

META METRICS: WEB ANALYTICS PRODIGY

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ABSTRACT

MetaMetrics is cutting-edge web application revolutionizing website analytics in today's digital era. Leveraging the robust MERN stack, it empowers users with comprehensive insights to optimize marketing, boost traffic, retain visitors, and enhance SEO strategies. With customizable KPI tracking and real-time data updates, MetaMetrics enables informed decision-making tailored to specific website categories. Its user-friendly dashboard presents complex analytics in an accessible manner, bridging the gap between data and action. The project encompasses essential modules such as user registration, sample and comparison dashboard, payment integration, client documentation, and a robust data analytics dashboard. MetaMetrics caters to diverse industries, offering tailored solutions for e-commerce, healthcare, SaaS platforms, and influencers. By providing actionable insights and seamless integration, MetaMetrics is poised to become an indispensable tool for businesses and individuals seeking to thrive in the competitive online landscape. In summary, MetaMetrics represents a groundbreaking advancement in website analytics, empowering users to unlock the full potential of their digital assets and drive success in the digital age.

KEYWORDS: *MetaMetrics, website analytics, MERN stack, marketing optimization, customizable KPI tracking.*

1. INTRODUCTION

The name "MetaMetrics" cleverly combines two key concepts: "Meta" and "Metrics." "Meta" typically refers to something that is self-referential or higher-order. In the context of data or information, it often denotes metadata, which is data that describes other data. In this case, "Meta" could imply that the application provides a higher level of analysis or insights beyond the raw data itself. "Metrics," on the other hand, are measurements or indicators used to quantify aspects of performance, progress, or quality [1]. In the context of website analytics, metrics are crucial for understanding how a website is performing and where improvements can be made. Therefore "MetaMetrics" likely suggests a platform that goes beyond basic data analysis (metadata) and focuses on providing detailed, meaningful statistics (metrics) about website performance. It implies a tool that not only presents raw data but also offers insights and analytics to help users make informed decisions and optimize their websites effectively.

In the ever-evolving digital ecosystem where websites serve as the virtual storefronts of modern businesses, the need for comprehensive website analytics has never been more pressing. Enter MetaMetrics, a revolutionary web application poised to redefine the way businesses analyze and optimize their online presence. In today's hypercompetitive landscape, where every click, view, and

interaction holds valuable insights, MetaMetrics stands as a beacon of innovation, offering a holistic solution to the multifaceted challenges of website management and performance evaluation.

MetaMetrics addresses a critical gap in the market by providing website owners, digital marketers, and e-commerce enterprises with a powerful toolset to track and interpret a diverse array of Key Performance Indicators (KPIs) across various website categories. In doing so, it empowers users to make data-driven decisions that enhance marketing strategies, drive traffic, foster visitor retention, and elevate search engine visibility.

What sets MetaMetrics apart is its comprehensive approach to website analytics, offering a nuanced understanding of user behavior, traffic sources, conversion rates, and SEO insights. Built on the robust MERN stack (MongoDB, Express, React, Node.js), MetaMetrics combines cutting-edge technology with user-friendly interfaces, ensuring that businesses of all sizes can harness the power of data to fuel growth and success in the digital realm.

With MetaMetrics, users can delve deep into their website's performance metrics, customize KPI tracking to suit their specific objectives, and gain category-specific insights tailored to their industry or niche. Real-time data updates enable immediate response to changing trends and dynamics, while the intuitive dashboard makes complex analytics accessible to users at all levels of technical expertise [2].

Moreover, MetaMetrics transcends the limitations of traditional analytics solutions by offering a seamless integration process, robust user authentication mechanisms, and comprehensive documentation to facilitate easy adoption and implementation. Whether you're an e-commerce retailer looking to optimize product listings, a healthcare provider aiming to maximize patient engagement or a SaaS platform seeking to refine content strategies, MetaMetrics provides the tools and insights you need to thrive in the digital landscape.

In conclusion, MetaMetrics represents a paradigm shift in website analytics—a fusion of advanced technology, data-driven insights, and user-centric design aimed at empowering businesses to unlock the full potential of their online assets. By bridging the gap between data and decision-making, MetaMetrics heralds a new era of website management, where success is not just measured in clicks and views but in meaningful engagement, conversions, and sustainable growth.

