market, businesses must first understand their clients' lifestyles. Digital marketing has evolved into an internet advertising platform for small business owners, despite a lack of funds to update technology and harness internet development. Advertising on social media is attracting the attention of digital marketers. Because of the potential market share gains that social media marketing could give for internet marketers, it is expected that social advertising spending will continue to grow in the coming years.

## **TERMINOLOGIES**



- Digital marketing.
- Social media marketing
- Blockchain services
- Network marketing
- Artificial intelligence

## **OBJECTIVE OF THE STUDY**

- To understand and learn various digital marketing techniques and to utilize them in real time model.
- To understand the application of meta mask in order to manage crypto currencies.
- To know about artificial intelligence and various tools used for artificial intelligence.

## **NEED OF THE STUDY**

- Establishing customer relations
- Meeting with new challenges
- Understanding the changing marketing dynamics
- To find out effectiveness of courses offered
- To know their target audience and clients.

## **CONTRIBUTION DURING SIP**

During my internship period i had connected to the organization name chamionlearn which Is originated in Coimbatore India. They have wide variety of courses present in their portalAnd which are digital marketing, block chain service, metamask, artificial intelligence, Ethereum Api, real estate apps etc. they are so keen to help the clients with their queries And always ready to help them.

So I have selected my course in artificial intelligence because I found it very intresting subject and I also had interest in it. In artificial intelligence as the name indicate that

Is intelligence beyond our human intelligence and which can be learned by teaching it. Such as ability to reason, discovering meaning, generalize and learn from past experience. it has been demonstrated that computers can be programmed to carry out very complex tasks as, for example, discovering proofs for mathematical theorems or playing chess with great proficiency.

it has been demonstrated that computers can be programmed to carry out very complex tasks as, for example, discovering proofs for mathematical theorems or playing chess with great proficiency.

There are a number of different forms of learning as applied to artificial intelligence. The simplest is learning by trial and error. For example, a simple computer program for solving mate-in-one chess problems might try moves at random until mate is found. The program might then store the solution with the position so that the next time the computer encountered the same position it would recall the solution. This simple memorizing of individual items and procedures known as rote learning is relatively easy to implement on a computer. More

challenging is the problem of implementing what is called generalization. Generalization involves applying past experience to analogous new situations.

## **LIMITATIONS**

- Due to virtual mode some questions were not solved properly
- Limited working staff.
- Due to pandemic the internship was taken in online mode.
- Limited scope in their marketing strategy
- Very limited content in their website.
- Courses are not that updated..

## **RESEARCH METHODOLOGY**

Primary data:- I will be going to collect data through questionnaire as well as group and individual interviews.

Secondary data:- I will take help from companies website and also use some journals for getting To create a project.

## Learnings

### 1.1 Digital marketing

Digital marketing is the component of marketing that uses the Internet and online based digital technologies such as desktop computers, mobile phones and other digital media and platforms to promote products and services.

What are types of digital marketing.

1. **Content Marketing.**
2. **Search Engine Optimization (SEO)**
3. **Search Engine Marketing (SEM)**
4. **Social Media Marketing (SMM)**

### 4 Types of Digital Marketing Strategies for Organization Growth

*This slide is 100% editable. Adapt it to your need and capture your audience's attention.*





## **Content Marketing:-**

Content marketing is a form of marketing focused on creating, publishing, and distributing content for a targeted audience online.

Content marketing is a marketing strategy used to attract, engage, and retain an audience by creating and sharing relevant articles, videos, podcasts, and other media. This approach establishes expertise, promotes brand awareness, and keeps your business top of mind when it's time to buy what you sell.

Content marketing is the development and distribution of relevant, useful content—blogs, newsletters, white papers, social media posts, emails, videos, and the like—to current and potential customers. When it's done right, this content conveys expertise and makes it clear that a company values the people to whom it sells.

The consistent use of content marketing establishes and nurtures relationships with your prospective and existing customers. When your audience thinks of your company as a partner interested in their success and a valuable source of advice and guidance, they're more likely to choose you when it's time to buy.

