A project report on

Behavioral analysis generator including empirical association

Submitted in partial fulfilment of the requirement For the award of the degree MASTER OF COMPUTER APPLICATIONS

Of



Visvesvaraya Technological University Belgaum, Karnataka By

VIGNESHWARA B Y

1CR18MCA98



CMR INSTITUTE OF TECHNOLOGY 132, IT Park Road, Kundalahalli, Bangalore-560037 2019-2020 A project report on

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Under the guidance of

Internal Guide Mrs.Neha Agarwal Assistant Professor, MCA Department CMR Institute of Technology. Bangalore **External Guide Mr. Sagar VP** Technical Manager Fincore Softwares Bangalore

CMR INSTITUTE OF TECHNOLOGY



132, IT Park Road, Kundalahalli, Bangalore-560037 2019-2020

CMR INSTITUTE OF TECHNOLOGY Department of Master of Computer Applications Bangalore - 560 037



CERTIFICATE

This is to certify that the project work entitled

Behavioral analysis generator including empirical association

Submitted in partial fulfilment of the requirement for the award of the degree of Master of Computer Applications of the Visvesvaraya Technological University, Belgaum, Karnataka bonafide work carried out by

VIGNESHWARA B Y 1CR18MCA98

during the academic year 2019-2020.

Signature of the Guide Mrs.Neha Aggarwal Assistant Professor, MCA Dept. Signature of the HOD Mrs. Gomathi.T HOD, MCA Signature of the Principal Dr. Sanjay Jain PRINCIPAL, CMRIT

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#432-A 2nd Block, Kalyan Nagar, Bengaluru,560043 Contact+919871030327 E-mail: info@fincoresoftwares.com www.fincoresoftwares.com

CERTIFICATE

This is to certify that the project titled "Behavioral analysis generator including empirical associations" is submitted to Fincore Software's in fulfillment of the requirement for the final semester degree of MCA from CMRIT, BENGALURU. The project is a bona fide record at work carried out by Mr. Vigneshwara B Y (1CR18MCA98) under the supervision and guidance of Mr. Sagar VP (Technical Manager) Fincore Software's, Bangalore between the periods 30/12/2019 to 30/5/2020.

The source code of the Project and executable file setup is not issued to the trainee as per the policy of the company. Screen print for the application is provided in limited no's.

Regards,

-hr8.

Mr. Sagar VP Technical Manager Hangalore-560 043

DECLARATION

I, Vigneshwara B.Y, student of 6th MCA, CMR Institute of Technology, bearing the USN 1CR18MCA98, hereby declare that the project entitled " Behavioural analysis generator including empirical association" has been carried out by me under the supervision of External Guide Mr.Sagar VP, Technical Manager, and Internal Guide Mrs.Neha Agarwal, Assistant Professor, Dept of Master of Computer Applications and submitted in the partial fulfilment of the requirements for the award of the Degree of Master of Computer Applications by the Visvesvaraya Technological University during the academic year 2019-2020. The reports has not been submitted to any other University or Institute for the award of any degree or certificate.

Place: Bangalore

Vigneshwara B.Y

Date:

(1CR18MCA98)

ACKNOWLEDGEMENT

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I offer my special thanks to my external project guide Mr. Sagar VP, Technical Manager, Fincore Softwares., Bangalore, and to my Internal Project guide Mrs.Neha Agarwal Assistant Professor, Department of MCA, CMRIT, Bangalore without whose help and support throughout this project would not have been this success.

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S.NO.	Contents	Page No.
1.	Introduction	
	1.1 Project Description	1
	1.2 Company Profile	4
2.	Literature Survey	
	2.1 Existing System and Proposed System	6
	2.2 Feasibility Study	9
	2.3 Tools and Technologies Used	11
	2.4 Hardware and Software Requirements	15
	2.5 SRS	16
3.	Software Requirement Specification	
	3.1 Functional Requirements	18
	3.2 Non- Functional Requirements	22
4.	System Design	
	4.1 Context Diagram	24
5.	Detailed Design	
	5.1 Architectural Diagram	25
	5.2 Use Case Diagram	26
	5.3 Sequence Diagram	28
	5.4 Data Flow Diagram	32
	5.5 Class Diagram	35
	5.6 Entity Relationship Model	39
	5.7 Activity Diagrams	44

Index

6.	Implementation	
	6.1 Screen Shots	47
7.	Software Testing	53
8.	Conclusion	57
9.	Future Enhancements	58
	Appendix	59
	Bibliography	

CHAPTER 1

INTRODUCTION

1.1 Project Description

Various types of competitive advantage and identification of the segmenting position is required by various types of organizations which will be properly associated with another system by providing multi references of analysis and multi references of optimal activity provisions. The system is acknowledged with different types of positioning information that will be provided and this information provisions are acknowledged with different categorical formations so that any type of reference information that is required can be achieved. The system is based on industrial perceptions so any type of related optimization-based active that must be performed can be properly incorporated.

The system provides detailed research consideration which is divided into multiple types of category based on research scenarios, competitive research, and supportive calculation based the search etc. Multiple types of resource scenarios can be set up in the system so that any type of research information that is needed can be achieved where the users are required to provide the inputs based on which different references of the information will be provided. Search based on calculated perceptions for example if a related Ad word launch is needed it can be also associated with the systematic acknowledges multiple provisions of the numeric understanding to the users.

The integrated structuring that is provided for the Information retrieval is based on different types of agency integrations web integration and different types of cloud integrations. When multiple types of related integration support are provided it is very much helpful for the users as different types of accomplishments of the information based on platform choice can be organized. The understanding that is needed in terms of modifications and customization is also provided and this is done in a real-time instance so any type of information e references that are required to be acknowledged will be represented to the users.

Multiple types of automation in terms of report generation will be provided so different types of report conditions can be set up by the users for example the shared consideration, scheduling considerations and other conversion setups, as the setups will be in corporate head different types of report automation can be achieved. The system will generate the reports based on the schedules which are entered and in accordance The Sharing references will be also organized. The system is also incorporated with different types of social media incorporation so that multiple social media references can be managed which provides a detailed flexibility and references of optimized reach on a global scale.

Multiple types of content references for the Representation of the company are also provided this can be done with the support of different types of content variations that are included. The references of publishing is also provided where a technique of Tag Optimization is provided so when a particular display provision is associated the system takes automatic notification where other searched content types will be also provided with the related contents so we can say that more visibility is provided by the system on multiple channels according to the search. Various types of references based on comparative matrix is also associated so one window can be utilized for the comparisons where multiple column can be defined and as the columns are define the related Matrix will be provided which helps in comparative understanding. Various types of references based on summary statistics tracking is also associated with the system where multiple dashboards for getting the summary information will be acknowledged and will be provided. System is also connected with different types of calculations and with divergent types of mathematical formulas where the basis of the design will be for the related structuring of the information which is needed so that statistical consideration can be achieved.



