



Sri Lanka Institute of Information Technology

AI Based Business Strategy for Optimized Advertising

2021-152

Status Document 01

Student no: IT18085686

Component: Recommender System

01. Snapshots of MS Teams – Planner

The MS Teams Planner was used as the Project Management Tool, where a channel was created including the group members, the supervisor and the co-supervisor. All teams tasks, calls relevant documents were added into the teams channel.

Mentioned below are snapshots of creation, task allocation and completion of task and updates provided to the project management tool.

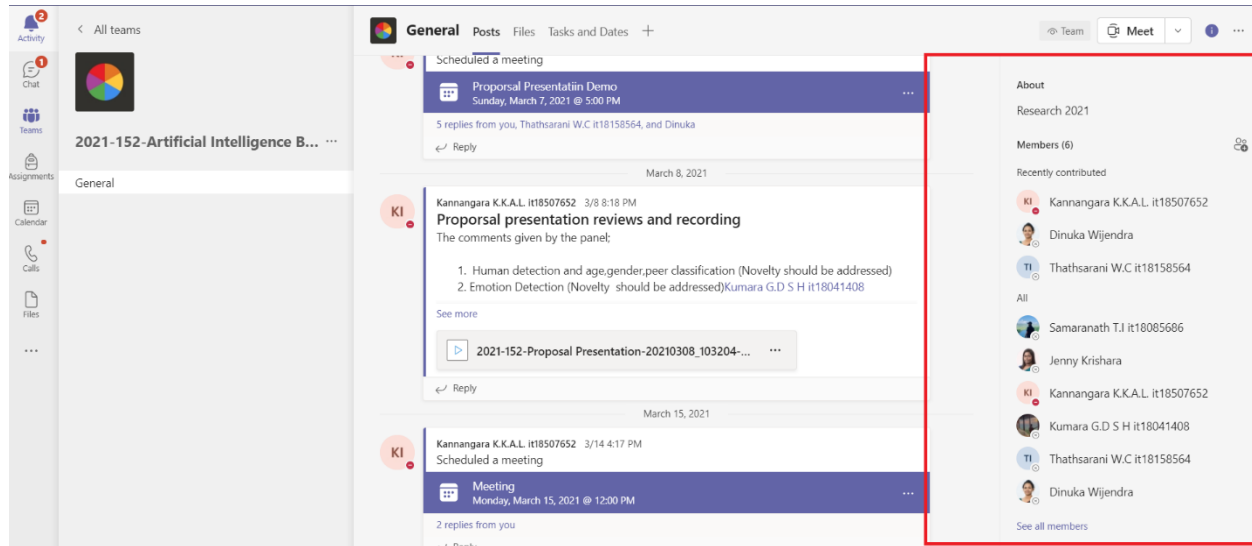
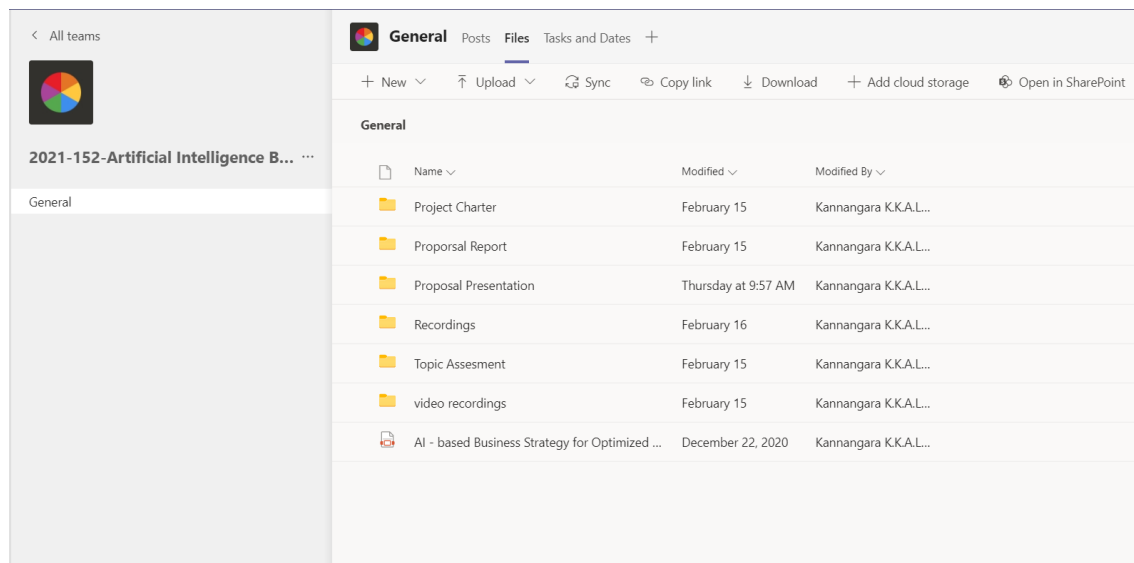


