

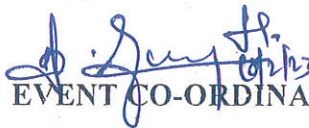
PERI INSTITUTE OF TECHNOLOGY
DEPARTMENT OF COMPUTER SCIENCE AND ENGINEERING
CIRCULAR

Ref: PERIIT/CSE/ 2022-2023 EVEN/05

Date: 18/02/2023

The Department of Computer Science and Engineering is organizing a **WORKSHOP** in **Topic: "DIGITAL TECHNOLOGY AND GOOGLE ANALYTICS"** for third years and final years on 21/02/2023 (Tuesday) from 10 am.


I request all the faculty members and students to attend the workshop and we are expecting your coordination throughout the session.


EVENT CO-ORDINATOR


HOD

Copy to:

THE PRINCIPAL
VICE PRINCIPAL
All HOD's
Students Group


Dr. R. PALSON KENNEDY, M.E., Ph.D.,
PRINCIPAL
PERI INSTITUTE OF TECHNOLOGY
Mannivakkam, Chennai - 600 016.

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21

FEB
2023

10 AM

DEPARTMENT OF COMPUTER SCIENCE AND ENGINEERING

ASSOCIATION OF PERI COMPUTER SCIENCE ENGINEERS

"SPINAETOS"

ORGANIZES

WORKSHOP ON

**"DIGITAL TECHNOLOGY
AND GOOGLE ANALYTICS"**



Resource Person:

Ms. JAYALAKSHMI KRISHNAMOORTHY

Digital Marketing Manager,
German Trainer
eLearnen

Dr. R. PALSON KENNEDY

Principal

Mr. B. MAGESH

Vice-Principal

Ms. K. VARALAKSHMI

HOD - CSE

ADMISSION CONTACT :

 **91505 94111 / 222**

 **www.peri.education**

admissions@peri.education



PERI Knowledge Park, Mannivakkam, Chennai - 600048

PERI INSTITUTE OF TECHNOLOGY
DEPARTMENT OF COMPUTER SCIENCE AND ENGINEERING
GUEST LECTURE ON “DIGITAL TECHNOLOGY AND GOOGLE ANALYTICS”
Report

A **Guest Lecture** on the topic “**DIGITAL TECHNOLOGY AND GOOGLE ANALYTICS**” was organized by the Department of Computer Science and Engineering, on 21th February 2023 by 10am. It was organized for the third year students of Computer Science and Engineering department. **MS. Jayalakshmi Krishnamoorthy, Digital marketing manager German Trainer, Chennai** was the guest speaker of the day.

The poster is dark-themed with white and yellow text. At the top, it features the PERI Institute of Technology logo and the date '21 FEB 2023 10 AM'. Below this, it lists the organizing department and association. The main title of the workshop is 'DIGITAL TECHNOLOGY AND GOOGLE ANALYTICS'. A central illustration shows a person interacting with a large screen displaying data charts. Below the illustration is a circular portrait of the speaker, Ms. Jayalakshmi Krishnamoorthy, with her title 'Digital Marketing Manager, German Trainer, eLearnen'. At the bottom, it lists the Principal, Vice-Principal, and HOD of CSE, along with admission contact information and the institute's website and address.

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21 FEB 2023
10 AM

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Resource Person:
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Digital Marketing Manager,
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HOD - CSE

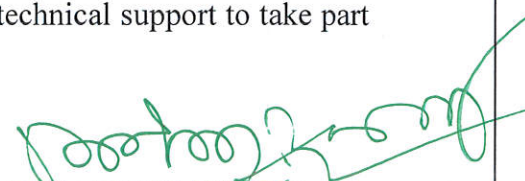
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Fig.1 Speaker – MS. Jayalakshmi Krishnamoorthy

The workshop was conducted in **Conference Hall** at **PERI Institute of Technology** with the students participants were provided with the necessary technical support to take part in the workshop session.


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Mannivakkam, Chennai - 600 048.

