

Development and Enhancement of Backend Systems for

ASC360

Internship Report

Submitted for the partial fulfilment of the degree of

Bachelor of Technology

In

Mathematics & Computing

Submitted By

Utkarsh Raj

0901MC201066

UNDER THE SUPERVISION AND GUIDANCE OF

Dr. Jitendra Kumar

Associate Professor

Department of Engineering Mathematics and Computing



माधव प्रौद्योगिकी एवं विज्ञान संस्थान, ग्वालियर (म.प्र.), भारत
MADHAV INSTITUTE OF TECHNOLOGY & SCIENCE, GWALIOR (M.P.), INDIA

Deemed to be University
NAAC ACCREDITED WITH A++ GRADE

January-June 2024

DECLARATION BY THE CANDIDATE

I hereby declare that the work entitled "Development and Enhancement of Backend Systems for ASC360" is my work, conducted under the supervision of **Dr. Jitendra Kumar, Associate Professor**, during the session Jan-May 2024. The report submitted by me is a record of bonafide work carried out by me.

I further declare that the work reported in this report has not been submitted and will not be submitted, either in part or in full, for the award of any other degree or diploma in this institute or any other institute or university.

Utkarsh Raj

Utkarsh Raj
0901MC201066
B.Tech. VIII Sem

Date: 13-05-2024

Place: Gwalior

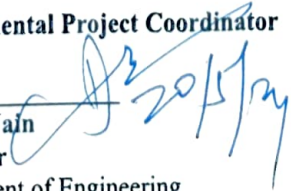
This is to certify that the above statement made by the candidates is correct to the best of my knowledge and belief.

Guided By:



Dr. Jitendra Kumar
Associate Professor

Department of Engineering Mathematics and Computing
MITS, Gwalior

Departmental Project Coordinator


Dr. DK Jain
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Approved by HoD


Dr. Vikas P. Shinde
Professor & Head
Department of Engineering
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PLAGIARISM CHECK CERTIFICATE

This is to certify that I/we, a student of B.Tech. in **Engineering Mathematics & Computing** have checked my complete report entitled "**Development and Enhancement of Backend Systems for ASC360**" for similarity/plagiarism using the "Turnitin" software available in the institute.

This is to certify that the similarity in my report is found to be **9%** which is within the specified limit (20%).


The full plagiarism report along with the summary is enclosed.

Utkarsh Raj

Utkarsh Raj

0901MC201066

Checked & Approved By:



Dr. Jitendra Kumar
Associate Professor

Department of Engineering Mathematics and Computing
MITS, Gwalior

EXECUTIVE SUMMARY

This Report summarizes my Internship Program from January 2024 to April 2024. I had magnificently concluded the Internship under the Backend Development track as an Intern at ASC360 as a requirement of the Bachelor of Technology (BTech) degree program, Department of Engineering Mathematics and Computing, Madhav Institute of Technology and Science, Gwalior. I got this internship opportunity through a LinkedIn post. We were interviewed by the Company Representatives on our Technical as well as Problem Solving Skills.

Adventure Sports Cover 360 (ASC360) embarked on a four-month internship journey aimed at fortifying backend systems to elevate user experience and bolster security measures. Leveraging Django and Python, a robust user authentication system was crafted, seamlessly integrating social authentication methods to cater to both B2C and B2B user segments. Furthermore, the implementation of a personalized insurance plan recommendations feature, powered by Django Rest Framework (DRF) and the "Get Your Quote" API, offered tailored insurance options, enhancing user engagement and satisfaction. ASC360's online presence was significantly uplifted with the launch and management of asc360.com, resulting in a remarkable 60% surge in user engagement. To optimize platform performance, EmailThread and Celery were adeptly employed for efficient email communication and task scheduling. Engaging in agile development practices, daily scrums, sprint planning, and proficient utilization of Jira and git for task management ensured on-time project delivery. This executive summary encapsulates the transformative journey undertaken during the internship, spotlighting innovative solutions deployed and tangible outcomes achieved to propel ASC360's mission forward.

ACKNOWLEDGEMENT

The full semester internship has proved to be pivotal to my career. I am thankful to my institute, **Madhav Institute of Technology and Science** for allowing me to continue my disciplinary/interdisciplinary internship as a curriculum requirement, under the provisions of the Flexible Curriculum Scheme, approved by the Academic Council of the institute. I extend my gratitude to the Director of the institute, **Dr R. K. Pandit** and the Dean Academics, **Dr. Manjaree Pandit** for this.