Figure 1: Teams Channel

Overview of the MS Teams Chanel





General



Let's get the conversation started

KI



← Reply

KI

← Reply

KI

 New conversation



General



KI

← Reply

KI

Proposal presentation reviews and recording

[See more](#)

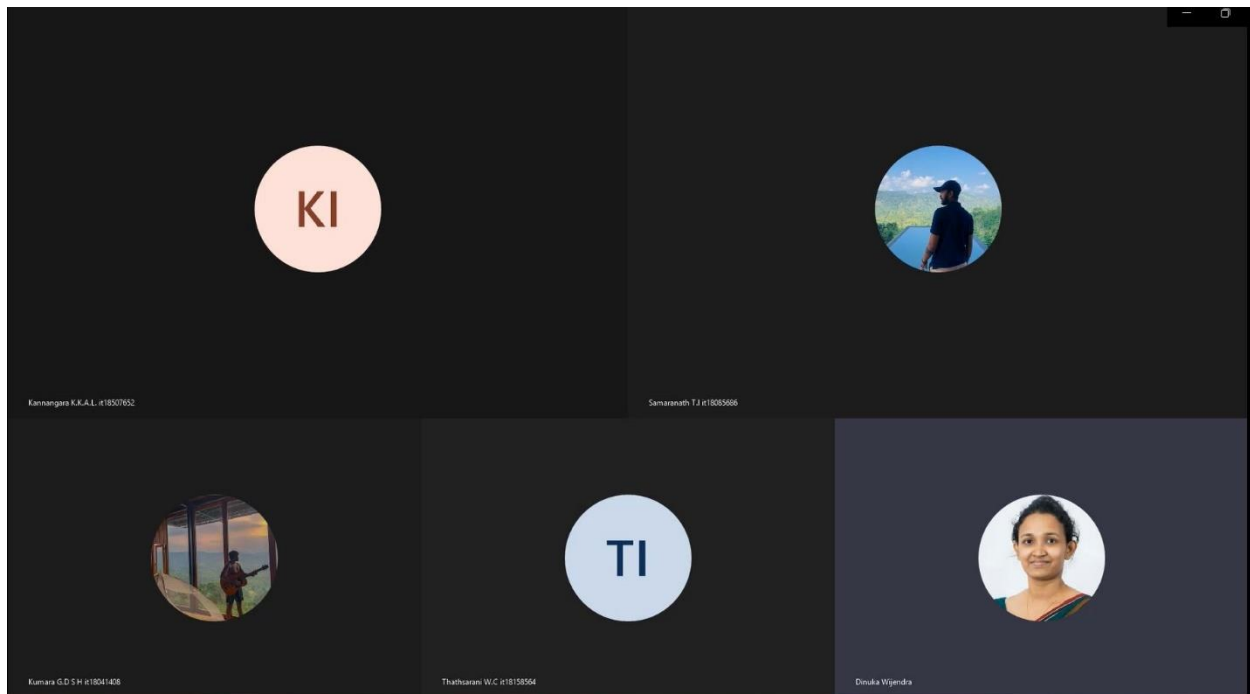
← Reply

KI

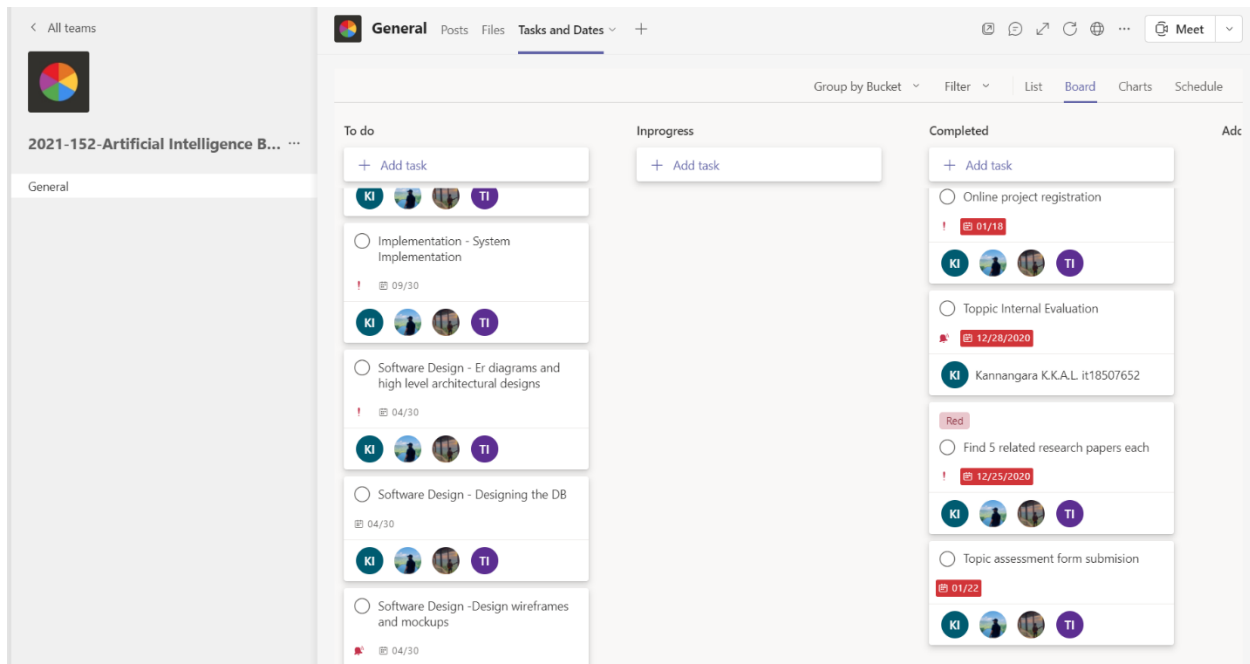
Meeting
Monday, March 15, 2021 @ 12:00 PM

 New conversation

Teams Conference Calls




Task allocation



[illegible]

Task Completion



AI - BASED
**BUSINESS STRATEGY FOR
OPTIMIZED ADVERTISING**
|project proposal presentation

Group M : 2021 - 152
Supervisor : Mrs. Dinuka Wijendra

✓ Proposal Presentation

Artificial Inteligence Bases Business Sstartegy

! 03/08 1

KI Completed by Kannangara K.K.A....

✓ Testing - Unit Testing

! 04/30

KI Completed by Kannangara K.K.A....

✓ Online project registration

! 01/18

KI Completed by Kannangara K.K.A....

✓ Toppic Internal Evaluation

! 12/28/2020

KI Completed by Kannangara K.K.A....

Red

✓ Find 5 related research papers each

! 12/25/2020

KI Completed by Kannangara K.K.A....

✓ Topic assessment form submission

01/22

KI Completed by Kannangara K.K.A....



Testing — Unit Testing



04/30



Completed by Kannangara K.K.A....

01. Page Format

1.1. General Instructions: International A4 white paper of good quality (80 gsm) should be used. Other paper may be used if required (e.g.: for maps) on the instructions of the supervisor.