Figure

Various understanding acknowledged by system is shown above

The technical associations that are required for the information residence is provided anyone different types of conditional understanding based on the representations are also included. The system is also included with option of integration where different types of vendor analytical tools are provided which can be directly used for different types of references based on analytics and statistics. The uses require the random working so it is been established in such a categorical way that any type of process in can be properly established and this is very much helpful to provide the flexible working to the users. When different types of users are acknowledging on the same system for divergent types of reference working the system can be divided into multiple working prospective pages which will help to manage the work with more guidelines and control.

Overall the system is included with various types of functions in each function can be utilized according to the preference and inside each functionality and detailed customizations are included.Real-time provisions are associated with the system so different types of structured information display with charts can be acknowledged and this will be provided for the detailed monitoring. Understanding can be achieved in more optimized way as different sections that are provided can be utilized in random and in parallel working.

1.2 Company Profile.

FINCORE



Profile.

The organization offers different business idea-based administrations and answers for various associations in various segment contemplations with all the help required. Various sorts of Technologies and fixation has been attempted to give all planned accomplishment to the customers as every thought will be appropriately composed and inquired about before the executing arrangement is structured.

The firm was set up in 2009 gives an incorporated situation working regarding worldwide business streamlining and useful working contemplations. The organizations related with different monetary pursuit and Analytics where different view of data mining pictured effect report configuration has been attempted with worldwide working situation. The organization gives an efficient structure attempting to the related customers. The organization offers a wide scope of mechanical working which incorporates the specially craft of the assets as per the customer discernment or the in-house items that are hand crafted such that it can give different functionalities to the associations and even can be exclusively utilized.



Business driven progression will be given to each and every client and according to the requirements.

Raised necessity streamlining as for the work transport.

Application testing.

In-house items.

Interview regarding execution.

Movement administrations.

Money related conference.

Custom applications.

CHAPTER 2

LITERATURE SURVEY

2.1 Existing System and Proposed System.

Existing System

In the existing system we have seen that multi references of analytical provisions, the related concept understanding the related aspect optimization etc. is quite difficult to be organized because each reference requires individual working which will be again referenced with the help of different types of tools. In the existing system we have seen that all types of accomplishments required for various strategic technique implementations and positioning is not supported from a single system making the work complicated.

Some of the important references of the problems that has been established in terms of existing system is listed as following-

- In the existing system we have seen that consolidated working for divergent types of strategic technique representations and divergent types of segmented working based on optimization is not supported making the users utilize different types of tools.
- In the existing system we have also seen that various types of perspective techniques that have required or the positioning reforms for industrial perception built up is not supported and each categorical activity must be included with individual references.
- The response that is required in terms of statistical considerations is quite elaborative in the existing scenario because individually the perceptions of information is retrieved, and various types of mechanism will be utilized for the representation and understanding.
- Segmented working in terms of channels which can be used for getting the Global client's interactions is also quite difficult to organize from a single system, so all the channels are managed individually.
- The references of designs needed for the Representation is also called difficult as different considerations of contents are required to be generated.

- The establishment of understanding related to the Strategies and statistical provision is also difficult as the perception of comparative understanding and multi scenario understanding is not supported.
- The automation considerations for the strategic reflex is also quite difficult in the existing system or we can say that every type of information required to be acknowledged must be individually monitored and structured.
- Categorical working that is required to undertake different types of references is also not sustained in the existing system if required that any type of synchronized working can be undertaken is not sustained in the existing system.

Proposedsystem

The proposed references are based on the above problem and it is design strategically so that multiple categories can be included which can provide the substitute for divergent types of working acknowledgement to users as the system will provide the Global Service and any type of Differential activity that is required to be acknowledged can be properly associated. All types of industrial references are provided within the single system which can be achieved by incorporating multiple users and the related functionality setups.

Some main references of the proposed system considerations are provided as following-

- Thesystem provides segmentation-based working which will include all types of consolidated strategic techniques and different types of Representation techniques for the industrial perception. Multiple references can be utilized at the same time when the companies will be utilizing the system.
- Each category that are related with the strategic references and with different references of the industrial perception is now provided so the users can have a detailed reference with elaborated working so we can say that multiple related activities cannot be performed.
- Multiple types of scenario information analysis based on statistic consideration can now be achieved where the system provides all references of information from multiple types of platforms.

- Various types of interactive channels that are needed for the perception building is also provided within the system to multiple acknowledgements can be defined and related activities based on multiple channels can be performed.
- Representation that are needed in terms of reference designs are also included with the use of can consider various perceptions. The design optimization is also provided with the help of multiple help category so that reusability can be provided.
- Multiple types of comparative understanding and associated monitoring is also provided within the system so that any type of statistics that is provided can be properly understood.
- Multiple types of consideration are based on automation is also provided as we require that users can have the flexibility of Information retrieval so scenario and sharing consideration can be set up for tracking the information.
- Synchronization between multiple activities are also provided which will be helpful as in multiple considerations of working different perceptions are required for example implementation and tracking.

2.2 Feasibility Study

Feasibility study considerations are related to the Planning based on technology based on operations and based on different economic requirements. Feasibility study is required to be performed as we want that consideration should be properly checked before the direct implementation.

The technical feasibility.

Operational feasibility.

Economic feasibility.

Technical feasibility

First environment will be provided to the users in such a way that all types of work consolidation can be properly established all types of Technology support will be provided

The technical references that are required for generating different types of information will be checked because the incorporation of the platform has to be defined first term which will be based on different types of agencies and different types of anotherthird-party domain

All types of working references will be properly planned because we must understand each process that will be incorporated so different types of business processes will be defined and even different types of wireframes will be incorporated

The technological radiations are required to be properly documented also so that the technological references can be properly established

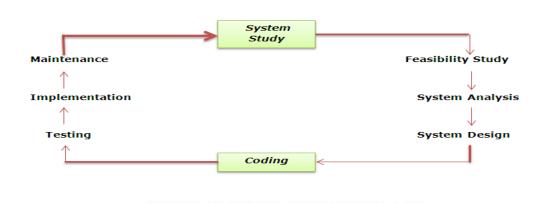


Figure-

Feasibility study considerations are shown.

Operational feasibility

We must consider all types of operations properly as we want that each operation that will be undertaken should be property defined for the usability to the users so that they should understand that how to reference anactivity.

Detailed training will be provided to the users so that they will be having all understanding with practical knowledge.

Even the references of documents will be provided to the users so that any type of referential information they require to fetch any time can be done.