2. LITERATURE REVIEW

As MetaMetrics emerges as a novel concept within the realm of web analytics, it may currently lack a substantial body of literature exclusively devoted to its application. Nonetheless, insights gleaned from existing literature in closely related domains can shed light on its potential implications and contributions to the field. MetaMetrics stands poised to redefine web analytics by offering a comprehensive solution for tracking key performance indicators (KPIs) across diverse website categories. While direct studies specifically addressing MetaMetrics may be scant, extant research on web analytics platforms and methodologies provides valuable context. Notably, prior literature underscores the pivotal role of web analytics in deciphering website performance, understanding user behaviour, and evaluating the efficacy of marketing endeavours. Works by Chaffey et al. (2019) and Smith and Chaffey (2017) [3] accentuate the significance of analytics in optimizing digital marketing campaigns, bolstering customer engagement, and fostering business expansion. Furthermore, scholarship on data-driven decision-making underscores the imperative of leveraging data insights to steer strategic business decisions. MetaMetrics aligns with this literature by furnishing actionable insights that empower users to make well-informed decisions grounded in real-time data. Studies by Davenport and Harris (2007) and Mayer-Schönberger and Cukier (2013) underscore the competitive advantage accruing to organizations that prioritize data-driven decision-making processes. Additionally, literature elucidating technological innovations in analytics delineates emergent trends such as big data analytics, artificial intelligence (AI), and machine learning (ML). While MetaMetrics may not directly integrate these technologies, it signifies a stride towards harnessing advanced analytics capabilities to ameliorate website performance and refine marketing strategies. In sum, though dedicated literature on MetaMetrics may be sparse, its nexus with broader research domains such as web analytics, data-driven decision-making and technological innovations underscores its

potential significance [4]. Further studies assessing the efficacy and ramifications of MetaMetrics in augmenting website performance and catalyzing business outcomes would substantially enrich the literature in this domain. Expanding the discourse on MetaMetrics through empirical investigations and case studies can elucidate its practical utility and foster advancements in web analytics practices, ultimately benefiting organizations across various sectors.

As MetaMetrics is a relatively new concept in the field of web analytics, there may be limited literature specifically focusing on this application. However, we can draw insights from existing literature in related areas to understand its potential implications and contributions to the field. MetaMetrics aims to revolutionize web analytics by providing a comprehensive solution for tracking key performance indicators (KPIs) across various website categories. While direct studies on MetaMetrics may be scarce, research on web analytics platforms and techniques can offer valuable context.

Existing literature emphasizes the importance of web analytics in understanding website performance, user behaviour, and the effectiveness of marketing strategies. Studies by Chaffey et al. (2019) and Smith and Chaffey (2017) underscore the role of analytics in optimizing digital marketing campaigns, enhancing customer engagement, and driving business growth.

In addition, literature on technological innovations in analytics discusses emerging trends such as big data analytics, artificial intelligence (AI), and machine learning (ML). While MetaMetrics may not directly incorporate these technologies, it represents a step towards harnessing advanced analytics capabilities to improve website performance and marketing strategies.

Overall, while specific literature on MetaMetrics may be limited, it intersects with broader research areas such as web analytics, data-driven decision-making and technological innovations. Further studies evaluating the effectiveness and impact of MetaMetrics in enhancing website performance and driving business outcomes would contribute significantly to the literature in this field.

3. RELATED WORKS

In comparing MetaMetrics with established website analytics tools such as Google Analytics and Adobe Analytics, several key features emerge. Firstly, MetaMetrics offers a user-friendly dashboard interface, a characteristic shared with its counterparts, facilitating ease of use for businesses and individuals navigating their website analytics. Moreover, all three tools boast customizable KPI tracking capabilities, allowing users to tailor their analytics metrics to align with specific objectives and goals. Additionally, real-time data updates are a common feature across MetaMetrics, Google Analytics, and Adobe Analytics, ensuring users have access to the most current information for informed decision-making [5].