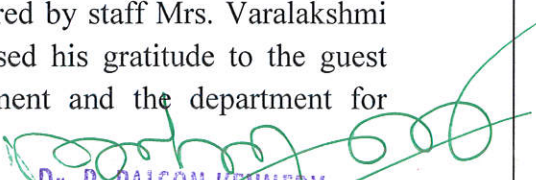
The workshop began with a formal welcome note by Ms. Lavanya B, 3rd year CSE, presided by Mrs. Varalakshmi Krishnan HOD, CSE. The speaker, **MS. Jayalakshmi Krishnamoorthy** accepted the invite. Having years of experience in Digital technology and google analytics , she commenced his speech and focused towards how the students should prepare themselves for setting up a successful career. She discussed with the students on effectively planning before starting the actual development. Also She explained the growing technology which enables computers to learn automatically from past data. Also he gave clear points on, how Google analytics used to track website performance and collect visitor insights. It can help organizations determine top sources of user traffic, gauge the success of their marketing activities and campaigns, track goal completions (such as purchases, adding products to carts), discover patterns and trends in user engagement and obtain other visitor information such as demographics. Small and medium-sized retail websites often use Google Analytics to obtain and analyze various customer behavior analytics, which can be used to improve marketing campaigns, drive website traffic and better retain visitors.

MS. Jayalakshmi Krishnamoorthy explained How does google Analytics work It acquires user data from each website visitor through the use of page tags. A JavaScript page tag is inserted into the code of each page. This tag runs in the web browser of each visitor, collecting data and sending it to one of Google's data collection servers. Google Analytics can then generate customizable reports to track and visualize data such as the number of users, bounce rates, average session durations, sessions by channel, page views, goal completions and more. The page tag functions as a web bug or web beacon, to gather visitor information. However, because it relies on cookies, the system can't collect data for users who have disable.

She also explained about digital technology, It is widely used by businesses to manage internal processes and enhance customer experience. SHE conveyed the importance of digital technology Enterprise resource planning (ERP) is the use of technology and software to manage the main processes of a business in real-time. It is part of business management software that allows companies to collect, store, monitor, and analyze data from various corporate activities. In digital technology Big data is important one it is a large quantity of data that grows in increasing volumes and speed. Structured data is stored in a numeric format such as databases and spreadsheets. Unstructured data is unorganised and doesn't have a specific format. The data can come from various sources such as social media, websites, apps, questionnaires, purchases, or online check-ins, which helps companies to identify customer needs. To set up a successful career path, today's students must also be out-of-box thinkers in various dimensions.

The students listened to his words enthusiastically and voiced their doubts during the query session.

The lecture ended with a formal vote of thanks delivered by staff Mrs. Varalakshmi Krishnan, HOD/Assistant Professor CSE, wherein he expressed his gratitude to the guest speaker, **MS. Jayalakshmi Krishnamoorthy**, the management and the department for providing such a valuable session.


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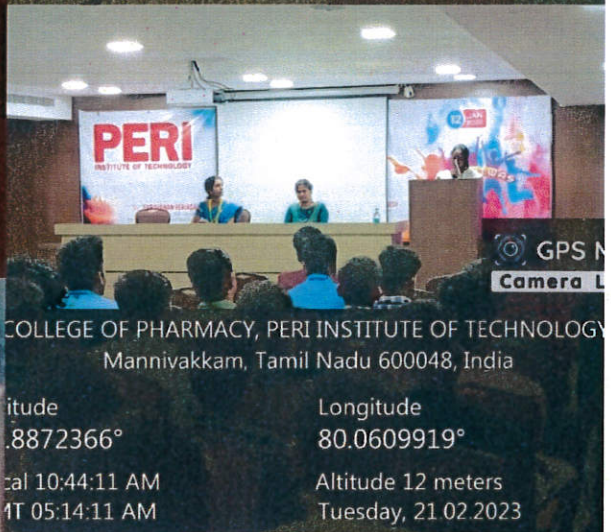
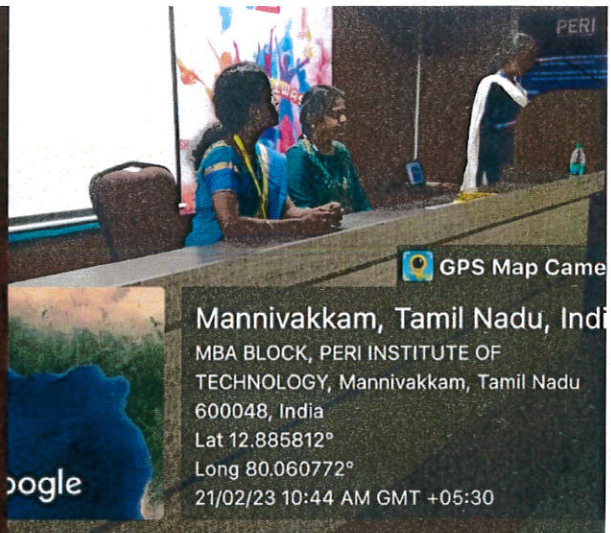