Economic feasibility

Economic references will be defined because we must understand that what all resources and workforce cost requirements we have, and we have to calculate all types of cost perception in detail

Financial department will be having the considerations of detailed understanding and designing of the reports

Proper predictions will be performed to acknowledge the referential money requirement in the future

2.3 Tools & Technologies Used



<u>JAVA</u>

We are using Java Technology because it is having multiple significant advantages over the other languages and it is also different types of environment. The major references of the Java language is

It is object oriented

Platform independent so it can be easily transferred

Even the compilation the writing and debugging of the language is easier to understand

Rich API for the application development is provided and various types of communication among various activities like networking utility and database references can be properly generalized

It also supports multithreading so that several task can be organized in parallel

Distributed computing is also properly in hand with the help of Java and even the networking references can be properly associated with secured integrations

NetBeans 10 Installation

Go to https://netbeans.org to download Apache NetBeans 10 then click on the download button as shown below-



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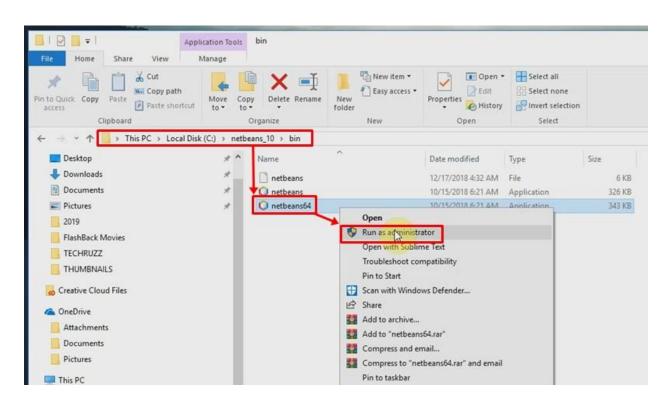
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<u>SQL</u>

Retrieval for large amount of records can be efficiently and quickly managed

Most references of the database system can be managed without writing the substantial amount of courts

All types of standards are being adopted

Multiple data view can be structure

Supports client server architecture

More interactive in terms of getting the references

Open source and portable that provides the flexibility of usage

2.4 Hardware & Software Requirements

Software Requirements

Databases

MySQL8.0.13

Technology

Hybrid Cloud (Implementation)

Platform

Windows

Languages

JAVA (J2EE, JavaScript, JSP)

Integrated Development Environment

Net-Beans or Eclipse

Supporting Server

Apache Tomcat 8, SSD cloud server, Amazon s3

Hardware Requirements

• Computer processor	:	4th generation Intel core i3
Clock speed	:	1.7 GHz
Hard Disk Space	:	500 GB
• RAM	:	4 GB

2.5 SRS

Users

Panel administrator

Panel administrator will be selecting the users those who will be related with divergent types of working and even divergent types of account verification respective will be performed.

Associates

Associates will be multiple group members and clients those who will be performing different types of activities when they will be Incorporated by the administrator

Scope & objective

The scope of the system is that defined industrial perception and statistical considerations can be obtained from a single system and even subcategories can be organized

The main objective of the system is to give multi references of working based on industrial perception and based on the optimal strategic considerations from a single system where self-descriptive associative activities will be acknowledged

Assumptions and dependencies

The related assumption of the system is that all types of resource considerations and different types of pattern understanding is required when the users will be used in the system or we can say that experts should be provided with access ability

The related dependency of the system is that different perceptions are required to be acknowledge from the system only so related account are required to be designed by the administrator

Problem statement

The problem reference with the system is that various types of statistics and Research considerations that are added can be customized in various references for example of comparative use required

Multiple types of consideration based on integration for required to be supported so that multiple types of working achievements can be recognized

Multiple types of perceptions based on Automations are required to be added so that conditional setup is needed, and each conditional setup will be different which has to be properly acknowledged

CHAPTER 3

SOFTWARE REQUIREMENTS SPECIFICATION

3.1 Functional Requirements

Functionality definition for needed to be properly provided because we must understand that each processing based on the inputs and based on the outputs works properly according to the consideration

Segmented categories

Use Case Name	segmented categories
Trigger	Selective
Precondition	Admin
Process	Divergent types of segmented categories are provided where the administrator will be selecting the categories that has to be utilized and the variations of users will be added to the system first provides setting page which has to be acknowledged with multiple types of inputs and consideration set up accordingly it will be saved. Categorical segmentations that are provided will help the users to select the related workability and even the system will provide the redirection for the selected option where detailed considerations are outlined.

Post-condition	Added and setups considered
----------------	-----------------------------

Media addition

Use Case Name	media addition
Trigger	Selective
Precondition	Authentication required
Process	Multiple types of media addition will be provided where different types of media required for the industrial perceptions can be added and even detail status will be associated in such a way that users can have anown reference. The system provides multiple types of consideration on the acknowledged setup page which must be manually setup and all types of related work references will be promoted.
Post-condition	added

Report Automations

Use Case Name	Report Automations
Trigger	Setups
Precondition	Authentication required

Process	Report Automations will be also considered
	where the system provides the trigger on the
	related scheduling and the reference of design
	and in terms of the publishing so accordingly
	the inputs are required to be provided in
	reference to which multiple types of reports
	will be automated and shared.
	Report automation is very much important
	when we must consider different types of
	information any when it is required to be
	monitored on particular interval.
Post-condition	Automation reference provided

Statistical data

Use Case Name	statistical data
Trigger	Setups
Precondition	authentication
Process	Divergent types of statistical data will be provided, and the statistical formation is provided in a way that according to the requirements different types of categories can be selected. Each category will be integrated with divergent

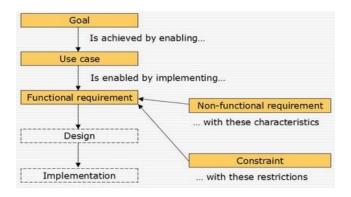
	types of perception and accordingly the
	information reflects will be provided.
	All types of information reflex that is provided
	will be based on conditional statistics that will
	be generated with the help of multiple platform
	integration.
Post-condition	Reference data viewed

Third party tools

Use Case Name	third party tools
Trigger	Integration setups
Precondition	Authentication
Process	 Usage of third-party tools are also provided within the system to accomplish different types of comparative variations of information or for in detail inside design. Multiple types of chart formation and associations will be provided so that detailing of the information monitoring can be achieved.Multiple types of tools can be selected, and the related working setups can be acknowledged.
Post-condition	added

3.2 Non-Functional Requirements

Associations of non-functional understanding is required because we must check that the users are having a detailed understanding about the system and they can acknowledge the work properly according to their own consideration based on security and other references of real-time workability



Figure

Function and nonfunctional details shown

Documentations

Proper documentation for the usability of different types of referential information acknowledgement and other professionals of implementation should be provided to the users and this will be done with the help of detailed documentation that will be provided and these documents can be accessed whenever required by the users. As the conditional references are included which will be in terms of different types of research information it is required that proper knowledge should be gained by the users to acknowledge the work so multiple types of sections will be divided and different types of related documents with examples will be provided.

Scalable

The scalability has to be pronounced because we require that multiple types of workload can be managed by the system show multiple types of Research and Analysis and different types of industrial perception activities can be managed in parallel

Inter operations

To provide inter operations as multiple categories are provided and each category can be related with different types of workability which is again provided with multiple types of custom operations so each and every reference that is included it can be properly organized and at the same time multiple types of operations can be performed

Transparent

All types of status that are required to be performed will be transparent and the users should acknowledge the details properly so that the set of variations can be optimized and even if any type of Differential help is needed the system provides the consolidated information. The system provides the transparent working because it is required that user should not have any type of confusion in terms of the accuracy of the reports that are generated and proper inbuilt mechanism for getting the data and to acknowledge in the referential information is being provided.