Where MetaMetrics distinguishes itself is in its seamless integration options, promising a straightforward process for incorporating the tool into existing systems. While Google Analytics and Adobe Analytics also offer integration capabilities, MetaMetrics aims to streamline this process further. Furthermore, MetaMetrics caters to diverse industries, much like its counterparts, ensuring its applicability across a wide range of sectors, from e-commerce to healthcare to SaaS platforms.

Looking to the future, MetaMetrics has plans for machine learning integration, which could potentially elevate its analytical capabilities beyond what is currently offered by Google Analytics and Adobe Analytics. Similarly, advanced visualization features are on the horizon for MetaMetrics, promising enhanced data representation and interpretation. While Google Analytics offers some visualization tools, Adobe Analytics stands out for its advanced visualization capabilities, though MetaMetrics aims to bridge this gap in the future.

Mobile optimization is another area of development for MetaMetrics, with plans to ensure accessibility across different devices and screen sizes. Both Google Analytics and Adobe Analytics already offer mobile optimization, positioning them ahead in this aspect. Finally, global expansion is in MetaMetrics' future roadmap, aligning with the widespread accessibility of Google Analytics and Adobe Analytics across various regions and languages.

3.1 Google Analytics and Adobe Analytics

These two dominant solutions in the web analytics space serve as foundational references for MetaMetrics. Research comparing the features, usability, and effectiveness of these platforms can provide valuable insights into the design and functionality of MetaMetrics.

3.2 Web Analytics Research

Studies focusing on the importance of web analytics in optimizing digital marketing campaigns, enhancing user experience, and driving business growth offer relevant insights for MetaMetrics. Research by scholars such as Chaffey et al. and Smith and Chaffey provides a theoretical foundation for understanding the role of analytics in website optimization.

3.3 Data-Driven Decision-Making Literature

MetaMetrics aims to empower users to make informed decisions based on data insights. Therefore, literature on data-driven decision-making, including works by Davenport and Harris and Mayer-Schönberger and Cukier, can inform the design and functionality of MetaMetrics.

3.4 Technological Innovations in Analytics

While MetaMetrics may not directly incorporate advanced technologies like big data analytics, artificial intelligence (AI), or machine learning (ML), research on these topics can inspire future developments and enhancements. Understanding the potential applications of AI and ML in web analytics can help identify opportunities for integrating such technologies into MetaMetrics.

3.5 User Experience and Interface Design

As MetaMetrics aims to provide a user-friendly dashboard for accessing and analyzing website performance data, research on user experience (UX) design and interface design principles is relevant. Studies exploring best practices for dashboard design, data visualization, and user interaction can guide the development of MetaMetrics' interface.

3.6 Case Studies and Use Cases

Analyzing case studies and real-world applications of web analytics tools in different industries can provide insights into the practical implications and benefits of MetaMetrics. We try to understand how businesses leverage analytics platforms to improve marketing strategies, enhance user engagement, and drive revenue growth can inform the development and marketing strategies of MetaMetrics.

4. PROBLEM DEFINATION

MetaMetrics addresses the pressing need for a comprehensive website analytics solution by targeting the limitations of existing tools [6]. These include the lack of a holistic view of website performance, complex user interfaces, and prohibitive costs for small businesses. By offering customizable KPI tracking, real-time data updates, and category-specific insights, MetaMetrics aims to empower website owners, digital marketers, and ecommerce businesses with actionable insights and enhanced decision-making capabilities. Moreover, MetaMetrics leverages the MERN stack to ensure a robust and scalable platform. With its user-friendly dashboard and commitment to bridging the gap between data and decision-making, MetaMetrics seeks to revolutionize web analytics and enable businesses of all sizes to thrive in the competitive online landscape.

5. INDUSTRY/SOCIETY BENEFITTED

MetaMetrics offers significant benefits to various industries and society as a whole. In today's data-driven world, businesses across different sectors rely heavily on digital presence and online platforms to reach their target audience. MetaMetrics provides comprehensive website analytics, benefiting industries such as e-commerce, healthcare, education, crowdfunding, SaaS platforms, bloggers, and influencers.

For e-commerce websites, MetaMetrics helps optimize product listings, sales funnels, and customer journeys, leading to improved conversions and revenue. In healthcare and education sectors, it maximizes content engagement, ensuring better dissemination of information to users. Crowdfunding platforms can leverage MetaMetrics to enhance user engagement and campaign performance.

