forwwward

INTERNSHIP REPORT

Enhancing UTM Parameter Analysis and Real-time User Tracking

Mackensie Fernandes
2017

Enhancing UTM Parameter Analysis and Real-time User Tracking

Completed by
Mackensie Fernandes
2017

for the partial fulfillment of
MCA Degree for Semester VI
Discipline of Computer Science and Technology,
Goa Business School,
Goa University

At
Forwwward
808, 8th Floor Gera Imperium Star, Patto, Panjim

Under the guidance of
Kenneth Alvares
(Founder & Director, **Forwwward**)

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TO WHOMSOEVER IT MAY CONCERN

This is to certify that Mr. Mackensie Fernandes, student of Master of Computer Applications (MCA) of Goa University, Goa, is currently has completed his final semester project (Semester VI) at our company, Forwwward from 1st Feb to 30th June.

During his tenure he has met the expectations of his team lead and found to be regular and sincere.

This certificate is being issued on his/her request to be submitted with the project report at Goa University.

Thanks & Regards,

Forwwward

Proprietor

Kenneth Alvares,
Founder, Forwwward

GOA UNIVERSITY

GOA BUSINESS SCHOOL

CERTIFICATE OF EVALUATION

This is to certify that Mr. _MACKENSIE FERNANDES_ has successfully completed his internship at Forwwward, Patto, Panjim, in partial fulfillment of the award of the degree in Master of Computer Application.

_____
Examiner 1

_____
Examiner 2

Place: Goa University
Date: 14/06/2023

_____
Dean, Goa Business School

ACKNOWLEDGEMENT

I would like to express my sincere gratitude to my internship supervisor, the entire team at Forwwward and my academic institution for their guidance and support during my internship.

I am thankful for the valuable knowledge and practical experience I gained, as well as the collaborative work environment.

Special thanks to my family and friends for their unwavering support. This internship report would not have been possible without their contributions and belief in my abilities. I am truly grateful for the opportunities and growth this internship has provided me.

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INTRODUCTION

This report serves as a brief account of my internship at Forwwward. I joined as an Intern on February 13th, 2023 and have been a part of the team since then.

It provides an overview of the organization, the projects and mini projects I have been involved in, and the additional tasks and specialized training I have completed during my internship tenure.

In the upcoming sections, I will delve into the company background, work environment, and culture. Furthermore, I will provide insights into the projects I have worked on, including a brief description, the modules I have developed, and the tasks I have accomplished within those modules.

This report aims to highlight my learning experience and the contributions I have made to the organization as an intern. Additionally, it will touch upon the tools and technologies utilized throughout the internship, followed by a timeline of my internship journey.

In conclusion, I will reflect upon my overall experience and the personal and professional growth it has facilitated.

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About Forwwward

Forwwward is a performance marketing agency based in Goa, helping grow businesses around the world. We are a young company, with a lean and agile team.

Our campaigns are data-driven and focused in delivering results in the form of increased walk-ins, higher sales, better conversions, etc.

PROBLEM STATEMENT

The problem at hand is the lack of an efficient PHP function that can seamlessly parse and extract UTM parameters from a URL, while also tracking user clicks to update the "Time since last clicked" and "Path to the object" information.

The current process of manually extracting UTM parameters and tracking user interactions is time-consuming and prone to errors. Existing solutions often lack the integration of real-time click tracking and fail to provide a comprehensive way to store and update relevant information.

Thus, there is a need to develop a PHP function that automates the extraction and storage of UTM parameter values in an object, while continuously updating the "Time since last clicked" and "Path to the object" data whenever a user clicks on a page.