Content marketing is a go-to tactic that's proven to work. Also, it provides a competitive advantage. Take a look at what the data says about content marketing:

Businesses with blogs get 67% more leads than other companies.

Forty-seven percent of buyers view 3 to 5 pieces of content before engaging with a sales representative.

Companies that use content marketing see approximately 30% higher growth rates than businesses not using it.

Seventy-two percent of business to business (B2B) marketers say content marketing increases engagement and the number of leads they generate.

Ex:- An example of content is beans inside of a jar. An example of content is the words inside a book

:- step-by-step guide to help you devise a content marketing strategy and plan.

- 1. Establish Your Goals.
- 2. Define Your Audience.
- 3. Research Your Competitors.
- 4. Complete Topic And Keyword Research.
- 5. Review Your Existing Content.
- 6. Devise Your Strategy.



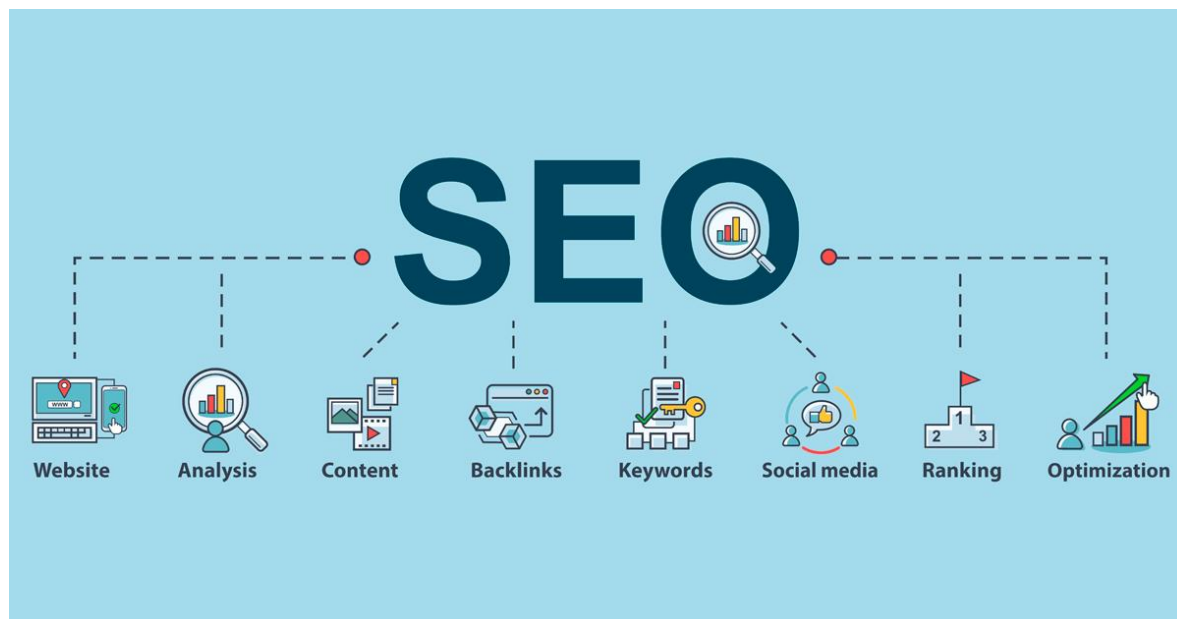
## **Search Engine Optimization (SEO):-**

Search engine optimization (SEO) is the practice of creating and optimizing relevant, authoritative content in a way that helps visitors (and search engine crawlers) find answers to their key questions.

Search engine optimization (SEO) is the practice of creating and optimizing relevant, authoritative content in a way that helps visitors (and search engine crawlers) find answers to their key questions. The goal of performing SEO on any given webpage is to improve the quality of your content, so search engines will choose to list your content within search results. This will increase the quantity of traffic that your web content receives from search engines each day.