SaaS platforms, bloggers, and influencers benefit from improved content strategies and audience engagement, leading to increased visibility and influence. Overall, MetaMetrics empowers businesses and individuals to make informed decisions, optimize marketing efforts, improve user experience, and ultimately achieve higher success rates in their respective industries.

6. PROPOSED METHODOLOGY

The proposed methodology for MetaMetrics involves developing a robust web application using the MERN stack (MongoDB, Express, React, Node.js). This involves comprehensive tracking of website statistics, customizable KPI tracking, real-time data updates, and user-friendly dashboards [7]. Additionally, integrating machine learning for predictive analytics and expanding data sources are considered.

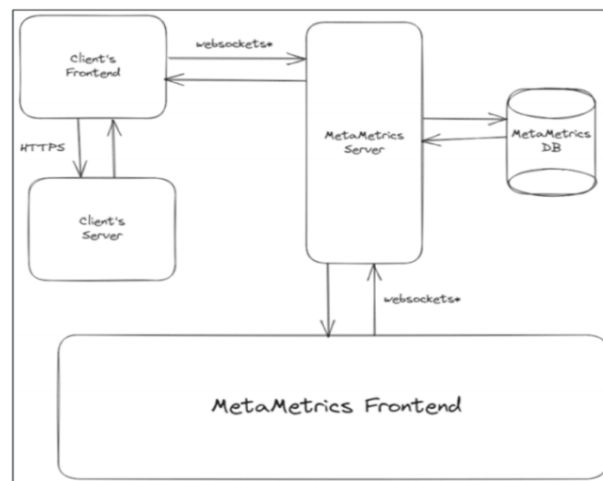


Fig. 1 Activity Diagram

The flowchart in Fig. 1 depicts the flow of data in the system. It shows the frontend for client and server for client. It shows the interaction of client with MetaMetrics server and the MetaMetrics database.

7. IMPLEMENTATION PROCESS

MetaMetrics integration begins with embedding tracking code within the frontend of various websites, spanning eCommerce, healthcare, social media, and more. This code captures user metadata, encompassing location, device specifics, browsing history, and other relevant information. Through real-time data transmission facilitated by web sockets, this metadata is promptly relayed to the backend server of the MetaMetrics platform. Leveraging web sockets ensures instantaneous and bidirectional communication between the frontend and backend, enabling seamless transfer of captured data. Once received, the backend server processes this influx of metadata, employing the sophisticated algorithms and business logic to analyze the user behaviour comprehensively.

The platform's architecture is designed to accommodate diverse industries and website types, offering flexibility and scalability [8]. By harnessing the power of web sockets for real-time data transmission, MetaMetrics ensures that insights are derived promptly, empowering businesses to make informed decisions and optimize user experiences efficiently. This integration approach fosters a dynamic ecosystem wherein websites seamlessly contribute to a centralized analytics platform, driving continuous improvement and innovation across various online domains.

The implementation process of MetaMetrics involves a series of systematic steps aimed at developing a robust web application that leverages the MERN stack to provide comprehensive website analytics. This implementation process encompasses various stages, including planning, development, testing, deployment, and ongoing optimization. Each stage plays a crucial role in ensuring successful creation and adoption of MetaMetrics as a cutting-edge web analytics tool.

7.1. Planning

The planning phase lays the foundation for the development of MetaMetrics by defining project goals, scope, requirements, and timelines. Key activities in this phase include conducting market research to identify user needs, defining feature priorities based on user feedback and industry trends, and creating a detailed project plan with clear milestones and deliverables.

7.2. Development

The development phase involves building the core functionality of MetaMetrics using the MERN stack. This includes setting up the development environment, designing the database schema using MongoDB, implementing server-side logic with Express.js, developing the user interface with React.js, and integrating Node.js for backend functionality. Development tasks are divided into sprints, with regular code reviews and updates to ensure progress and quality.

7.3. Testing

Testing is a critical phase in the implementation process to ensure the reliability and security of MetaMetrics. This involves various types of testing, including unit testing, integration testing, and end-to-end testing. Unit tests are conducted to verify the functionality of individual components, while integration tests ensure seamless communication between different modules. End-to-end tests simulate user interactions to validate the overall behaviour of MetaMetrics.