Security

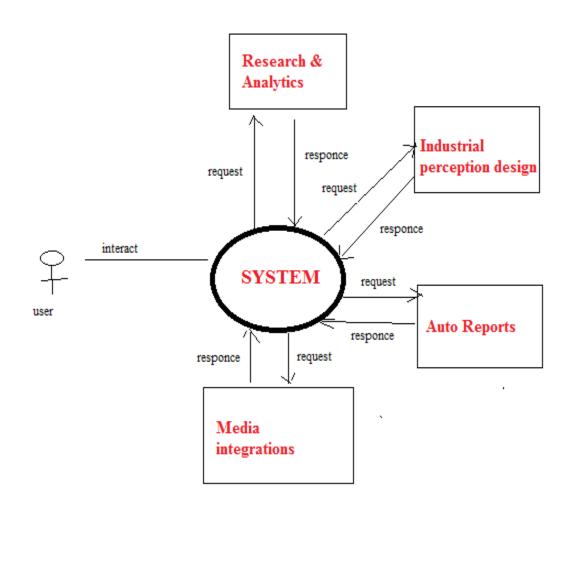
Multiple types of incorporated security and accessibility security are provided even the authentication required when the main login administrator workability will be provided so that the system can understand the related users. Multiple types of transfer of securities also acknowledged so that the related transfers can be made properly.

CHAPTER 4

SYSTEM DESIGN

4.1 Context Diagram

Context Diagram shows the information at a glance which includes all the scope and boundaries of the system. Context diagram easy to draw and no technical knowledge is assumed while designing it

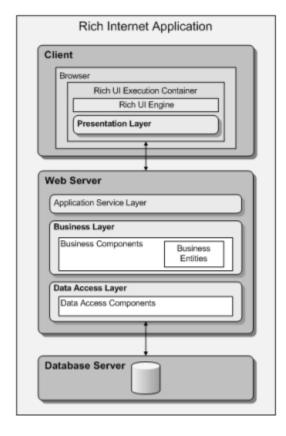


CHAPTER 5

DETAILED DESIGN

5.1 Architecture diagram

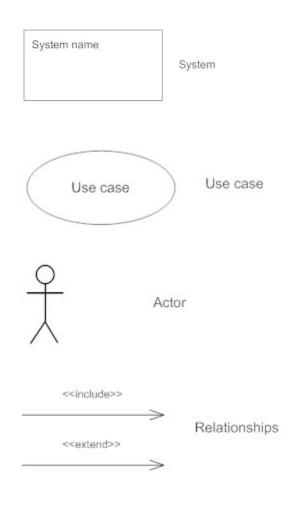
Architectural Diagram gives the detailed plans of the system components in different level office implementation

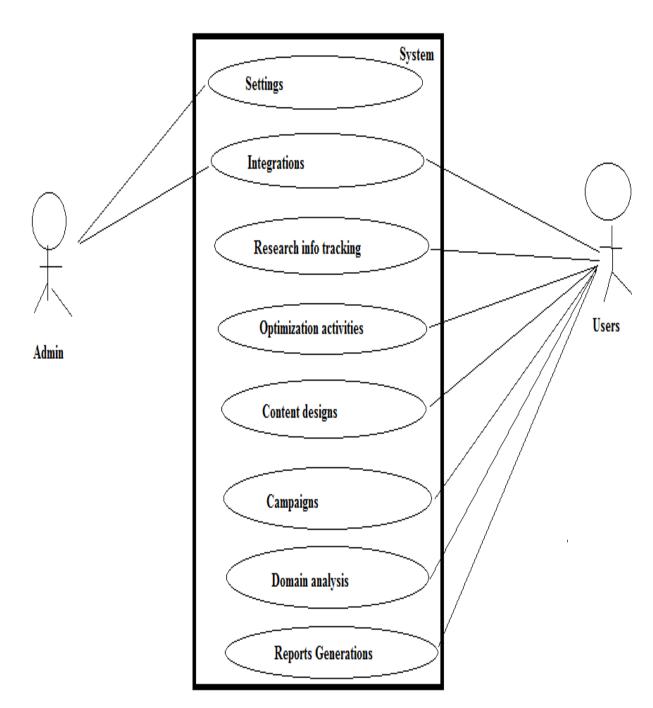


Architecture diagram

5.2 Use case diagram

Use case diagram shows all types of interactions and relationships between the user and different types of use cases where the user is involved for the referential usage.



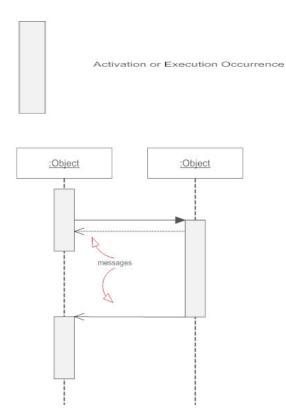


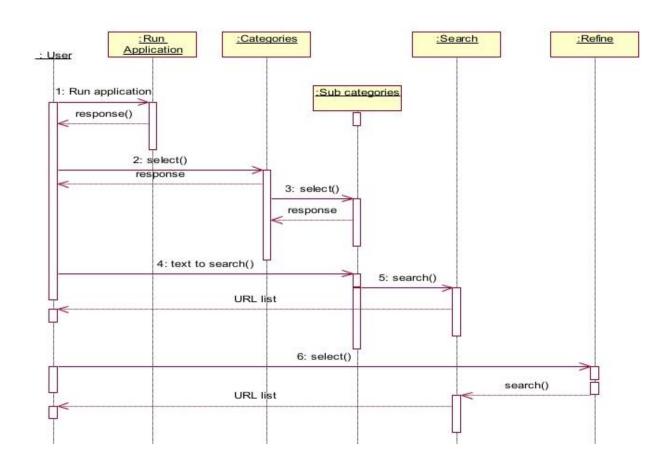
Use case diagram

27

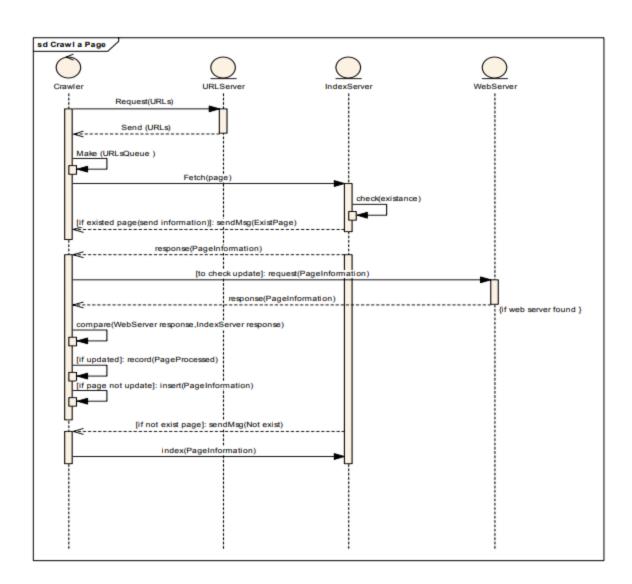
5.3 Sequence Diagram

This diagram represents individual use cases where external actors and the related messages that are invoked will be shown