We all know that web content is for people. If you serve great content to your customers and they are happy, you will do well. At the same time, there are additional things you can do to optimize your content for search engines. Each search engine vendor prioritizes different characteristics of websites and web content, but by using top SEO tips—including following best practices for writing for the web, identifying and using keyword phrases strategically, and setting up your website's technical implementation following established guidelines—you can improve your search engine optimization regardless of search engine provider.

If you are writing new content, you can optimize as you write. Consider best practices for SEO marketing. You can also plan for, track, and optimize existing content that isn't currently ranking as highly as you would like.



## How Does SEO Work?

Search engine crawlers (also called bots) comb through all the content they can find on the internet. They do so by following internal links within websites and links across different websites. The bots look at the content on each of your pages (including the URL, title tag, headings, links, and more) to get an understanding of what each page is about. The search engine provider takes all of this information to build what is called an index.

## What Factors into SEO Rankings?

There is a lot that factors into search engine rankings, but content is king. High-quality, authoritative content will make your visitors happy and attract links from other websites. Second to content are incoming links. The more websites who link to your content, the more Google and other search engines will trust and value your content and website.

Ex:- Popular examples of search engines are Google, Yahoo!, and MSN Search. Search engines utilize automated software applications (referred to as robots, bots, or spiders) that travel along the Web, following links from page to page, site to site.

## **Search Engine Marketing (SEM):-**

Internet marketing refers to marketing efforts that businesses and other organizations do solely over the Internet. With search engine marketing, businesses pay for their adverts to appear alongside search queries in search engines. Google, Yahoo, Safari, and Bing, for example, are search engines.

Search engine marketing, or SEM, is one of the most effective ways to grow your business in an increasingly competitive marketplace. With millions of businesses out there all vying for the same eyeballs, it's never been more important to advertise online, and search engine marketing is the most effective way to promote your products and grow your business.

In this guide, you'll learn an overview of search engine marketing basics as well as some tips and strategies for doing search engine marketing right.

## **SEM Keyword Research**

Before you can choose which keywords to use in your search engine marketing campaigns, you need to conduct comprehensive research as part of your keyword management strategy.

First, you need to identify keywords that are relevant to your business and that prospective customers are likely to use when searching for your products and services. One way to accomplish this is by using WordStream's Free Keyword Tool.

Simply enter a keyword that's relevant to your business or service, and see related keyword suggestion ideas that can form the basis of various search engine marketing campaigns.

WordStream's Free Keyword Tool provides you with a range of valuable information, such as search volume for each individual keyword in Google and its general competitiveness.

- **What is difference between SEO and SEM**

SEO is sometimes used as an umbrella term that includes SEM, but because SEM refers strictly to paid advertising, they are actually separate. SEM is about getting traffic via paid ads, and SEO is more about acquiring, monitoring and analyzing organic (unpaid) traffic patterns.



## **2.Social Media Marketing (SMM):-**

What is a social media marketing? Image result for Social Media Marketing The term social media marketing (SMM) refers to the use of social media and social networks to market a company's products and services. Social media marketing provides companies with a way to engage with existing customers and reach new ones while allowing them to promote their desired culture, mission, or tone.



Ex:- Image result for Social Media Marketing The term social media marketing (SMM) refers to the use of social media and social networks to market a company's products and services.

Social media marketing provides companies with a way to engage with existing customers and reach new ones while allowing them to promote their desired culture, mission, or tone.

Social media has changed the way we function as a society, including the way we connect with one another. As platforms like Facebook, Twitter, and Instagram took off, businesses also took notice. They began to use these sites to further their interests through social media marketing. That's because these sites are able to change consumer behavior.

Social media websites allow marketers to employ a broad range of tactics and strategies to promote content and have people engage with it. Many social networks allow users to provide detailed geographical, demographic, and personal information, which enables marketers to tailor their messages to what is most likely to resonate with users.

According to Buffer, there are five key pillars of social media marketing:

**Strategy:** This step involves determining goals, the social media channels to be used, and the type of content that will be shared.

