

A
Seminar Report
On

**USER BEHAVIOUR ANALYSIS OF AN
E-COMMERCE WEBSITE**

Under the company “**Famark Synergy**”
Submitted in partial fulfillment of the requirement for the award
OF
BACHELOR OF TECHNOLOGY
IN
COMPUTER SCIENCE & ENGINEERING

Submitted by:
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Submitted to:
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DEPARTMENT OF COMPUTER SCIENCE & ENGINEERING



SCHOOL OF STUDIES IN ENGINEERING & TECHNOLOGY
GURU GHASIDAS VISHWAVIDYALAYA
BILASPUR, CHHATTISGARH
2024-2025

INTERNSHIP COMPLETION CERTIFICATE



Date: 16th June 2024

DRN: NL020

To Whom It May Concern

Subject: Internship Letter

This is to certify that **Mr. Suraj Kumar**, student of B.Tech in Computer Science and Engineering at Guru Ghasidas Vishwavidyalaya has successfully completed his internship at **Famark** from **15th May, 2024** to **15th June, 2024**.

His work and conduct during the internship period was found excellent.

We wish him success in his future endeavour.

Thanks & Regards

Yours Sincerely

Mr. Arunav Gupta

Founder at

Famark

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INTRODUCTION

In today's highly competitive e-commerce landscape, understanding customer feedback has become a crucial aspect of enhancing user experience and driving business growth. Famark Synergy, a leader in providing innovative solutions for e-commerce platforms, recognises the importance of harnessing customer insights to improve product offerings and service quality.

During my tenure as a **Data Analyst Intern** at Famark Synergy, I was tasked with analyzing customer feedback from their e-commerce platform. This analysis aimed to uncover key trends, sentiments, and actionable insights to guide decision-making processes. By leveraging various data analytics techniques, I was able to transform raw customer data into meaningful patterns that could inform strategies for enhancing customer satisfaction and retention.

This report will delve into the significance of customer feedback analysis, the methodologies employed during the internship, and the insights gained from the data, all of which contribute to a deeper understanding of customer behaviour in the digital marketplace.