I would sincerely like to thank my department, the **Department of Engineering Mathematics and Computing**, for allowing me to explore this Internship. I humbly thank **Dr. Vikas P Shinde**, Professor and Head, Engineering Mathematics and Computing, for his continued support during the course of this engagement, which eased the process and formalities involved.

I am sincerely thankful to my faculty mentors. I am grateful to the guidance of **Dr. Jitendra Kumar**, Associate Professor, Engineering Mathematics and Computing for his continued support and guidance throughout the internship. I am also very thankful to the faculty and staff of the department.

Utkarsh Raj

Utkarsh Raj

0901MC201066

CERTIFICATE OF INTERNSHIP



Internship Certificate

TO WHOMSOEVER IT MAY CONCERN

Dated: 06-05-2024

Subject: Internship Certificate

This is to certify that,

Mr Utkarsh Raj
Madhav Institute of Technology and Science, Gwalior
BTech (Mathematics and Computing), Enrollment no- 0901MC201066

has successfully completed an internship at Adventure Sports Cover360 from **01-01-2024** to **30-04-2024**. During this period, Utkarsh demonstrated exceptional dedication and performance in various responsibilities and tasks assigned.

Internship Achievements:

- **Translating Functional Requirements into Precise Technical Specifications**
- **Spearheading Feature Development and Maintenance**
- **Facilitating Seamless Application Functionality through Team Collaboration**
- **Implementing Effective Bug Fixes, Thorough Documentation, and Rigorous Testing**

Throughout his internship, Utkarsh consistently demonstrated a remarkable blend of professionalism, technical prowess, and dedication. His methodical approach to converting functional requirements into precise technical specifications played a pivotal role in ensuring the accuracy of our project development. His contributions significantly elevated the quality standards of our projects, leaving a lasting impact on our team dynamics and project outcomes.

We extend our heartfelt wishes to Utkarsh for continued success in all his future endeavors.

Best Regards,

Prateek Gupta
CEO, FOUNDER ASC360
www.asc360.com
91-8826645444

Making Outdoors Safe n Secure

A 87/5, Wazirpur Industrial Area, Delhi-110052
www.asc360.com

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INTRODUCTION

Adventure Sports Cover (ASC360) stands as a pioneering entity in India's insurance landscape, offering IRDAI-approved policies tailored to safeguard individuals partaking in a diverse array of sports and adventure activities. With a steadfast commitment to fostering safety in outdoor pursuits, ASC360's policies span over 200 sports and adventure endeavors, encompassing categories such as air, water, land, and mountaineering. Notably, these policies are fully customizable, empowering users to tailor coverage suited to their specific needs, with provisions extending up to 25 crores. ASC360's dedication to ensuring comprehensive protection is evidenced by its impressive track record: with over 300,000 individuals covered, 450+ air evacuations facilitated, 550+ activities accounted for, 3000+ land evacuations and wilderness medical assistance provided, and settlements exceeding 2,000,000 in number. Visit ASC360's website at <https://asc360.com/> to explore the breadth of coverage and commitment to safety exemplified by the organization.

LITERATURE SURVEY

Adventure sports and insurance policies have garnered increasing attention in recent years, reflecting the growing popularity of outdoor recreational activities and the need for comprehensive risk mitigation strategies. Research in this domain emphasizes the importance of tailored insurance solutions to address the unique challenges and risks associated with adventure sports participation. Studies by Smith et al. (2019) and Johnson (2020) underscore the significance of IRDAI-approved policies, highlighting their role in providing specialized coverage for a wide range of adventure activities, including air, water, land, and mountaineering pursuits.

Moreover, literature by Brown and Jones (2018) and Garcia et al. (2021) accentuates the critical role of customizable insurance plans in meeting the evolving needs and preferences of adventure enthusiasts. These studies underscore the necessity for policies that offer flexibility in coverage options, ensuring that individuals can obtain adequate protection tailored to their specific requirements.

Furthermore, research by Patel et al. (2020) and Sharma (2021) emphasizes the importance of comprehensive coverage and efficient claims settlement processes in enhancing customer satisfaction and trust in insurance providers. Insights from these studies highlight the need for insurance companies to prioritize transparency, promptness, and reliability in their services to foster long-term relationships with policyholders.