Fig. 2 Speaker Addresses the Participants

R. Palsan Kennedy
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DEPARTMENT OF COMPUTER SCIENCE ND ENGINEERING
WORKSHOP ON DIGITAL TECHNOLOGY AND GOOGLE ANALYTICS
PARTICIPANT ATTENDANCE SHEET

S.No	Reg.No	Name of the Student	Year /Sec	Signature
1	411520104001	Aarthy K P	III/A	Aarthy K.P
2	411520104002	Aayisha K	III/A	Aayisha
3	411520104003	Abdul Lathief Ah	III/A	Abdul Lathief Ah
4	411520104004	Abirami V	III/A	Abirami V
5	411520104005	Akash D	III/A	Akash D
6	411520104006	Apsar K	III/A	Apsar K
7	411520104007	Apshana S	III/A	Apshana S
8	411520104008	Aravindhan M	III/A	Aravindhan M
9	411520104009	Arjun Pt	III/A	Arjun Pt
10	411520104010	Arun Kishore E	III/A	Arun Kishore E
11	411520104011	Arunkumar Ek	III/A	Arunkumar Ek
12	411520104012	Arun Kumar G	III/A	Arun Kumar G
13	411520104013	Ashokkumar M	III/A	Ashokkumar M
14	411520104014	Ashwin Kumar Pj	III/A	Ashwin Kumar Pj
15	411520104015	Ashwinth Kk	III/A	Ashwinth Kk
16	411520104016	Atchaya R	III/A	Atchaya R
17	411520104017	Brindha M	III/A	Brindha M
18	411520104018	Caleb J	III/A	Caleb J
19	411520104019	Chandraguptan T	III/A	Chandraguptan T
20	411520104020	Dhamodharan Sk	III/A	Dhamodharan Sk
21	411520104021	Dhana Sehwa R	III/A	Dhana Sehwa R
22	411520104022	Dinakaran C	III/A	Dinakaran C
23	411520104023	Dinesh D	III/A	Dinesh D
24	411520104024	Durga V	III/A	Durga V
25	411520104025	Ganesh B	III/A	Ganesh B
26	411520104026	Goddumuri Raju	III/A	Goddumuri Raju
27	411520104027	Gomathi S	III/A	Gomathi S
28	411520104028	Gowtham M	III/A	Gowtham M
29	411520104029	Gunalan M	III/A	Gunalan M
30	411520104030	Hareesh Anand Sr	III/A	Hareesh Anand Sr
31	411520104031	Harini K	III/A	Harini K
32	411520104032	Harish Suriya S	III/A	Harish Suriya S
33	411520104033	Hemachandran R	III/A	Hemachandran R
34	411520104034	Immanuvel B	III/A	Immanuvel B
35	411520104035	Jayashree N	III/A	Jayashree N
36	411520104036	Jayashree V	III/A	Jayashree V
37	411520104037	Jeevanantham D	III/A	Jeevanantham D
38	411520104038	Kamalesh B	III/A	Kamalesh B
39	411520104039	Karthick A	III/A	Karthick A
40	411520104040	Karthick Subramaniyan S	III/A	Karthick Subramaniyan S