1.2. Submission: The document should be word processed and double sided. One and a half line spacing is required, except for the abstract, tables and indented quotations where single line spacing may be used.

1.3. Fonts: A conventional font type must be used and text should be in **Times New Roman**.

- Chapter heading :All Capital—14 Font size, Bold
- Section heading :Title case-12 Font size, Bold
- Sub-section heading :Sentence case-12 Font size, Bold
- Body text :Sentence case - 12 Font size
- Tables and Illustrations : Font size may be varied while maintaining

Red



Proporsal Report



Proposal Formatting 2020 Regular_updated (

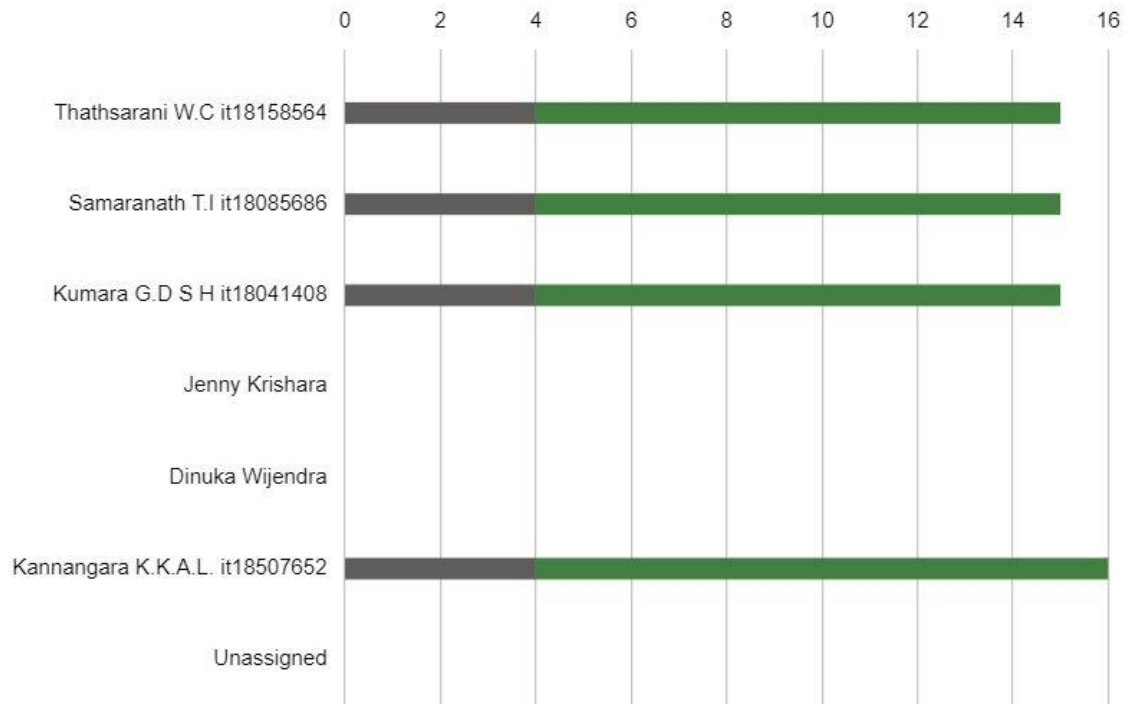


02/20 1

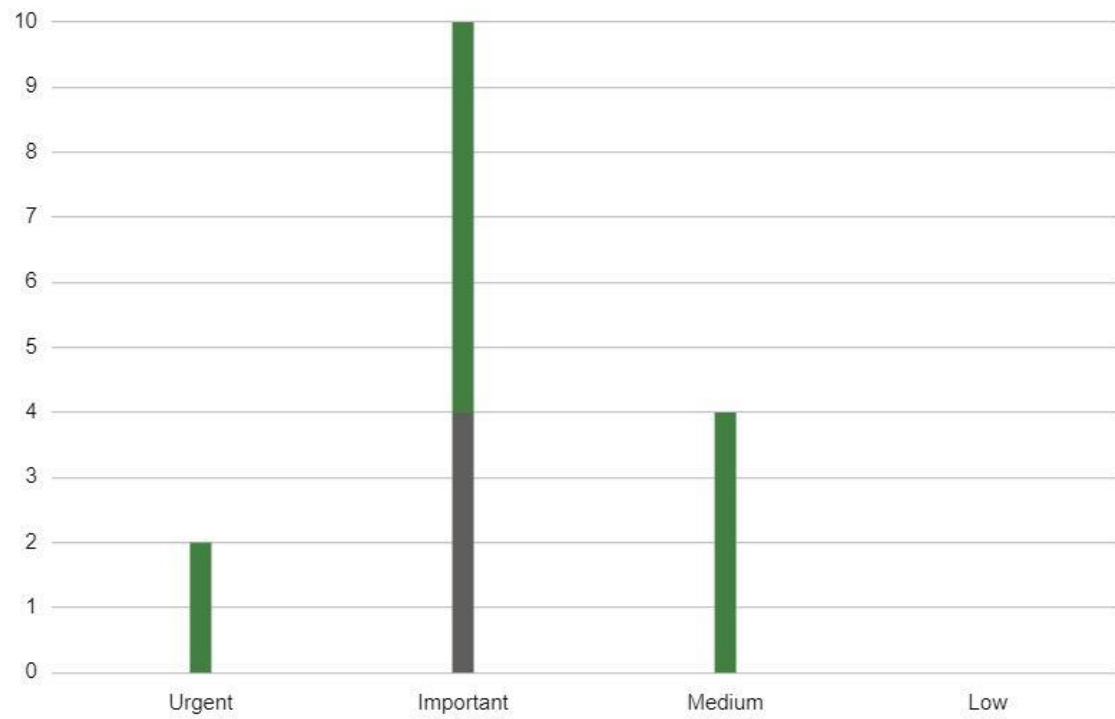


Completed by Kannangara K.K.A....

Members



Priority

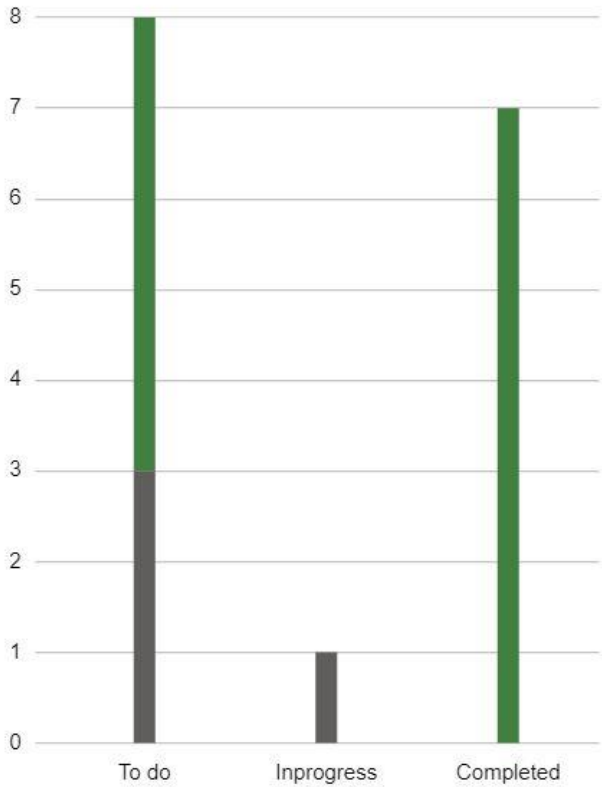


Status



Not started	4
In progress	0
Late	0
Completed	12

Bucket



02. Snapshots GitLab Repository

2021_152 > 2021_152_AI Bases Business Strategy for Optimized Advertizing > Repository > Branches

OverviewActiveStaleAll

Filter by branch nameDelete merged branchesNew branch

Protected branches can be managed in [project settings](#).