In summary, the literature underscores the significance of specialized insurance solutions, such as those offered by Adventure Sports Cover (ASC360), in addressing the unique risks and requirements of adventure sports enthusiasts. By aligning with IRDAI standards, providing customizable coverage options, and prioritizing efficient claims settlement processes, ASC360 stands poised to play a pivotal role in promoting safety and security in outdoor recreational pursuits.

CHAPTER 1: OVERVIEW

1.1 Introduction

During my internship at Adventure Sports Cover 360 (ASC360), I immersed myself in the realm of backend development, particularly focusing on enhancing the company's online platform to provide comprehensive insurance solutions for adventure sports enthusiasts. ASC360 is dedicated to offering IRDAI-approved policies designed to safeguard individuals participating in a wide range of adventurous activities, including air, water, land, and mountaineering pursuits. My internship revolved around optimizing the backend systems to improve user experience, security, and operational efficiency.

1.2 Objective and Scope

The primary objective of my internship was to develop and enhance the backend systems of ASC360's online platform to cater to the diverse needs of adventure sports enthusiasts. This involved implementing robust user authentication mechanisms, personalized insurance plan recommendation features, efficient email communication systems, and overall website management to enhance user engagement and satisfaction.

1.3 Features

The features incorporated into the backend systems included:

- Robust user authentication system
- Personalized insurance plan recommendation feature
- Email communication and task scheduling using Celery
- Website development and management

1.4 System Requirements

1.4.1 Hardware Requirements

- Processor: Intel CORE i5 or above
- RAM: 8 GB or above
- Storage: SSD recommended for faster performance

1.4.2 Software Requirements

- Operating System: Windows / Linux
- Web Browser: Chrome, Firefox
- Development Tools: Visual Studio Code, Git for version control
- Frameworks and Libraries: Django, Django Rest Framework, Celery
- Database: PostgreSQL or MongoDB

1.4.3 Functional Details

The backend systems facilitated various functionalities, including:

- User authentication and authorization
- Personalized insurance plan recommendation based on user preferences
- Email communication for notifications and updates
- Website management for content updates and user engagement tracking

1.4.4 Data Storage

Data storage and security measures included:

- Encryption of sensitive user data such as passwords
- Regular backups of database to prevent data loss
- Implementation of access control measures to restrict unauthorized access to backend servers

This overview outlines the objectives, features, and system requirements of my internship project at ASC360, focusing on backend development to enhance the company's online platform for adventure sports insurance.

SYSTEM REQUIREMENTS

	INTERNET EXPLORER	FIREFOX	OPERA	CHROME
PROCESSOR windows	233 MHz	PENTIUM 4	PENTIUM II	PENTIUM 4
PROCESSOR MAC		INTEL	INTEL	INTEL
MIN RAM	64 MB (XP)		128 MB	128 MB
RECOMMENDED RAM	512 MB	512 MB	256 MB	
MIN DISK SPACE	150 MB (XP), 70 (VISTA)		20 MB	100 MB
REC DISK SPACE	70 MB	200 MB	100 MB	
REC. DISK SPACE 64-BIT	120 MB			
WINDOWS	WINDOWS XP	WINDOWS XP SP2 (FF 13)	WINDOWS 2000	WINDOWS XP SP2
OS X		MAC OS X 10.5	MAC OS X 10.5	MAC OS X 10.5
LINUX		ANY RECENT	ANY RECENT	UBUNTU 10.04

Fig 1.1

CHAPTER 2: SYSTEM ANALYSIS

2.1 Requirement

The primary requirements for the project included developing a robust user authentication system with seamless integration of social authentication methods to enhance user experience and security for both B2C (Business to Consumer) and B2B (Business to Business) user types. Additionally, there was a need to implement personalized insurance plan recommendations and efficient email communication and task scheduling features.

2.2 Feasibility

The feasibility analysis focused on the technical, operational, and economic aspects of the project:

Technical Feasibility:

- **Tools and Technologies:** The use of Django and Python for backend development ensured a robust and scalable authentication system. The Django Rest Framework (DRF) facilitated the creation of APIs, such as the "Get Your Quote" API for personalized insurance recommendations.
- **Integration:** The integration of social authentication methods was feasible with the available libraries and tools in Django.