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41	411520104041	Karuppiah K	III/A	K. Karuppiah
42	411520104042	Kathiravan M	III/A	M. Kathiravan
43	411520104043	Kavidharshini R	III/A	R. Kavidharshini
44	411520104044	Kavikumar K	III/A	K. Kavikumar
45	411520104045	Kaviya P	III/A	P. Kaviya
46	411520104301	Hemanraj Nv	III/A	N. Hemanraj
47	411520104302	Kalaivani S	III/A	S. Kalaivani
48	411520104303	Lavanya M	III/A	M. Lavanya
49	411520104304	Mary Sowmiya S	III/A	S. Mary Sowmiya
50	411520104305	Mathavan M	III/A	M. Mathavan
51	411520104307	Nandhini S	III/A	S. Nandhini
52	411520104308	Pavithra V	III/A	V. Pavithra
53	411520104309	Priyadharshini D	III/A	D. Priyadharshini
54	411520104310	Pushparaj E	III/A	E. Pushparaj
55	411520104311	Ramprasanna R	III/A	R. Ramprasanna
56	411520104312	Samyuktha Ad	III/A	A. Samyuktha
57	411520104313	Sandro Thisha R	III/A	R. Sandro Thisha
58	411520104314	Uma Maheswari D	III/A	D. Uma Maheswari
59	411520104315	Vignesh R	III/A	R. Vignesh
60	411520104701	Jaydeep V	III/A	V. Jaydeep
61	411520104702	Tanuj B	III/A	B. Tanuj
62	411520104046	Keraklin W	III/B	W. Keraklin
63	411520104047	Kiran Kumar M	III/B	M. Kiran Kumar
64	411520104048	Kiruthika G	III/B	G. Kiruthika
65	411520104049	Kollu Balavardhan K	III/B	K. Kollu Balavardhan
66	411520104050	Koushikraju R	III/B	R. Koushikraju
67	411520104051	Lavanya S	III/B	S. Lavanya
68	411520104052	Logeshwari R	III/B	R. Logeshwari
69	411520104053	Madesh C	III/B	C. Madesh
70	411520104054	Manikandan M	III/B	M. Manikandan
71	411520104055	Manikandan S	III/B	S. Manikandan
72	411520104057	Marikala M	III/B	M. Marikala
73	411520104058	Megasri K	III/B	K. Megasri
74	411520104059	Mohamed Harris H	III/B	H. Mohamed Harris
75	411520104060	Mohamed Pakier Rahim Y	III/B	Y. Mohamed Pakier Rahim
76	411520104061	Monalisa V	III/B	V. Monalisa
77	411520104062	Muralikrishnan R S	III/B	S. Muralikrishnan
78	411520104064	Muthupandi P	III/B	P. Muthupandi
79	411520104065	Nalini R	III/B	R. Nalini
80	411520104066	Naveen Kumar E	III/B	E. Naveen Kumar
81	411520104067	Nithin Karthi R M	III/B	M. Nithin Karthi
82	411520104068	Nithyasree P	III/B	P. Nithyasree
83	411520104069	Nivetha B	III/B	B. Nivetha
84	411520104070	Prasannakumaran S	III/B	S. Prasannakumaran
85	411520104071	Praveenkumar T	III/B	T. Praveenkumar
86	411520104072	Priyanga D	III/B	D. Priyanga

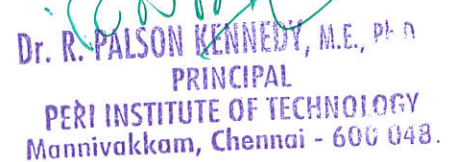
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87	411520104073	Ragul P	III/B	
88	411520104074	Ragunath R	III/B	R. Ragunath
89	411520104075	Rajasubramani R	III/B	R. Rajasubramani
90	411520104076	Ratthika S	III/B	Ratthika S
91	411520104077	Ravishankar G	III/B	Ravishankar G
92	411520104078	Rithick R	III/B	Rithick R
93	411520104079	Ruthresh P	III/B	Ruthresh P
94	411520104080	Samuel I	III/B	Samuel I
95	411520104081	Sanjaana S	III/B	Sanjaana S
96	411520104082	Sanjay R	III/B	Sanjay R
97	411520104083	Saranya S	III/B	S. Saranya
98	411520104084	Senthurammal S	III/B	Senthurammal S
99	411520104085	Shankar K	III/B	Shankar K
100	411520104086	Sharan G	III/B	Sharan G
101	411520104087	Shiyam Sundhar B	III/B	Shiyam Sundhar B
102	411520104088	Sivaprakash K	III/B	Sivaprakash K
103	411520104089	Sivasabarishwari M	III/B	S. Sivasabarishwari
104	411520104090	Sneha Priya M	III/B	Sneha Priya M
105	411520104091	Sowmiya B	III/B	Sowmiya B
106	411520104092	Srikanth R	III/B	Srikanth R
107	411520104093	Sunilkumar N	III/B	Sunilkumar N
108	411520104094	Swetha B	III/B	Swetha B
109	411520104095	Swetha Sree S	III/B	Swetha Sree S
110	411520104096	Thanuja V	III/B	Thanuja V
111	411520104097	Tharun M	III/B	Tharun M
112	411520104098	Thrisha B	III/B	Thrisha B
113	411520104099	Vandhana J	III/B	Vandhana J
114	411520104100	Varshini V	III/B	Varshini V
115	411520104101	Velmurugan D	III/B	Velmurugan D
116	411520104102	Venkatesh S	III/B	Venkatesh S
117	411520104103	Vignesh S	III/B	Vignesh S
118	411520104104	Vijaya Harshitha	III/B	Vijaya Harshitha
119	411520104105	Vijayakumar D	III/B	Vijayakumar D
120	411520104106	Vishnu B	III/B	Vishnu B
121	411520104107	Vishva B	III/B	Vishva B