**Planning and Publishing:** Businesses should draft plans of what their content will look like (i.e. will there be videos? Photos? How much script?) and decide when it will be put out on the platform.

Listening and Engagement: Monitoring what users, customers, and others are saying about the posts, brands, and any other business assets. This may require the adoption of a social media engagement tool.

Analytics and Reporting: Part of being on social media is knowing how far posts are going, so reports of engagement and reach are very important

Advertising: Purchasing ads on social media is a great way to promote and further develop a brand.

## **1.2 Block Chain services**

Blockchain-as-a-Service allows businesses to use cloud-based solutions to build, host and use their own blockchain apps, smart contracts and functions on the blockchain infrastructure developed by a vendor.

Blockchain-as-a-service (BaaS) is the third-party creation and management of cloud-based networks for companies in the business of building blockchain applications. These third-party services are a relatively new development in the growing field of blockchain technology. The application of blockchain technology has moved well beyond its best-known use in cryptocurrency transactions and has broadened to address secure transactions of all kinds. As a result, there is a demand for hosting services.

### **Understanding Blockchain-as-a-Service (BaaS)**

BaaS is based on the software as a service (SaaS) model and works in a similar fashion. It allows customers to leverage cloud-based solutions to build, host, and operate their own blockchain apps and related functions on the blockchain. At the same time, the cloud-based service provider keeps the infrastructure agile and operational.

As a development in the greater blockchain ecosystem, BaaS is seen as boosting blockchain adoption across businesses.

Major players in the BaaS space include:

Microsoft, which partnered with ConsenSys to introduce Ethereum blockchain-as-a-service on Microsoft Azure in 2015.

Amazon, which has introduced Amazon Managed Blockchain, a service that "makes it easy to create and manage scalable blockchain networks" using open source frameworks including Ethereum and Hyperledger Fabric.

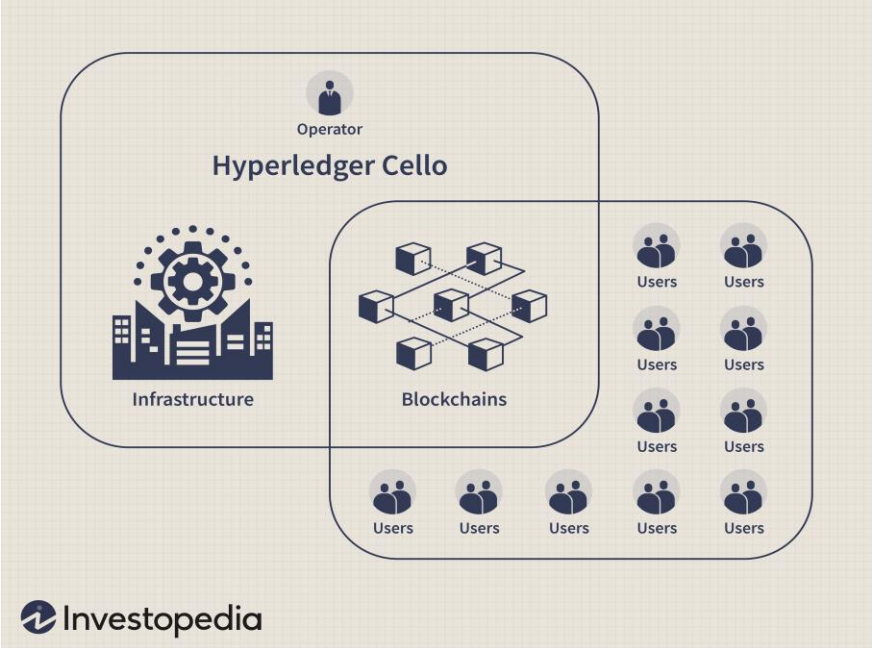
R3, a consortium of global financial institutions that produced a distributed financial ledger called Corda.

PayStand, which specializes in sending and receiving payments between companies.