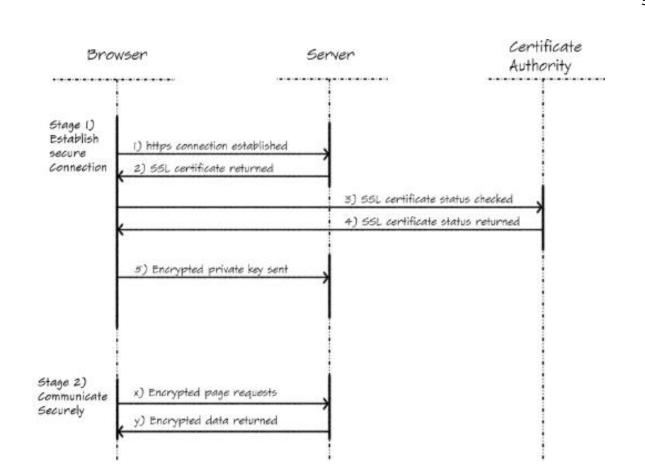




Sequence diagram for categories-based selections



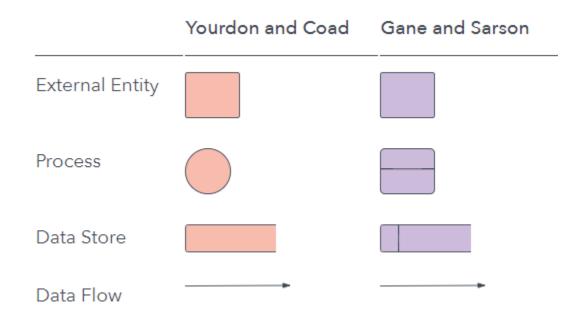
Sequence diagram

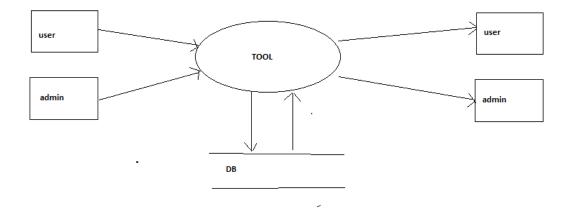


Sequence diagram for SSL encryption

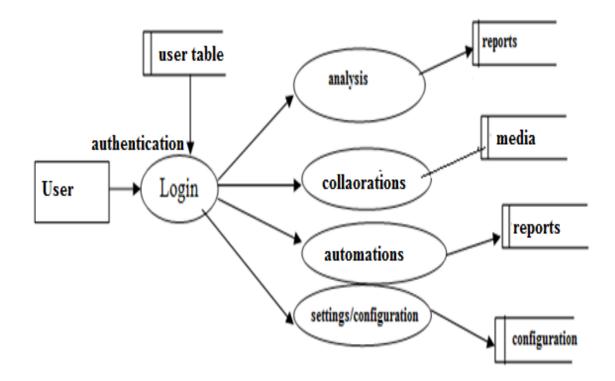
5.4 DFD (Data Flow Diagrams)

DFD represents the flow of data of a process where the related information based on inputs and outputs of each entity will be represented

