



Jansons Institute of Technology

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Coimbatore, Tamil Nadu – 641659
www.jit.ac.in



Event Report

Title : Webinar on “Algorithms for E-Commerce Analytics”
Date (from & to) : 21.04.22 **Time** (from & to) : 09.30 AM – 10.30 AM
Venue (online / offline) : Seminar Hall
Organised by : Department of Computer Science and Engineering
In association with : NDLI Club
Student Activity : Yes / No

Speaker Details

Name : Dr. E.S.Shameem Sulthana
Designation : Associate Professor, PG Department of Computer Science
Affiliation : Bhaktavatsalam Memorial College for Women, Chennai



Topic : Algorithms for E-Commerce Analytics

JIT Website http://jit.ac.in/cse_event_rep.php?aid=700



<https://www.facebook.com/Jansons-Institute-of-Technology-250442415535499/photos/a.450285145551224/1085227205390345>

<https://www.instagram.com/p/CcmiHmENqui/>

https://twitter.com/JIT_Offl/status/1517018730701934592/photo/1

Event Objective

To equip the students in Algorithms in E-Commerce Analytics concepts & applications in e-commerce retail with easy demonstrations and interesting business examples

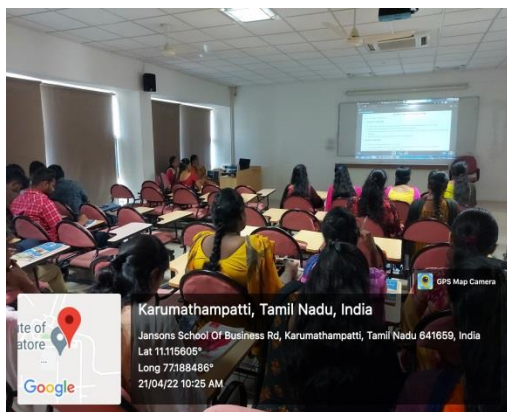
Event Summary

To summarize the recommendation engine algorithms for E-Commerce which are aimed at suggesting relevant items to users. To give a clear idea on different paradigms of recommender systems Knowledge of Algorithms in ecommerce regarding segmentation, learning from user behaviour and on-site data, predicting customer preferences were discussed. Overview of predicting customer intent by using data such as previous browsing and add to cart behaviour, algorithms can predict customer intent, when using site search for example were discussed in detail.

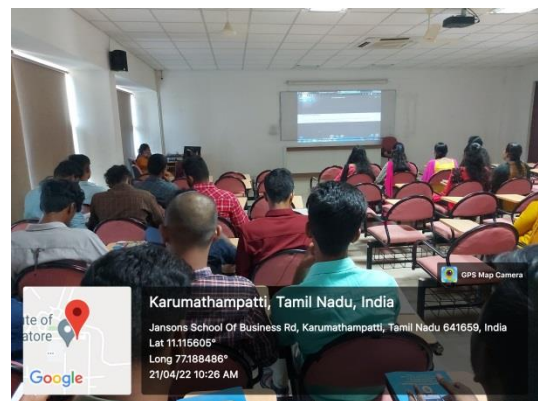
Event Photographs



Recommendation Algorithms



Countermeasures



Details of Retail Algorithms



Algorithms for Distribution of Online Orders



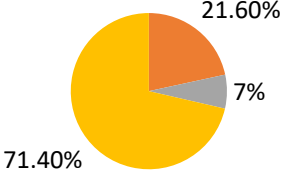
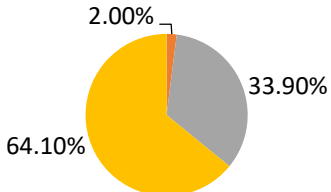
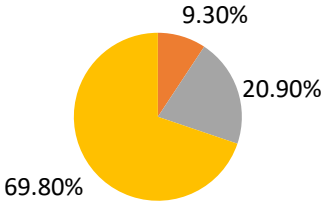
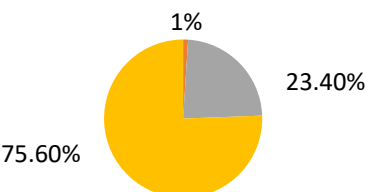
Growth of E-Commerce in the future

Paper clipping in Dinamalar

Event Outcomes

The need for various algorithms required for E-Commerce Analytics were discussed clearly. The importance of recommendation algorithms and engines which is the smart, systematic digitization of business functions.

Event Feedback

How would you rate the event in terms of preparation, flow, and content?	 <p>71.40% 21.60% 7%</p> <p>Fair Good Very Good Excellent</p>
The content and activities of the event has increased my knowledge.	 <p>2.00% 33.90% 64.10%</p> <p>Disagree Neutral Agree Strongly Agree</p>
How would you rate the speaker in terms of knowledge and presentation?	 <p>9.30% 20.90% 69.80%</p> <p>Fair Good Very Good Excellent</p>
Overall experience of the event.	 <p>1% 23.40% 75.60%</p> <p>Dissatisfied Neutral Satisfied Very Satisfied</p>
Suggestion for Improvements (If any)	NIL

No. of Participants / Benefices

Total (Participants / Benefices)	Students	Faculty	Students (Outside institution)	Faculty (Outside institution)
70	68	2	-	-

Date of report submission:

Student Coordinator
(Mr.Kanneti Jaya Pranay)

Faculty Coordinator
(A.Praveena)

Head of Department
(Dr.A.Velayudham)

Principal

Enclosed (to be removed while printing)

1. Brochure
2. Agenda
3. Participants List
4. Winner List (if applicable)
5. Speaker Profile (if applicable)