Active branches

Y master default protected				
-o- 1269d96d · Update README.md · 2 days ago				
Y IT18507652_Kannangara_K_K_A_L	0 0	Merge request	Compare	
-o- 1269d96d · Update README.md · 2 days ago				
Y IT18158564_Thathsarani_W_C	0 0	Merge request	Compare	
-o- 1269d96d · Update README.md · 2 days ago				
Y IT18085686_Samaranath_T_I	0 0	Merge request	Compare	
-o- 1269d96d · Update README.md · 2 days ago				
Y IT18041408_Kumara_G_D_S_H	0 0	Merge request	Compare	
-o- 1269d96d · Update README.md · 2 days ago				

You can move around the graph by using the arrow keys.

Git revision ☐ Begin with the selected commit

Jul 4

master

IT18507652_Kann...

IT18085686_Sama...

- Merge branch 'IT18507652_Kannangara_K_K_A_L' into 'master'
- Final Commit
- Feature - Age Prediction and Preprocessing
- Merge branch 'IT18507652_Kannangara_K_K_A_L' into 'master'
- Feature - Gender Prediction Model
- Merge branch 'IT18085686_Samaranath_T_I' into 'master'
- RS: add perprocessing algo
- RS: add in to new directry
- Add new directory
- Delete rec
- Add new file
- RS: preprocessing algo added
- RS: First commit
- Merge branch 'IT18041408_Kumara_G_D_S_H' into 'master'
- Merge branch 'IT18507652_Kannangara_K_K_A_L' into 'master'

Existing members and groups

Members of 2021_152_AI Bases Business Strategy for Optimized Advertizing 6


Find existing members by name Sort by Name, ascending

	Dinuka Wijendra @dinuka.w Given access 2 days ago	Reporter	Expiration date	
	IT18041408 Kumara G D S H @it18041408 Given access 2 days ago	Developer	Expiration date	
	IT18085686 SAMARANATH T I @it18085686 Given access 2 days ago	Developer	Expiration date	
	IT18158564 Thathsarani W C @IT18158564 Given access 2 days ago	Developer	Expiration date	
	IT18507652 Kannangara K K A L @IT18507652 It's you · 2021_152 Given access 2 days ago			Owner
	Jenny Krishara @jenny.k Given access 2 days ago	Reporter	Expiration date	

IT18085686_Sama... 2021_152_ai-bases-business-strategy-for-optimized-advertizing

History Find file Web IDE

+

 **Add read me file**
DESKTOP-8S8H13A\Thushan Isuru authored 5 minutes ago

de7b3a0a

Name	Last commit	Last update
Recommendation	RS: add perprocessing algo	2 hours ago
README.md	Add read me file	5 minutes ago

README.md

2021_152_AI Bases Business Strategy for Optimized Advertizing

Main Objective

Television advertising is the most popular method of delivering the message of buying products to the customer. The main aim of this research is to take advantage of such systems with the use of Artificial intelligence features. By the development of this system, it enables advertising to cater to customers according to their preferences by considering the factors such as user demographics and emotions. When comes to advertising, advertising firm plays a prominent role. The advertisements(ads) with tags and titles enable the system to recommend the most suitable ads for the user by classifvina the ads accordina to the user preferences aathered. This brings a vast number of advantaaes to the user

2 2021_152_AI Bases Business Strategy for Optimized Advertizing

Project ID: 529


33 Commits 5 Branches 0 Tags 22.7 MB Files

Star 0 Fork 0 Clone

master 2021_152_ai-bases-business-strategy-for-optimized-advertizing

History Find file Web IDE



















+

 **Merge branch 'IT18158564_Thatsarani_W_C' into 'master'** ...
IT18507652 Kannagara K K A L authored 2 minutes ago

454ec23a

- Add README Add LICENSE Add CHANGELOG Add CONTRIBUTING Enable Auto DevOps
- Add Kubernetes cluster Set up CI/CD