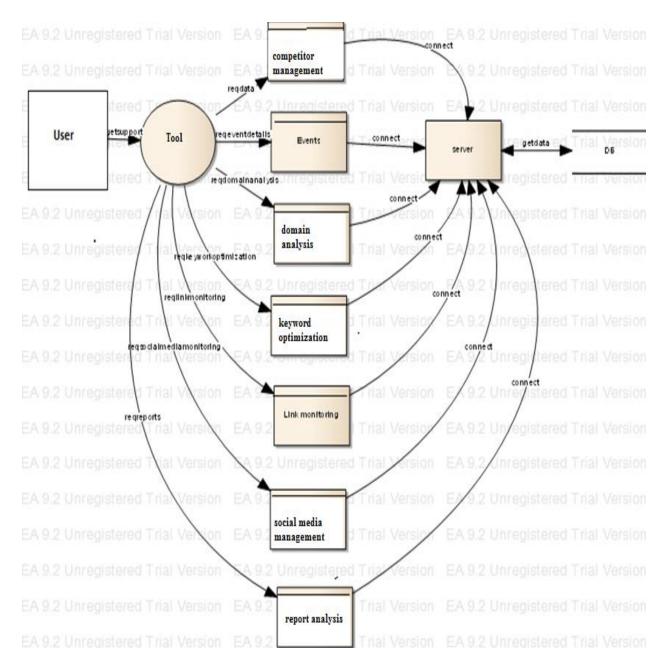




DFD diagram level0



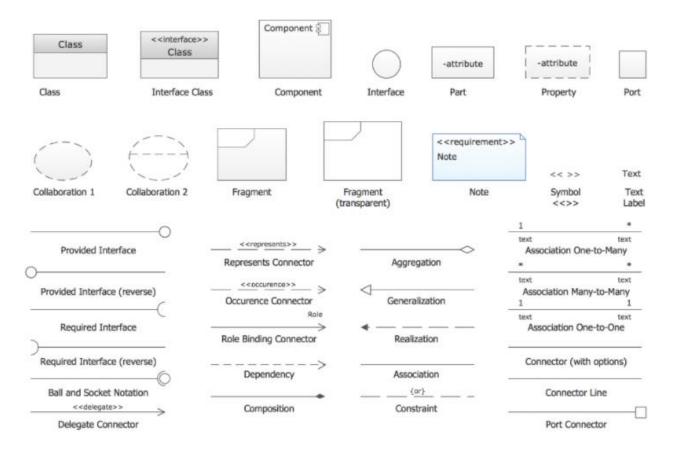
DFD level 1

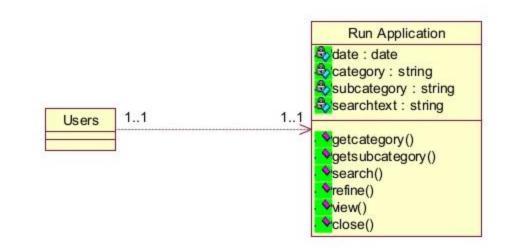


Overall DFD

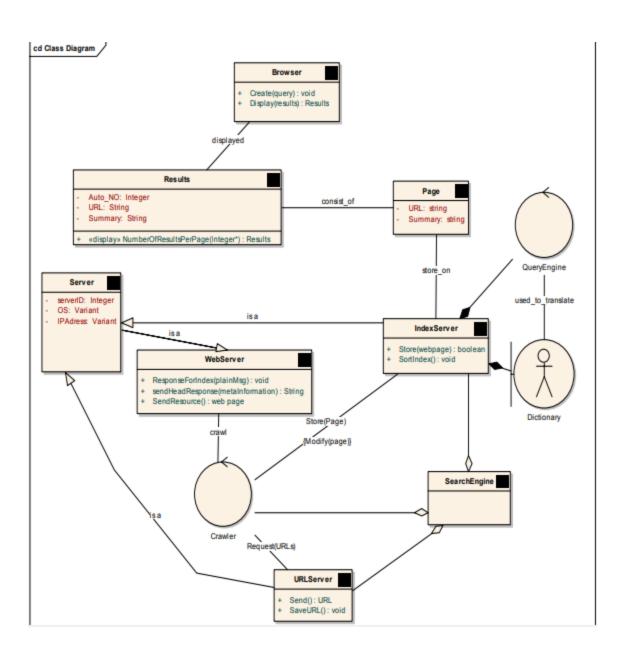
5.5 Class diagram

Class diagram is a reference where the structure is described in the format of classes attributes operations in the relationships



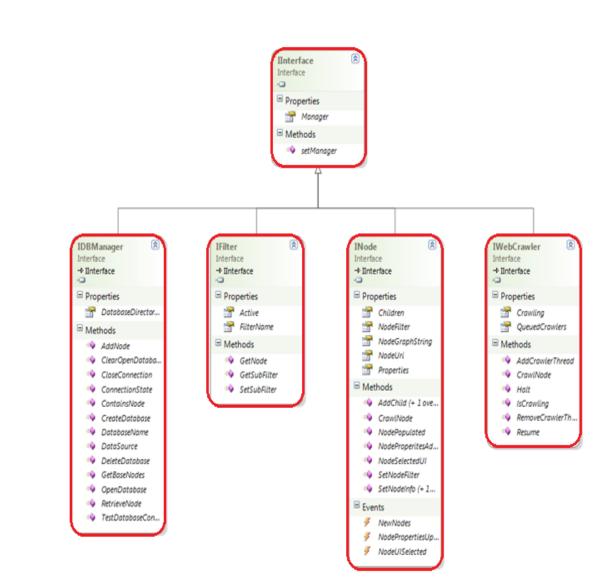


Class diagram



Class diagram

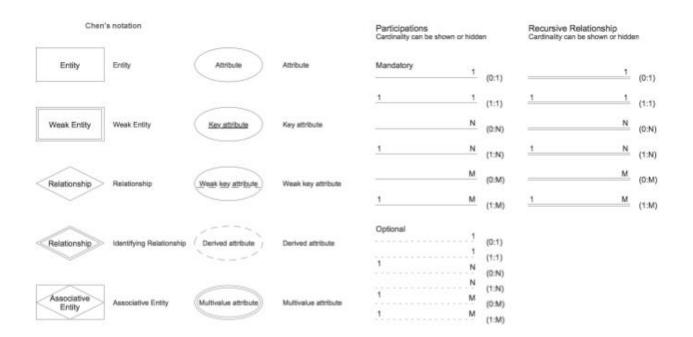
37



Class diagram

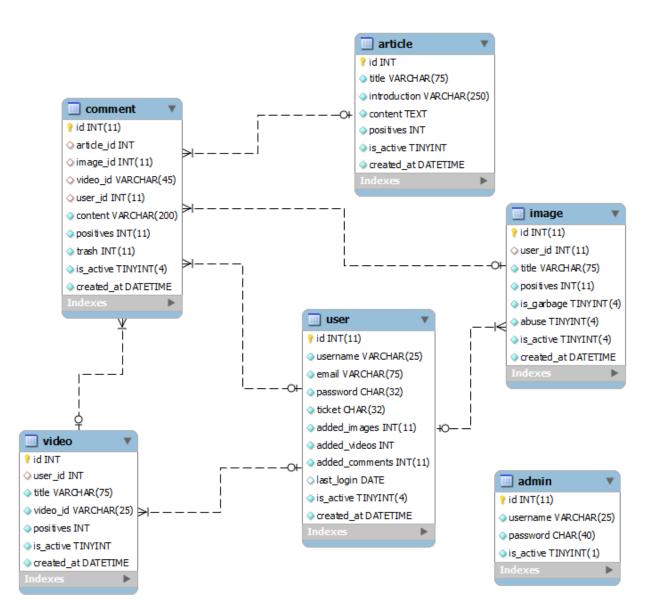
5.6 Entity relationship model

Entity relationship model is a high-level conceptual model which helps us to analyze data requirements and it is helpful for well-designed database

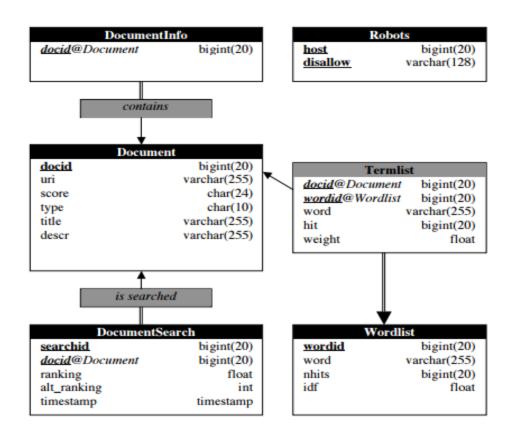


4	0

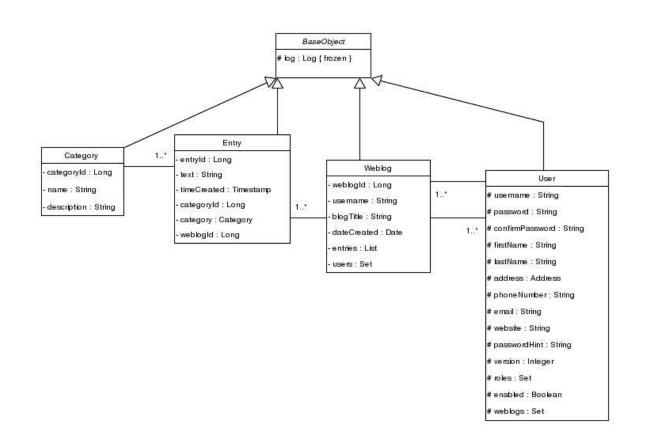
Crow's Foot notation		Many - to	- One		
Entity (with no attributes	0	*	M:1		a one through many notation on one side of a relationship and a one and only one on the other
Entity		>0	M:1		a zero through many notation on one side of a relationship and a one and only one on the other
(with attributes fiel	d)	*	M:1		a one through many notation on one side of a relationship and a zero or one notation on the other
Entity (attributes field with	h columns)	≫	M:1	O+	a zero through many notation on one side of a relationship and a zero or one notation on the other
		Many-to-I	Many		
Entity (attributes field with variable number of		≫0	M:M	≪	a zero through many on both sides of a relationship
		≯	M:M		a one through many on both sides of a relationship
Relationships (Cardinality and Modality)		≫	M:M		a zero through many on one side and a one through many on the other
≫0	Zero or More	Many-to-I	Many		
*	One or More		1:1		
	One and only One	+	7.1	O+	a one and only one notation on one side of a relationship and a zero or one on the other
+0	Zero or One	+	1:1	+	a one and only one notation on both sides