Consumers and businesses are increasingly willing to adapt to blockchain technology. However, the technical complexities and operational overhead involved in creating, configuring, and operating a blockchain and maintaining its infrastructure often act as a barrier.

BaaS offers an external service provider to set up all the necessary blockchain technology and infrastructure for a fee. Once created, the provider continues to handle the complex back-end operations for the client.

The BaaS operator typically offers support activities, such as bandwidth management, suitable allocation of resources, hosting requirements, and data security features. The BaaS operator frees the client to focus on the core job: the functionality of the blockchain.

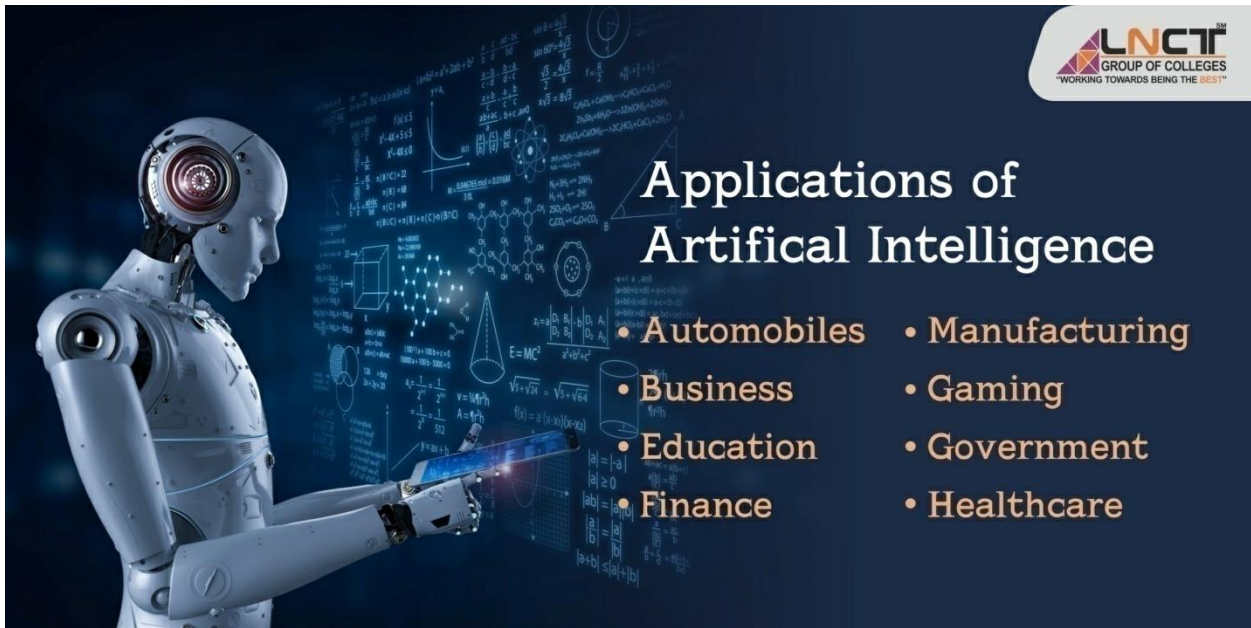


### **1.3 Artificial intelligence**

Artificial intelligence (AI) is a wide-ranging branch of computer science concerned with building smart machines capable of performing tasks that typically require human intelligence.

Artificial intelligence (AI), the ability of a digital computer or computer-controlled robot to perform tasks commonly associated with intelligent beings. The term is frequently applied to the project of developing systems endowed with the intellectual processes characteristic of humans, such as the ability to reason, discover meaning, generalize, or learn from past experience. Since the development of the digital computer in the 1940s, it has been demonstrated that computers can be programmed to carry out very complex tasks—as, for example, discovering proofs for mathematical theorems or playing chess—with great proficiency. Still, despite continuing advances in computer processing speed and memory capacity, there are as yet no programs that can match human flexibility over wider domains or in tasks requiring much everyday knowledge.

