

PROJECT REPORT

“Youth in Agribusiness: Identifying Economic and Social factor that influence youth towards Agribusiness”

SUBMITTED BY:

ABIN K P

4AL22BA002

Submitted to:



VISVESVARAYA TECHNOLOGICAL UNIVERSITY BELAGAVI

In partial fulfilment of the requirements for the award of the degree of

MASTER OF BUSINESS ADMINISTRATION

Under the guidance of

INTERNAL GUIDE:

Mrs. Archana D P

Assistant professor

AIET, Mijar



**DEPARTMENT OF BUSINESS ADMINISTRATION ALVA'S INSTITUTE
OF ENGINEERING PG AND TECHNOLOGY, SHOBHAVANA
CAMPUS, MIJAR MOODBIDRI 2023-24**

Date: 09/09/2024

CERTIFICATE

This is to certify that **Abin K P** bearing **USN 4AL22BA002**, is a bonafide student of Master of Business Administration course of Alva's Institute of Engineering and Technology, Moodbidri, for the batch 2022-2024, affiliated to Visvesvaraya Technological University, Belagavi. The Project report on **"Youth in Agribusiness: Identifying Economic and Social Factors that influence youth towards Agribusiness"** is prepared by him under the guidance of Mrs. Archana D.P, Assistant Professor, in partial fulfilment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belagavi Karnataka.



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DECLARATION

I, **ABIN K P (4AL22BA002)**, here by declare that the Project Title entitled "**Youth in Agribusiness: Identifying Economic and Social Factors that influence youth towards Agribusiness**" prepared by me under the guidance of **Mrs. Archana D P**, faculty of MBA Department, Alva's Institute of Engineering and Technology, Mijar.

I also declare that this Project is towards the partial fulfillment of the University regulations for the award of degree of Master of Business Administration by Visvesvaraya Technological University Belagavi.

I have undergone a summer project for a period of six weeks. I further declare that this Project is based on the original study undertaken by me and has not been submitted for the award of any degree/diploma from any other University/ Institution.

Place: *Mijar*

Date: *9/9/2024*

Abin K P
Signature of the Student

ACKNOWLEDGEMENT

I would like to express my special thanks to my Internal Guide **Mrs. Archana D P**. Who gave me the golden opportunity to do this positive Research on the topic - **“Youth in Agribusiness: Identifying Economic and Social factor that influence youth towards Agribusiness”**

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This project has helped me to explore and learning new concepts. I am thankful to them for their invaluable support and guidance throughout this journey.

I express my deepest gratitude to my parents and family members for their active role in my professional development without which my higher studies would have been just a dream.

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EXECUTIVE SUMMARY

This study investigates the factors influencing youth participation in agribusiness, a critical sector for tackling global issues such as food insecurity and rural poverty. Despite the significant role agriculture plays in emerging nations' economies, youth involvement remains alarmingly low. The research reveals that socio-economic factors, such as income, education, and family background, significantly impact youth engagement in agribusiness. Key barriers include limited access to resources like land, credit, and technology, as well as negative societal perceptions of agriculture. The allure of urban migration further discourages youth from considering agribusiness as a viable career.

To address these challenges, the study recommends mentorship programs, skill-based training, and platforms that promote innovation and collaboration among youth in agribusiness. Integrating technology into agricultural practices can attract tech-savvy youth and improve productivity. Strengthening partnerships between educational institutions and agribusiness enterprises is crucial to bridging the gap between theory and practice.

Further research should explore the long-term impacts of these interventions, focusing on how policies and outreach strategies can better support youth engagement in agribusiness. Ultimately, increasing youth participation is essential for sustainable economic development and food security.

PROJECT REPORT ON
“A COMPREHENSIVE STUDY ON FLIPKART E-COMERCE
SALESE ANALYSIS USING POWER BI & EXCEL”

Submitted By

PRASHANTHA G

4AL22BA063

Submitted To



VISVESVARAYA TECHNOLOGY UNIVERSITY, BELAGAVI
In Partial fulfilment of the requirements for the degree of
MASTER OF BUSINESS ADMINISTRATION

Under the guidance of

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Sales Manager

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PG DEPARTMENT OF BUSINESS ADMINISTRATION ALVA'S
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Shobhavana Campus, Mijar, Moodubidri

MAY-2024

FLIPKART INDIA (E-COMMERCE)Private Limited
Flipkart Fulfillment Center,Industrial Estate, 4th
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Flipkart



Date:22 /04 /2024

TO WHOM SO EVER IT MAY CONCERN

This is to certify that **Mr.Prashantha G** (USN:4AL22BA063)who is pursuing his Post Graduation Degree in MBA from **Alva's institute of Engineering and Technology** under "**Visvesvaraya Technology University**"has successfully completed his internship on "**Sales Analyst**"in our organization from the period of 22-04-2024 to 02-06-2024

His performance &conduct during the internship was good.

We wish him all the very best for his future endeavor.