Media ER diagram



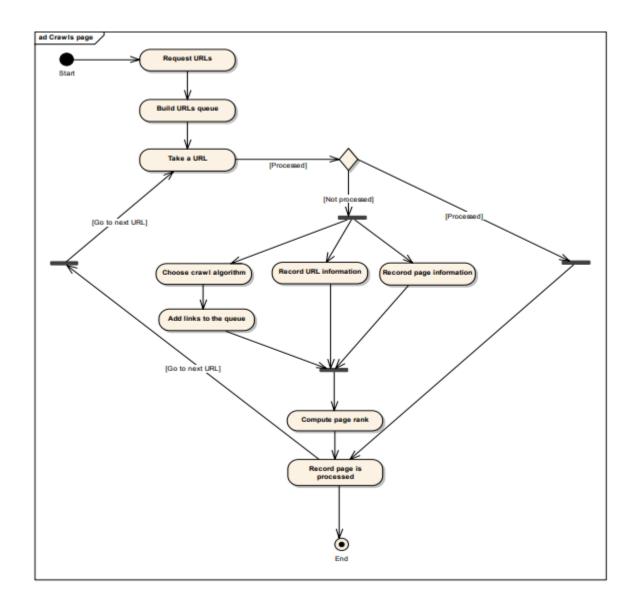
ER diagram



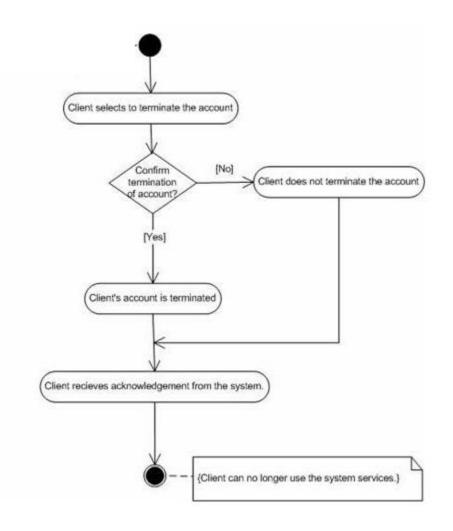
Log -ER diagram

5.7 Activity diagram

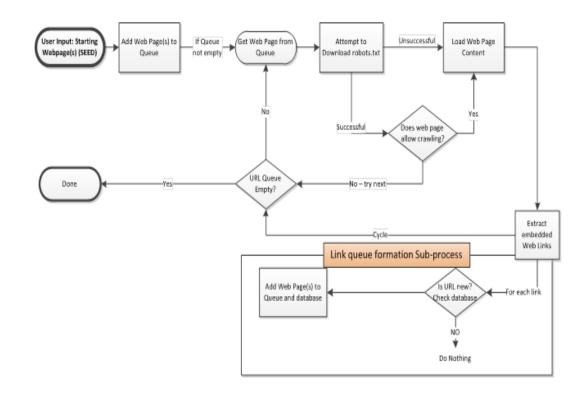
Activity diagram shows all types of activities, associations, conditions and constraints to have a detailed understanding about the activities



Activity diagram



Usage of the service



Flow diagram

CHAPTER 6

IMPLEMENTATION

6.1 Screenshots

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Authentication via media channel

Campaign Dashboard	Dashboard			
Google Analytics Site Performance Email Metrics	Add Sections	DOMAIN AUTHORITY 53	BACKLINKS	
Keyword Manager Competitor Manager Event Manager	Overview	33	944,519	
Tag Manager			TOTAL ISSUES	
Campaign Settings Research		CITATION	O	
SEO		41	0	
Content PPC Reports				
incports				
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Dashboard for different types of information reference

oard	Site Add Competitor			
e Analytics erformance Metrics	SEO Metrics			
rd Manager		santabanta.com	Select One Competitors	Select One 👻
etitor Manager Manager	External Backlinks	944,519 becklinks	Select One Add Competitor	
inager	External Backlinks	24,867		
aign Settings		beckints		
arch	Citation	41 out of 100		
	Trust Flow	58		
1	0	58 out of 100		
int	Domain Authority 9	53 out of 100		
rts	Rank	5.53 out of 10		
	Trust 0	5.55 out of 10		
	Site Metrics			
				. 10. 40 07 4

Selective comparison for different identities

Campaign Dashboard	Site Add Competitor			
Google Analytics Site Performance Email Metrics	SEO Metrics			
Keyword Manager		santabanta.com	www.ndtv.com 👻 🔀	Select One 👻
Competitor Manager Event Manager	External Backlinks 👩	944,519 backlinks	√ 4,115,245 becklinks	-
Tag Manager Campaign Settings	External Backlinks 🕧	24,867 backlinks	✓ 555,111 becklinks	-
Research SEO	Citation	41 out of 100	✓ 62 out of 100	-
Social Content	Trust Flow 0	58 out of 100	✓ 59 out of 100	
PPC	Domain Authority 🕜	53 out of 100	✓ 82 out of 100	-
Reports	Rank 🕜	5.53 out of 10	✓ 6.67 out of 10	-
	Trust 0	5.55 out of 10	✓ 6.94 out of 10	
	Site Metrics			
6	and the second se			- 🍊 🖿 🕂 😳 🍫 5:19 PM

Competitive matrix shown

nt	All Repo		Sea	rch		Reports Sta	Bulk A	ctions	* Apply	QB
ts Builder ►	Star	та			Creator	Frequency	Views			
	8 *	Social Report for s	antabanta.com alytics: Laskedin: See Performance	Twitter, and Youtube	sash	One-Time	0	o		
	•	AdWords Report fo	or santabanta.com	/	sashi	One-Time	0	ø		
	• *	SEO Report for sal	ntabanta.com oge Webnester Toori, Line Hanige	a marsing to verves the	sashi	One-Time	0	ø		
	1 - 3 of 3 Tota	al	/							

Event Add Event	/		
Events			
Q Search	Search 🐩		Bulk Actions 👻 Apply
Event Name	Scope	Description	
sample event1 business finance	Profile	test check	
1 - 1 of 1 Total Results			
		1	- 🚺 P 🗎 🗑 💊

Manage events

Profile: My Profile	✓ Campaign: santabanta.com ✓	× 1 2		👤 sashi 🔻 🔞 Help 👻 d
剩 Campaign	Research			
🎍 Research	Research			
Research 🕨				
₿ SEO				
🔊 Social				
🖺 Content	laptops		Resear	rch
PPC				
真 Reports		/		
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Specific keywords research provided