On the other hand, some programs have attained the performance levels of human experts and professionals in performing certain specific tasks, so that artificial intelligence in this limited sense is found in applications as diverse as medical diagnosis, computer search engines, and voice or handwriting recognition.



## WHAT ARE EXAMPLES OF ARTIFICIAL INTELLIGENCE

- Siri, Alexa and other smart assistants
- Self-driving cars
- Robo-advisors
- Conversational bots
- Email spam filters
- Netflix's recommendations

## 1.4 Metamask

Metamask is an extremely secure digital wallet, praised for its encryption technology and has suffered no digital hacks so far. For use with the Ethereum blockchain, it is one of the safest options. However, as with anything that is connected to the Internet, there will always be risks from an outside breach.

The wallet offers a perfect solution for casino players as it accepts a variety of cryptos like Tether, USDC, Basic Attention Token, etc. It also supports NFTs like CryptoPunks and other collectibles.

MetaMask is a unique combination of a cryptocurrency wallet and a web plugin that is used to manage, transfer, and receive Ethereum (ETH) or Ethereum tokens like ERC-20. Because it's a browser extension, it acts as a bridge between browsers (like Chrome and Firefox) and the Ethereum blockchain.

So, why is this unique?

Users who can access the Ethereum blockchain can now build their own decentralized applications, popularly called dApps. Another cool feature of blockchain is that users can write transaction guidelines known as smart contracts.

Because of the frequent questions people ask such as "Is MetaMask safe?", "What are the risks involved in using MetaMask?", and so on, it's important to understand how MetaMask works before addressing its benefits and risks.





## **1.5 Rating classifier and speech processing**

**Rating classifier:-** What is a Classifier? In data science, a classifier is a type of machine learning algorithm used to assign a class label to a data input. An example is an image recognition classifier to label an image (e.g., “car,” “truck,” or “person”).

Classifier algorithms are trained using labeled data; in the image recognition example, for instance, the classifier receives training data that labels images.

After sufficient training, the classifier then can receive unlabeled images as inputs and will output classification labels for each image.

Classifier algorithms employ sophisticated mathematical and statistical methods to generate predictions about the likelihood of a data input being classified in a given way. In the image recognition example, the classifier statistically predicts whether an image is likely to be a car, a truck, or a person, or some other classification that the classifier has been trained to identify.

### **Why are Classifiers Important?**

Classification – i.e., assigning a data input with a specific class label – is a fundamental function of many enterprise AI applications, and classifiers are a core element in many of these applications. Classifiers are widely used for a range of common use cases, such as identifying if a customer belongs to a certain segment, identifying whether a financial transaction is fraudulent, or determining whether a piece of field equipment is in operable condition based on a photo or video footage.

### **speech processing:-**

Speech processing is the study of speech signals and the processing methods of signals. The signals are usually processed in a digital representation, so speech processing can be regarded as a special case of digital signal processing, applied to speech signals.

In other words Speech processing is a discipline of computer science that deals with designing computer systems that recognize spoken words.

When speech processing has succeeded, meaning must be decoded from the speech percept; language comprehension can proceed along two processing streams: The first stream is syntactic in nature, employing delta-band cycles to group words into syntactic phrases, alpha-band power modulations to store syntactic phrases in verbal working memory and theta-band power modulations to retrieve information from sentences' hierarchical working memory representations, as well as from long-term memory. The second processing stream is predictive in nature, employing beta-band oscillations to top-down predict the semantics of upcoming words that fit the cumulative meaning of the prior word sequence, and gamma-band oscillations to bottom-up assess the contextual semantic fit of incoming words.

## **1.6 Real estate apps.**

Real estate development is a process that involves the purchase of raw land, rezoning, construction and renovation of buildings, and sale or lease of the finished product to end users. Developers earn a profit by adding value to the land (creating buildings or improvements, rezoning, etc

Some real estate apps are Zillow Xome Auctions Redfin Trulia Realtor Apartments LoopNet.com. and some domestic apps like 9 bricks and magic bricks.