This solution will enhance the accuracy and efficiency of UTM parameter tracking, enabling marketers and analysts to better understand user engagement and optimize marketing strategies accordingly.
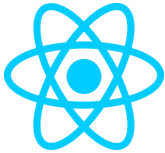
MY CONTRIBUTIONS

At the start of the internship I was given the task of recreating some pages using Vanilla JS (No jQuery) in order to get a feel of my coding capabilities.
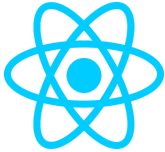
Then I was given the task of creating a custom theme in Wordpress with an open time limit so as to understand the various aspects of the template hierarchy.

And lastly I was given the task of creating an Ad Parser which basically is used to get the various parameters of the ad that was clicked and update it some new details every time it was clicked.

TOOLS AND TECHNOLOGIES

	React is a popular JavaScript library for building user interfaces. It utilizes a virtual DOM and component-based architecture to efficiently update and render UI changes, resulting in faster and more interactive web applications.
	PHP is a server-side scripting language widely used for web development. It enables dynamic web page generation, database connectivity, and processing of form data. PHP is known for its simplicity, versatility, and extensive community support, making it a popular choice for building websites and web applications.
	Local by Flywheel is a user-friendly local development tool that simplifies the process of building and testing WordPress websites, providing easy setup, local hosting, and deployment options.
	WordPress is a popular open-source content management system (CMS) used for building websites and blogs. It offers a user-friendly interface, a wide range of themes and plugins for customization, and extensive community support.
	Git is a distributed version control system used for tracking and managing changes in source code. It facilitates collaboration, branching, and merging, enhancing code organization and development workflow.

CERTIFICATIONS AND SELF STUDY

	Completed a self-study course on React through FreeCodeCamp, expanding my knowledge and proficiency in this JavaScript library.
	Completed a self-study course on Angular through FreeCodeCamp, expanding my knowledge and proficiency in this JavaScript library.
	Completed a course on WordPress and to understand the Template Hierarchy, WP Loops, Plugins, etc.
	Did self study on how to use Local by Flywheel.

CONCLUSIONS

INTERNSHIP TIMELINE

Week 1:
- Onboarding process and orientation within the organization.
- Recreating the Landing Page using Vanilla JavaScript.

Week 2:
- Recreating the Archives and Article pages.

Week 3:
- Engaging in a self-study period to gain proficiency in React.

Week 4:
- Engaging in a self-study period to gain proficiency in Angular.

Week 5:
- Commencing the development of a custom WordPress theme using Local by Flywheel.
- Familiarizing with the WordPress Template Hierarchy, WordPress Loop Queries, and related concepts.

Week 6:
- Working on the Home, Header, and Footer pages.

Week 7:
- Exploring EWWW Image Compression, custom fields, and other relevant aspects.
- Working on the Stylesheet, Sidebar, and 404 page.

Week 8:

- Advancing the development of Functions, Single, and Archives pages.

Week 9:

- Acquiring knowledge of various aspects related to Ad Parser functionality.
- Implementing the Ad Parser feature.

Week 10:

- Developing a function to retrieve UTM Parameters and appropriately store them.

Week 11:

- Implementing a function to update the object with the time since the last click and the corresponding path.
- Finalizing the internship report.

REFLECTIONS

My internship at Forwwward was an incredible experience that taught me a lot of new things. I had the chance to work with some really nice and knowledgeable people who were always ready to help me.

The projects I worked on helped me learn and grow my skills. I also learned how important it is to work well with others and communicate effectively as part of a team.

It was amazing to see how things work in the real world outside of University. This internship gave me a big confidence boost and made me feel more ready for my future career.

I'm so grateful for this opportunity and all the things I learned during my time as an intern at Forwwward. It was truly an unforgettable experience that will stay with me for a long time.

REFERENCES

- ▶ React Course - Beginner's Tutorial for React JavaScript Library [2022]
- ▶ WordPress Codex - How To Use It To Learn WordPress
- ▶ Angular for Beginners Course [Full Front End Tutorial with TypeScript]
- ▶ Local by Flywheel - Easy Wordpress Installation in local computer - S1V6
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