Event Coordinator


HOD/CSE


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MANNIVAKKAM, TAMBARAM
DEPARTMENT OF COMPUTER SCIENCE AND ENGINEERING

GUEST LECTURE – STUDENT FEEDBACK FORM

Name & Registration No : Keerthana V - 411519104035
Year : IV
Name of the Expert : Ms. Jayalakshmi Krishnamoorthy
Guest lecture Topic : Digital Technology of Google Analytics
Date & Time : 21/02/23 of 10.00 AM.

Did this speaker grab your attention?

yes

Rate the effectiveness of the Session: 1 = Less Effective. 5 = Highly Effective

5

What leadership qualities will you take from this speaker?

responsibility, coordination.

Overall opinion of this topic:

It was clear and understandable.

Other comments:



Signature

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GUEST LECTURE – STUDENT FEEDBACK FORM

Name & Registration No : P. Babyswetha & 411519104007
Year : IV year CSE 'A'
Name of the Expert : Ms. Jayalekshmi Krishnamoorthy
Guest lecture Topic : Digital Technology & google analytics
Date & Time : 21/02/23 @ 10-00 AM

Did this speaker grab your attention?

Yes

Rate the effectiveness of the Session: 1 = Less Effective. 5 = Highly Effective

5

What leadership qualities will you take from this speaker?

responsibility, coordination

Overall opinion of this topic:

It was clear and understandable

Other comments:

Signature

P. Babyswetha

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GUEST LECTURE – STUDENT FEEDBACK FORM

Name & Registration No : S. kartheesubramanian -A11520104040
Year : 11
Name of the Expert : Ms. Sayalakshmi Krishnamoorthy
Guest lecture Topic : Digital Technology & google analytics
Date & Time : 21/02/22 @ 10.00 AM.

Did this speaker grab your attention?

Yes

Rate the effectiveness of the Session: 1 = Less Effective. 5 = Highly Effective

5

What leadership qualities will you take from this speaker?

Teamwork, analysis and responsibility.

Overall opinion of this topic:

I really found something unknown on this digital world

Other comments:

by this session.


Signature

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GUEST LECTURE – STUDENT FEEDBACK FORM

Name & Registration No : A.H. ABDUL LATHEEF
Year : III
Name of the Expert : Ms. Sayalakshmi Krishnamoorthy,
Guest lecture Topic : Digital technology and Google analytics.
Date & Time : 21/02/23 @ 10.00 A.m

Did this speaker grab your attention?

yes

Rate the effectiveness of the Session: 1 = Less Effective. 5 = Highly Effective

5

What leadership qualities will you take from this speaker?

Responsibility.

Overall opinion of this topic:

New and good.

Other comments:


Signature

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from III CSE - A has participated
in workshop on **DIGITAL TECHNOLOGY AND GOOGLE ANALYSTIC** held at
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CERTIFICATE
OF PARTICIPATION

This is to certify that Mr / Ms. KARTHICK A
from III CSE - A has participated
in workshop on **DIGITAL TECHNOLOGY AND GOOGLE ANALYSTIC** held at
PERI Institute of Technology on 21st February 2023.



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This is to certify that Mr / Ms: HEMANRAJ NV
from III CSE - A has participated
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CERTIFICATE
OF PARTICIPATION

This is to certify that Mr-/ Ms. NALINI R
from III CSE - B has participated
in workshop on **DIGITAL TECHNOLOGY AND GOOGLE ANALYSTIC** held at
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OF PARTICIPATION

This is to certify that Mr / Ms. VENKATESH S
from III CSE B has participated
in workshop on **DIGITAL TECHNOLOGY AND GOOGLE ANALYSTIC** held at
PERI Institute of Technology on 21st February 2023.



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