Name	Last commit	Last update
Backend	BackEnd:API connection	7 minutes ago
Human_Emotion_Detection_and_Feedback_G...	Feature - emotion prediction model updated ...	1 hour ago
Human_detection_and_age_gender_prediction	Final Commit	1 hour ago
Recommendation	RS: add perprocessing algo	2 hours ago

master	2021_152_ai-bases-business-strategy-for-optimized-advertizing	Filter by commit message
04 Jul, 2021 21 commits		
	Merge branch 'IT18158564_Thatsarani_W_C' into 'master' ...	IT18507652 Kannangara K K A L authored right now
	BackEnd:API connection	Chandula97 authored 4 minutes ago
	Merge branch 'IT18041408_Kumara_G_D_S_H' into 'master' ...	IT18507652 Kannangara K K A L authored 1 hour ago
	Feature - emotion prediction model updated 2.0	IT18041408 Kumara G D S H authored 1 hour ago
	Feature - Emotion prediction model updated	IT18041408 Kumara G D S H authored 1 hour ago
	Feature - Emption prediction updated	IT18041408 Kumara G D S H authored 1 hour ago
	Merge branch 'IT18507652_Kannangara_K_K_A_L' into 'master' ...	IT18507652 Kannangara K K A L authored 1 hour ago
	Final Commit	LahiruPc authored 1 hour ago
	Feature - Age Prediction and Preprocessing	LahiruPc authored 1 hour ago
	Merge branch 'IT18507652_Kannangara_K_K_A_L' into 'master' ...	IT18507652 Kannangara K K A L authored 2 hours ago
	Feature - Gender Prediction Model	LahiruPc authored 2 hours ago
	Merge branch 'IT18085686_Samaranath_T_I' into 'master' ...	IT18507652 Kannangara K K A L authored 2 hours ago
	RS: add perprocessing algo	DESKTOP-8S8H13A\Thushan Isuru authored 2 hours ago
	RS: add in to new directry	DESKTOP-8S8H13A\Thushan Isuru authored 2 hours ago
	Add new directory	IT18085686 SAMARANATH T I authored 2 hours ago
	Delete rec	IT18085686 SAMARANATH T I authored 2 hours ago
	Add new file	IT18085686 SAMARANATH T I authored 2 hours ago
	RS: preprocessing algo added	DESKTOP-8S8H13A\Thushan Isuru authored 2 hours ago



RS: First commit

DESKTOP-8S8H13A\Thushan Isuru authored 2 hours ago



Merge branch 'IT18041408_Kumara_G_D_S_H' into 'master' ***

IT18507652 Kannangara K K A L authored 2 hours ago



Merge branch 'IT18507652_Kannangara_K_K_A_L' into 'master' ***

IT18507652 Kannangara K K A L authored 4 hours ago

03 Jul, 2021 5 commits



Feature - UI Changes

LahiruPc authored 1 day ago



Feature - Button css changed

IT18041408 Kumara G D S H authored 1 day ago



Feature - delete unwanted image files and add new

IT18041408 Kumara G D S H authored 1 day ago



Feature - Some Css Issues Fixed

IT18041408 Kumara G D S H authored 1 day ago



Feature - cleared unwanted files

IT18041408 Kumara G D S H authored 1 day ago

01 Jul, 2021 3 commits



Feature - Human Detection Model

LahiruPc authored 3 days ago



Feature - Some Css Issues Fixed

IT18041408 Kumara G D S H authored 1 day ago



Feature - cleared unwanted files

IT18041408 Kumara G D S H authored 1 day ago

01 Jul, 2021 3 commits



Feature - Human Detection Model

LahiruPc authored 3 days ago



Feature - Emotion Detection ***

IT18041408 Kumara G D S H authored 3 days ago



Feature - Data Collection Interface

LahiruPc authored 3 days ago

19 Apr, 2021 2 commits



Feature - happy,sad and angry emotion

supunharsha10 authored 2 months ago



Feature - Face Detection

lahiru28 authored 2 months ago

15 Apr, 2021 2 commits



Update README.md

IT18507652 Kannangara K K A L authored 2 months ago



Initial commit

IT18507652 Kannangara K K A L authored 2 months ago

03. Work Breakdown Structures and Gantt Charts