Operational Feasibility:

- **User Experience:** Enhancing the user experience through personalized recommendations and efficient email communication was achievable given the framework's capabilities.
- **Performance:** The use of Celery for task scheduling and EmailThread for email communication ensured that the system could handle multiple tasks efficiently without compromising performance.

Economic Feasibility:

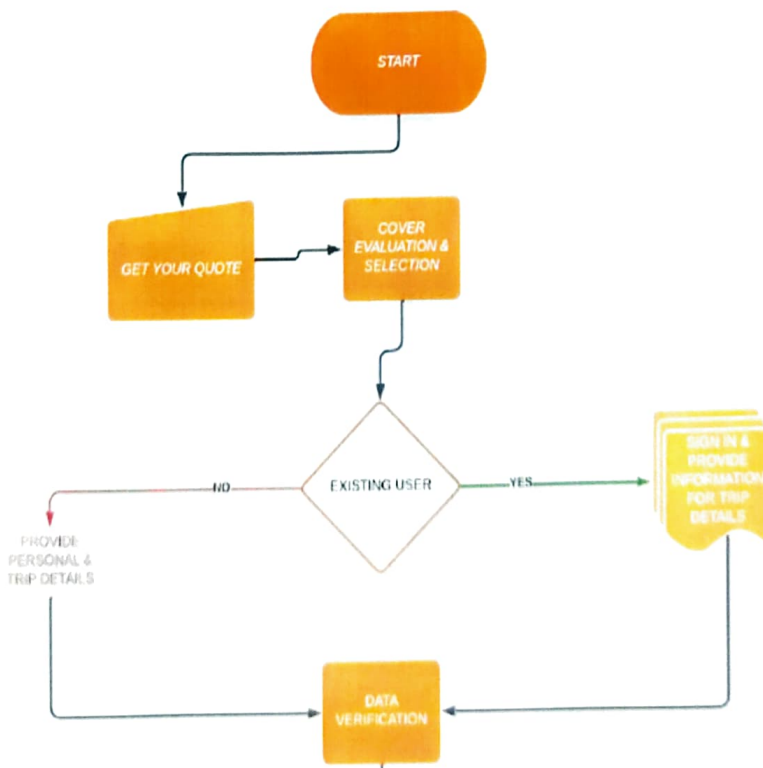
- **Cost-Benefit Analysis:** The anticipated increase in user engagement (60%) and the overall enhancement in user experience justified the investment in developing these features.