Research										
	Summary		laptops						Rese	arch
	Competitors	•								
	AdWords	-	Competitors							
			Q Search_		L.c.ma	- (#I+)			1	
			C Searcha							D EO
			Domain	Ext. Links to URL	Links	Citation Flow	Flow	Domain Authority	Authority	
			www.amazon.com	10.814	14,497	94	95	700	79	0
			www.waterus.com	4,404	5,413	79	86	92	75	0

Information categories shown

Campaign Research	Resear	ch				
Research	•					
	Summary	•	laptops			Research
	Competitors	181				
	AdWords		Statistics			0
				2008 OF 18		-
			KEYWORD INFO		the second se	
			GOOGLE LOCAL TREND	GOOGLE GLOBAL TREND	LOCAL AVERAGE VOLUME	GLOBAL AVERAGE VOLUME
			Reason of Street, Stre		3,271,667	6,131,667
			INCAL COMPETITION	GLOBAL COMPETITION	SEARCH VOLUME	URLS - IN TITLE
					75	85,416,706
			DOMAINS - IN TITLE	URLS - IN URL	DOMAINS - IN URL	URLS - IN ANCHOR
			562,025	399,705,509	1,244,585	7,401,366
			DOMAINS ON ANCHOR	URLS - IN ANCHOR & TITLE	DOMAINS - IN ANCHOR & TITLE	
			441,691	261,661	55,902	

Statistics with detailed charts provided

Campaign Research	Resear	ch						
Research								
	Summary		la	ptops			Resea	arch
	Competitors							
	AdWords	•		Options Edit				
			Additi	ional Keywords: None Langu	age: English Country: United States			
			-					
						Bulk Actions	 Apply G 	
							the second se	
				Keyword	Search Volume &	Advertiser Competition		
			•	Keyword laptops	Search Volume i 3,350,000	Advertiser Competition		
			•			Advertiser Competition	_	•
				laptops	3,350,000	Advertiser Competition		-
			0	laptops leptop	3,350,000 2,740,000	Advertiser Competition		•
			0	laptops laptop laptop computers	3,350,000 2,740,000 2,240,000	Advertiser Competition		0
			0	laptop laptop laptop computers pc laptops	3,350,000 2,740,000 2,240,000 450,000	Advertiser Competition		0

Ad-words stat with review

CHAPTER 7

SOFTWARE TESTING

Testing in corporation is important because we must check the proper draught provisions that are provided to the users with the actual references in which the system behaves. Multiple types of constellations will be checked for the accuracy and for the working implementation as the system provides multiple types of centralized working categories. Each category will be individually check time for divergent types of behavior reference because every category can be customized within the system. All types of professional behavior will be checked as we have to provide the quality based tool to the users and when the users are using it they should not be having any reference of error and even with the help of software testing when the errors are acknowledged prior in the stages of development it is helpful for the cost effective management.

Multiple types of evidences that are established will be checked with the proper evidences and each reference that is checked will be included with different types of test cases. All types of test cases will be documented so that any future reference is required in terms of behavior understanding it can be referenced. Software testing with reference to provide more accurate provisions of the information in the form ofdivergent types of reports that are generated and this is done in such a way that user should not face any type of problem in terms of transparency so inbuilt structuring is provided. Multiple references are included, and this will be done to provide the conditional workability and be required to check the conditions in a way that proper establishment of the requirement-based working can be provided to the users. Proper quality will be provided to the users, so we require a detailed structure of software testing to be conducted.



Fig- 5

The above figure shows the test automation

<u>Unit test</u>

We are doing the unit testing because we want that is units can be tested properly and as the units are tested properly it is easier for us to understand the reflex of the system

When the units are tested based on the related research perceptions, we can check the accuracy of the system and how different types of categories under the research is provided

All types of evidences that are required to be provided in terms of industrial perception development will be checked because we have to undertake different types of categorical working

We will be also checking all types of Automations because we have to check the triggers that are included works properly in real time and as the conditions of the triggers will be different from one organization to another it has to act in the related provisions that are added by the user

Multiple types of content designing provisions will be also checked and even the inclusion of social media platforms and sharing will be checked

The related security aspects will be also considered and will be checked

Automation

Automation references are important to be done and we are using QTP and different references of Selenium software so that all types of detailing can be acknowledged

Automation Testing will be done on a faster mode and all types of references can be achieved inlet time with most standard provisions

Multiple reports will be provided by the automated software in terms of the related check that will be performed so that it finds the problems will be more appropriate

Test cases

Number	Description	Test	Expected	Actual	Test	Severity
		Input	Result			
1	Admin	Login provided	Login success	Authentication and structuring provided	Pass	Major
2	Channels added	Setups	Verified	Channels added and working provided	Pass	Critical
3	View research	Setups	Considerations added	Different information reference provided	Pass	Critical
4	Data matrix	Auto	Modeled	Different reference provided with structure and modifications	Pass	Critical
	Team management	Inputs	Notified as added	Different teams added	Pass	Critical

5						
6	Search	Inputs	Category wise data provided	Data provided	Pass	Critical
7	Display	Selective	Content design options	Content design provided	Pass	Major
8	Automation	Reference setups	All data reports generated	Different schedule reports added	Pass	Critical

CHAPTER 8

CONCLUSION

We can conclude that all configurations are fulfilled based on media alliance and considerations of modeling within the system so that any type of research considerations that are required to be acknowledged can be fulfilled properly and even alt has a prospective working in a segmented way can be established. Utilization of the system is elaborated as multiple types of references are provided at the same time the media channels can be incorporated and used at the same time different types of references of research orientations for industrial perception can be generated. The related perception that are related with different types of related representation objectives can be also achieved as different types of content design options were provided and we have use those options for detailed control content design and publishing.

The system also provides multiple considerations of real-time workability and which is important and requires more knowledge about the preferential work considerations. All type of references that are included within the system can be randomly utilized and this will help the companies to utilize multiple variations at the same time making it cost effective for them. We can also say that system is well authenticated with different types of security measures and all types of integration that will be performed by the system is also incorporated with different types of security methodologies. Multiple responses of Information and Statistics based on different types of matrix where achieved and we found that even different provisions of comparison support and other references of detailed working is also acknowledged within the system.

With the help of a system we understood that system can be flexible be used for the integrated in hands mint activities and for the integrated analytical provision at the same time which makes it very much suitable for us as we have to perform integrated activities with multiple types of perceptions at the same time there we have to deal different types of clients. Consolidation of the working is also important as now any type of respected activities related can be customized and can be utilized as required with the help of platform access.

FUTURE ENHANCEMENTS

Enhancement references are required because more considerations of research and more consideration of industrial perception design can be required by the clients in the future so we will be auditing the clients and different types of references will be provided to them. Followingare some of the important considerations of future enhancement

More workability options can be added in terms of report generation for example more charting types can be added

The collaborations that have provided can be elaborated with more considerable communication options

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