7.4. Deployment

Once testing is complete, MetaMetrics is deployed to production servers for public access. Deployment involves configuring server infrastructure, setting up databases, and deploying code changes using continuous integration and deployment (CI/CD) pipelines. Deployment is conducted in a phased manner to minimize downtime and ensure a smooth transition from development to production environments. Hence the deployment is done using pipeline and managing time.

7.5. Documentation

Comprehensive documentation is essential for facilitating the adoption and usage of MetaMetrics by users. Documentation includes user manuals, API references, installation guides, and troubleshooting resources. Clear and concise documentation helps users understand MetaMetrics' features, functionalities, and best practices for optimal usage.

7.6. Optimization

Ongoing optimization is crucial for continuously improving MetaMetrics' performance, scalability, and user experience. This involves monitoring key metrics, analyzing user feedback, and implementing iterative updates based on emerging trends and user needs. Optimization efforts aim to enhance MetaMetrics' effectiveness in delivering actionable insights and driving business outcomes for users.

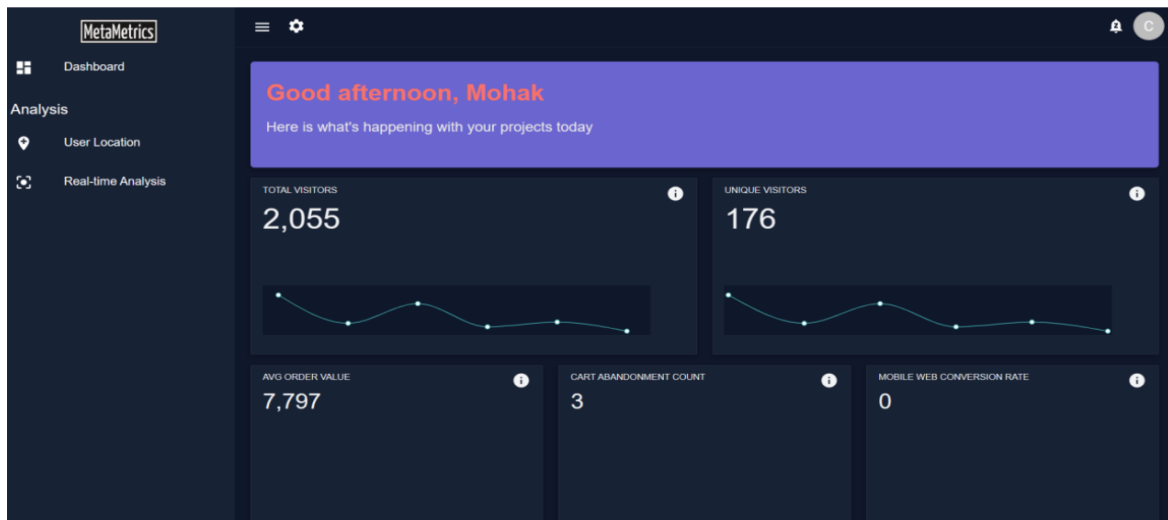


Fig. 2(a) Graphs representing the complete dashboard



Fig. 2(b) Dashboard Graphs (showing graphical representation of total visitors count and unique visitors count)

The above graphs Fig. 2(a) and 2(b) represents the dashboard which depicts well-designed dashboard offers a comprehensive statistical representation of key performance indicators (KPIs) essential for monitoring and optimizing business performance. It typically includes metrics like Unique Visitors, Total Visitors, Average Order Value, Cart Abandonment Rate, Mobile to Web Conversion Ratio, and more. These KPIs are crucial for assessing the effectiveness of marketing campaigns, user engagement, and overall website performance.

Graphical representations of these KPIs, presented in a count vs. date manner, provide a clear visual snapshot of trends and patterns over time. This visual representation enhances data interpretation and enables stakeholders to quickly grasp performance insights. By analyzing these metrics, businesses can identify areas of improvement, capitalize on successful strategies, and make informed decisions to drive growth.

Ultimately, a well-designed dashboard serves as a powerful tool for monitoring, analyzing, and acting upon data, empowering organizations to optimize their operations, enhance customer experiences, and achieve their strategic goals.