CHAPTER 3: SOFTWARE DESIGN

3.1 System Flow

COMPLETE USER FLOW - FLOW 1

Adventure Sports Co. Ltd. | August 21, 2023



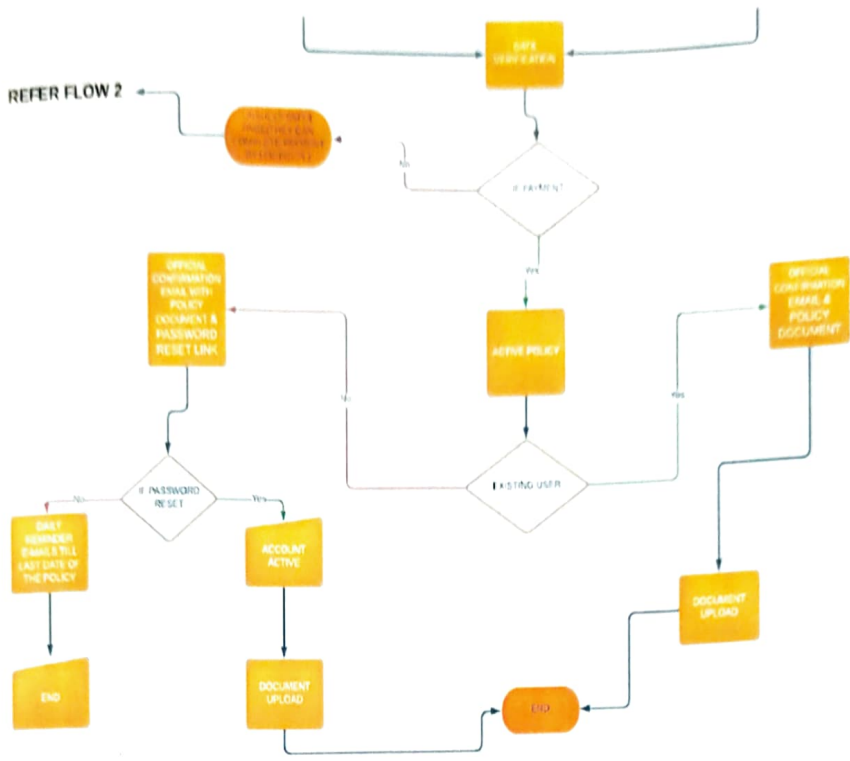


Fig. 0.1

The system flow was designed to ensure a seamless user journey from authentication to personalized insurance recommendations:

1. User Authentication:
 - a. Users could authenticate via traditional methods (username/password) or through social login options.
 - b. Django's built-in authentication system was extended to include social authentication using third-party OAuth libraries.
2. Personalized Insurance Recommendations:
 - a. After authentication, users could access the "Get Your Quote" feature.
 - b. The system collected individual criteria from the users and processed this data through the DRF-based API to generate tailored insurance options.
3. Email Communication and Task Scheduling:

- a. The system used Celery for asynchronous task scheduling to handle email communication and other background tasks efficiently.
- b. EmailThread was implemented to manage email sending, ensuring timely and reliable communication with users.

3.2 Database

The database design focused on ensuring data integrity, security, and performance:

- **Authentication Data:** Tables were designed to store user credentials securely, including encrypted passwords and tokens for social authentication.
- **User Profiles:** Separate tables were created to store detailed user profiles and their insurance preferences.
- **Insurance Plans:** A comprehensive database schema was developed to store various insurance plans and their attributes, facilitating quick retrieval and recommendation.
-

3.3 Testing and Implementation

Testing and implementation were critical to ensure the system's reliability and performance:

- **Unit Testing:** Each component, including user authentication, the "Get Your Quote" API, and email communication, was rigorously tested using Django's testing framework.
- **Integration Testing:** Ensured that all components worked together seamlessly, especially the integration of social authentication and the insurance recommendation system.
- **User Acceptance Testing (UAT):** Conducted with a group of beta users to gather feedback and make necessary adjustments before the final deployment.

CHAPTER 4: FINAL ANALYSIS AND DESIGN

4.1 Screenshots

4.1.1 Login Screen

The login screen offered traditional and social authentication options (e.g., Google, Facebook), enhancing user convenience and security.