Real estate is property consisting of land and the buildings on it, along with its natural resources such as crops, minerals or water; immovable property of this nature; an interest vested in this (also) an item of real property, (more generally) buildings or housing in general.

Real estate is different from personal property, which is not permanently attached to the land, such as vehicles, boats, jewelry, furniture, tools and the rolling stock of a farm.

Residential real estate may contain either a single family or multifamily structure that is available for occupation or for non-business purposes.

Residences can be classified by and how they are connected to neighbouring residences and land. Different types of housing tenure can be used for the same physical type. For example, connected residences might be owned by a single entity and leased out, or owned separately with an agreement covering the relationship between units and common areas and concerns.

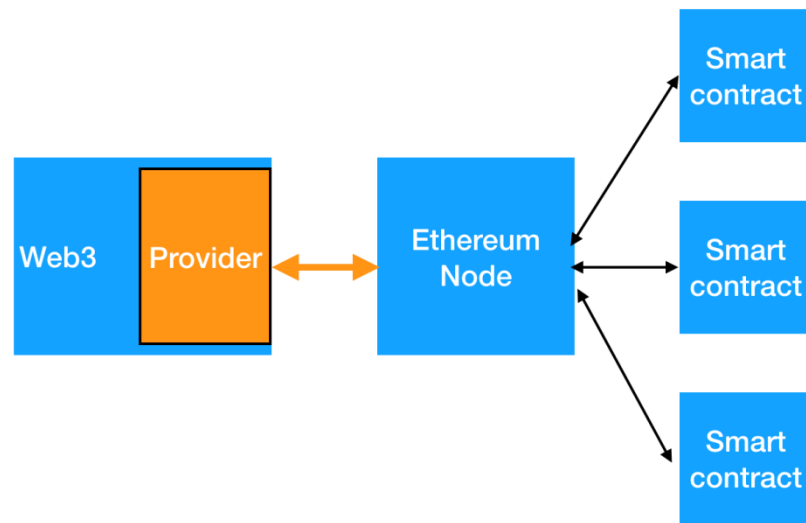
## **1.7 Web3js:-**

web3. js is a collection of libraries that allow you to interact with a local or remote ethereum node using HTTP, IPC or WebSocket. The following documentation will guide you through installing and running web3. js as well as providing an API reference documentation with examples.

The first version of the internet that was publicly available to use the world wide web is referred to as Web 1.0. Dating back to the early 90s, it was largely made up of static web pages connected by hyperlinks.

Then came Web 2.0, the age of the internet as a platform. We saw the rise of e-commerce and social media sites like Facebook, Twitter, and Instagram. People gained the ability to interact with online platfoms and publish content of their own. Smartphones and cloud computing were major drivers of growth here.

The term Web3 was coined by Gavin Wood—one of the co-founders of the Ethereum cryptocurrency—as Web 3.0 in 2014. Since then it’s become a catch-all term for anything that has to do with the next generation of the internet being a digitalized digital infrastructure.



## 1.8 Solidity programming:-

Solidity is an object-oriented programming language for implementing smart contracts on various blockchain platforms, most notably, Ethereum. It was developed by Christian Reitwiessner, Alex Beregszaszi, and several former Ethereum core contributors. Programs in Solidity run on Ethereum Virtual Machine.

Solidity is a curly-bracket language designed to target the Ethereum Virtual Machine (EVM). It is influenced by C++, Python and JavaScript. You can find more details about which languages Solidity has been inspired by in the language influences section.

Solidity is statically typed, supports inheritance, libraries and complex user-defined types among other features.

With Solidity you can create contracts for uses such as voting, crowdfunding, blind auctions, and multi-signature wallets.

When deploying contracts, you should use the latest released version of Solidity. Apart from exceptional cases, only the latest version receives security fixes. Furthermore, breaking changes as well as new features are introduced regularly. We currently use a 0.y.z version number to indicate this fast pace of change.