8. CONCLUSION

In conclusion, MetaMetrics represents a groundbreaking advancement in website analytics, offering a comprehensive solution to the challenges faced by businesses and individuals in optimizing their online presence. Through its robust MERN stack foundation and innovative features, MetaMetrics empowers users to track diverse KPIs across different website categories, enabling informed decision-making and continuous improvement.

In summary, MetaMetrics stands at the forefront of website analytics, representing a paradigm shift in how businesses and individuals optimize their online presence. With its robust MERN stack foundation and cutting edge features, MetaMetrics offers a comprehensive solution to the multifaceted challenges encountered in the digital landscape.

The significance of MetaMetrics extends beyond its technical capabilities; it heralds a new era of data-driven decision-making and continuous improvement. By enabling users to track a wide array of key performance indicators (KPIs) across various website categories, MetaMetrics empowers informed decision-making, thereby fostering growth and innovation [9].

The potential benefits of MetaMetrics for both the industries and the society as a whole are profound. For e-commerce websites, MetaMetrics can provide invaluable insights to optimize the product listings and sales funnels, ultimately driving higher conversions and the revenue. In the healthcare and education sectors, MetaMetrics can enhance content engagement, which may lead to improved patient outcomes and student performance.

Crowd funding platforms can leverage MetaMetrics to bolster user engagement and campaign performance, maximizing fundraising efforts and social impact. Similarly, Software as a Service (SaaS) platforms, bloggers, and influencers can utilize MetaMetrics to refine their content strategies and enhance audience engagement, thereby strengthening their brand presence and market influence.

As we navigate an increasingly digital world, the importance of tools like MetaMetrics cannot be overstated. By equipping users with the means to analyze, understand, and optimize their online presence, MetaMetrics paves the way for sustained growth, innovation, and success in the ever-evolving digital landscape. Its impact reverberates not only within individual businesses but across entire industries, shaping the future of online commerce, communication, and interaction. In embracing MetaMetrics, we embrace the future of digital excellence.

The industry and society stand to benefit significantly from MetaMetrics. It provides the e-commerce websites with the tools to optimize product listings and sales funnels, while healthcare and education sectors can maximize content engagement. Crowd funding platforms can enhance user engagement and campaign performance, while SaaS platforms, bloggers, and influencers can refine their content strategies and audience engagement tactics.

9. FUTURE DIRECTIONS

Looking ahead, MetaMetrics has several promising avenues for future development and enhancement that can be implemented:

9.1 Advanced Machine Learning and AI Integration

Integrating machine learning and artificial intelligence algorithms can enable MetaMetrics to provide predictive analytics and personalized recommendations. By analyzing user behaviour patterns and trends, MetaMetrics can anticipate future outcomes and suggest tailored strategies for website optimization [10].

9.2 Expanded Data Sources and Integration

MetaMetrics can explore integrating data from a wider range of sources beyond website analytics, such as social media, CRM systems, and third-party APIs. This holistic approach to data integration would provide users with a more comprehensive view of their online presence and customer interactions.

9.3 Enhanced Visualization and Reporting

Investing in the development of advanced data visualization techniques and customizable reporting tools can further enhance the user experience with MetaMetrics. Interactive dashboards, dynamic charts, and customizable reports would empower users to extract actionable insights more efficiently.

9.4 Mobile Optimization and Accessibility

As mobile usage continues to rise, optimizing MetaMetrics for mobile devices and ensuring accessibility across different screen sizes and devices will be crucial. A mobile-responsive design and dedicated mobile app would enable users to access and analyze their website analytics on the go.

9.5 Global Expansion and Localization

Expanding MetaMetrics to cater to a global audience and providing localization options for different languages and regions can broaden its user base. Adapting to local market needs and regulations would make MetaMetrics more accessible and valuable to users worldwide.

9.6 Integration with Emerging Technologies

Embracing emerging technologies such as voice assistants, augmented reality (AR), and virtual reality (VR) can open up new possibilities for MetaMetrics. Voice-enabled analytics, AR-based data visualization, and VR powered immersive analytics experiences could revolutionize how users interact with and interpret their website analytics data.

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