Yours faithfully,

For Flipkart India (E-commerce)Pvt Ld

Babu Prasadh

General Manager-HR

Best Regards



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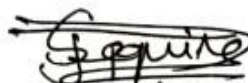
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CERTIFICATE

This is to certify that **Prashantha G** bearing USN 4AL22BA063, is a bonafide student of Master of Business Administration course of Alva's Institute of Engineering and Technology, Moodbidri for the batch 2022-2024, affiliated to Visvesvaraya Technological University, Belagavi. The Project report on "A Comprehensive Study on Flipkart E-Commerce Sales Analysis Using Power BI & Excel" is prepared by him under the guidance of Mrs Archana D P, Assistant Professor, in partial fulfilment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belagavi Karnataka.



Signature of Internal Guide



Signature of HOD

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Signature of Principal
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DECLARATION

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I also declare that this Project is towards the partial fulfilment of the University regulations for the award of degree of Master of Business Administration by Visvesvaraya Technological University Belagavi.

I have undergone a summer Project for period of six weeks. I further declare that this Project is based on the original study undertaken by me and has not been submitted for the award of any degree/ diploma from any other University/Institution.

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Place: Mijar


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Prashantha G
(4AL22BA063)

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I would like to take this opportunity to express my sincere gratitude to all those who have helped me throughout this project. It gives me immense pleasure to acknowledge all those who have rendered encouragement and support for the successful completion of this work.

I express my deep sense of gratitude to my internal guide **Mrs. Archana DP** Assistant Professor Dept. of the MBA. For his constant support and encouragement to carry out my project successfully without much difficulty.

I would like to express my sincere thanks to **Dr. Peter Fernandes**, Principal Alva's Institute of Engineering and Technology, Mijar, Moodabidiri.

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With regards
Prashantha G

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Executive summary

This project aimed to conduct a comprehensive analysis of Flipkart's e-commerce sales data using Power BI and Excel. By examining various aspects of Flipkart's operations, including industry analysis, company profile, product offerings, competitive landscape, SWOT analysis, and financial performance, the study sought to gain valuable insights into the company's position in the market and identify areas for improvement.

This project delivers a detailed analysis of Flipkart's e-commerce sales using Power BI and Excel, focusing on customer segmentation, sales trends, product performance, and marketing effectiveness. The study identified three customer segments—high-value, frequent, and occasional shoppers—and revealed seasonal sales peaks during festive periods. Key product categories like electronics and fashion consistently led in sales volume and revenue, while customer satisfaction surveys highlighted strong performance in delivery, product quality, and customer support. The analysis also emphasized the positive impact of targeted email marketing campaigns on customer engagement. Recommendations are provided to optimize Flipkart's sales strategies, enhance marketing efforts, and leverage customer insights for sustained growth and market leadership.

PROJECT REPORT

**“A study on Sentimental Analysis on Amazon considering mobile product
on Vivo”**

SUBMITTED BY:

Shushank Jain

4AL22BA102

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VISVESVARAYA TECHNOLOGICAL UNIVERSITY BELAGAVI

In partial fulfilment of the requirements for the award of the degree of

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Under the guidance of

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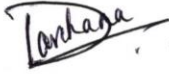


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INSTITUTE OF ENGINEERING PG AND TECHNOLOGY,
SHOBHAVANA CAMPUS, MIJAR MOODBIDRI 2023-24**

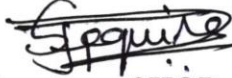
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Signature of Internal Guide



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DECLARATION

I, **Shushank Jain(4AL22BA102)**, here by declare that the Project Title entitled **“A study on Sentimental Analysis on Amazon considering mobile product on Vivo”** prepared by me under the guidance of **Mrs. Archana D P**, faculty of MBA Department, Alva's Institute of Engineering and Technology and

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Place:

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(4AL22BA102)

ACKNOWLEDGEMENT

I would like to express my special thanks to my Internal Guide **Mrs. Archana D P**. Who gave me the golden opportunity to do this positive Research on the topic - **“A study on Sentimental analysis on amazon considering mobile product on vivo”**

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EXECUTIVE SUMMARY

In this project, I conducted an analysis of customer reviews for Vivo mobile products on Amazon. The first step involved collecting data using web scraping techniques, specifically through Python's BeautifulSoup library. After gathering the reviews, I proceeded with data cleaning and preparation, addressing missing values and ensuring the data was suitable for analysis.

Next, I utilized Natural Language Processing (NLP) to classify the sentiment of the customer reviews into positive, neutral, or negative categories. This process allowed me to explore how customers felt about the products they had purchased.

I then applied three machine learning models—Logistic Regression, Support Vector Classifier, and Random Forest Classifier—to predict customer sentiment based on the reviews. Each model was trained on the data to evaluate its effectiveness in predicting sentiment.

Finally, I visualized the data to explore key patterns such as price distribution, ratings, and customer sentiment, helping to identify insights into customer preferences and product performance. Through this structured approach, the project aimed to offer a comprehensive analysis of Vivo products based on customer feedback.