## 1.9 Ethereum API

Ethereum is a decentralized, open-source blockchain with smart contract functionality. Ether is the native cryptocurrency of the platform. Among cryptocurrencies, Ether is second only to Bitcoin in market capitalization. Ethereum was conceived in 2013 by programmer Vitalik Buterin.

Ethereum was initially described in late 2013 in a white paper by Vitalik Buterin, a programmer and co-founder of Bitcoin Magazine, that described a way to build decentralized applications. Buterin argued to the bitcoin core developers that Bitcoin and blockchain technology could benefit from other applications besides money and that it needed a more robust language for application development that could lead to real-world assets, such as stocks and property, to the blockchain. In 2013, Buterin briefly worked with eToro CEO Yoni Assia on the Colored Coins project and drafted its white paper outlining additional use cases for blockchain technology. However, after failing to gain agreement on how the project should proceed, he proposed the development of a new platform with a more robust scripting language—a Turing-complete programming language that would eventually become Ethereum.

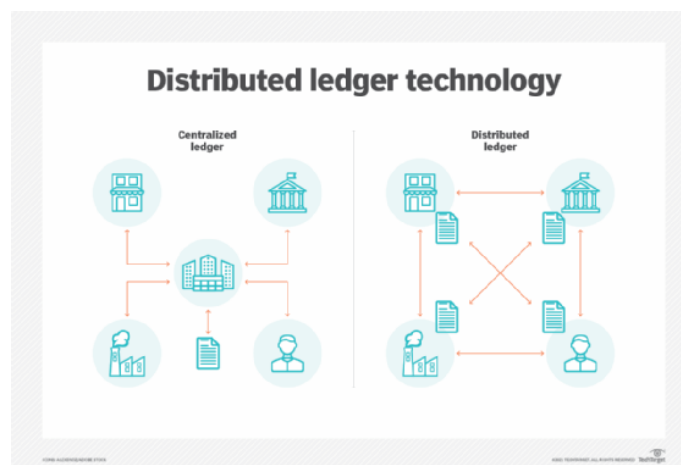
## 10.0 Distributed ledger

A distributed ledger is a database that is consensually shared and synchronized across multiple sites, institutions, or geographies, accessible by multiple people.

It allows transactions to have public "witnesses." The participant at each node of the network can access the recordings shared across that network and can own an identical copy of it. Any changes or additions made to the ledger are reflected and copied to all participants in a matter of seconds or minutes.

A distributed ledger stands in contrast to a centralized ledger, which is the type of ledger that most companies use. A centralized ledger is more prone to cyber attacks and fraud, as it has a single point of failure.

Underlying distributed ledgers is the same technology that is used by blockchain, which is the technology that is used by bitcoin. Blockchain is a type of distributed ledger used by bitcoin.





## **FINDINGS**

- Most of the online courses were sold through platforms like internshala and linkdin.
- There is not any kind of Interview taken taken place you just have to fill the online form.
- Working staff was very cooperative.
- They have mentioned various courses in their website but its not sure that they are available or not.

## SUGGESTIONS

- Needed to add new courses to attract new candidate and social media marketing should be added in their website so that they can attract audience. Communication gap should be Taken into consideration.
- The most important suggestion I would like to give is that they should update their courses And make sure that they are relevant.
- Their website is not that updated as per present date.

## CONCLUSION

I learned about Social Media Marketing, E-mail Marketing, Facebook Ads, Instagram Marketing etc. and their application on real model.

I got to know about the uses of Metamask and its various applications.

I learnt basics of artificial intelligence and their applications, I also got to know about various tools such as Alexa, Siri, Self Driving Vehicles.

I have concluded that championlearns is a small firm but their potentials are high. Their small team is very effective and collaborative in nature. Although there was a language Barrier which was solve by English language. Their website was creative but due to limited Courses it was not compacted.

Another think is that their courses which they have shown in their website are in still In confusion that when I had conversation with our mam. She said that they are making efforts in making things work.

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