



CERTIFICATE OF PARTICIPATION PROUDLY PRESENTED TO MANISH GUPTA

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FOR ATTENDING & GIVING PRESENTATION FOR THE PAPER ENTITLED

ENHANCING E-COMMERCE STRATEGY THROUGH PREDICTIVE MODELLING OF USER ENGAGEMENT METRICS

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A handwritten signature in blue ink, appearing to read 'Anushka Mishra', positioned above a horizontal line.

Anushka Mishra
Authorized Signatory
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Dr. Aiman Fatma
Dean Academics
PK University, Shivpuri (M.P)