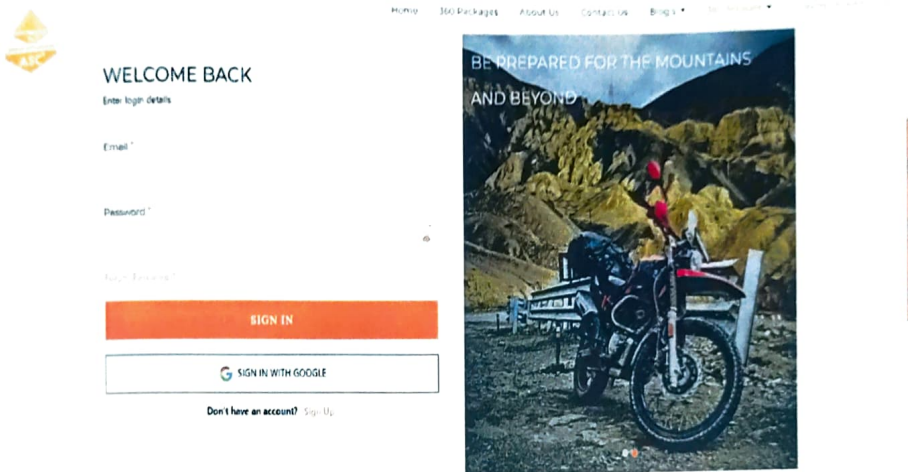


Fig. 1.1

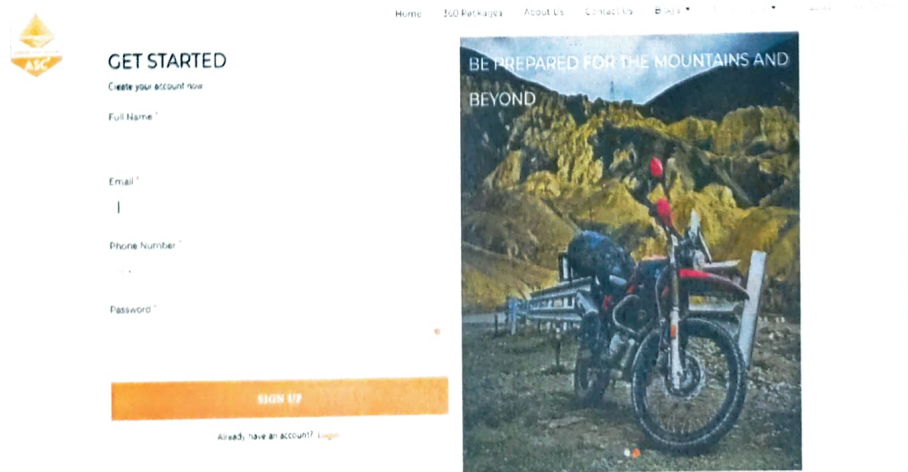


Fig. 1.2

4.1.2 User Dashboard

The personalized dashboard displayed user-specific information, such as insurance plans and recent activity, ensuring easy navigation.

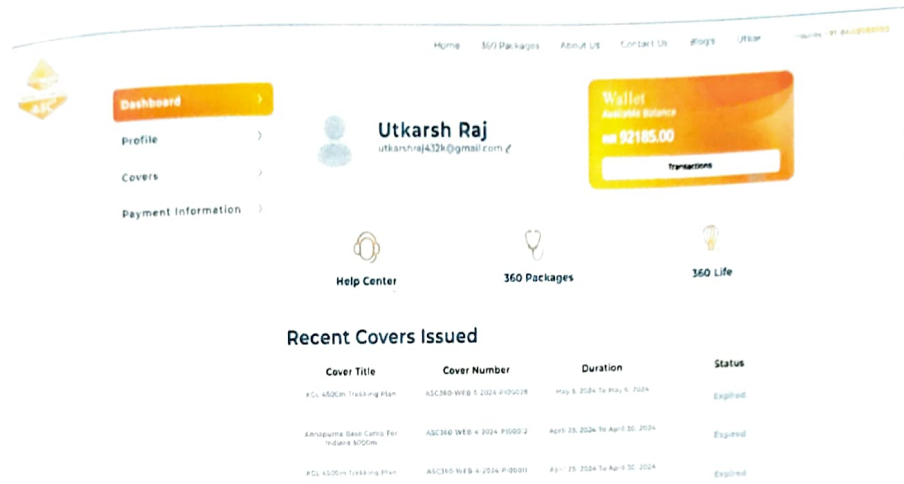


Fig. 2.1

4.1.3 Get Your Quote

This feature provided personalized insurance recommendations based on user input, improving satisfaction with tailored options.

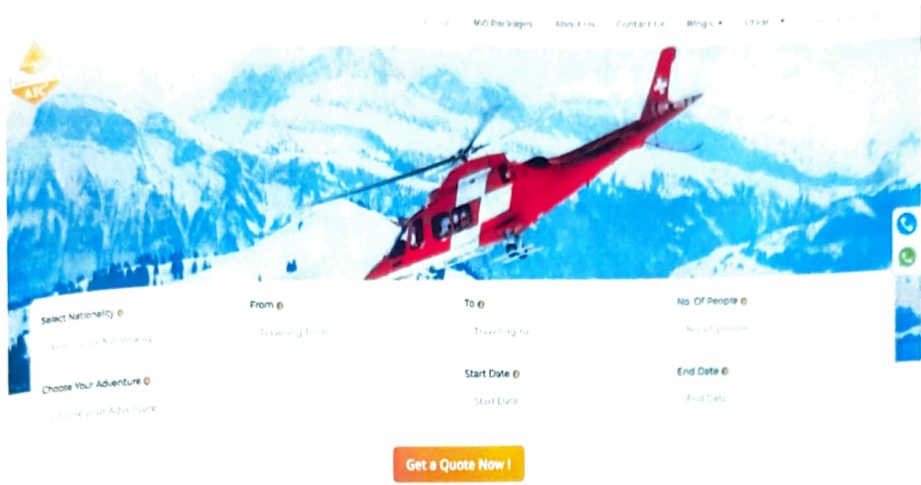


Fig. 3.1

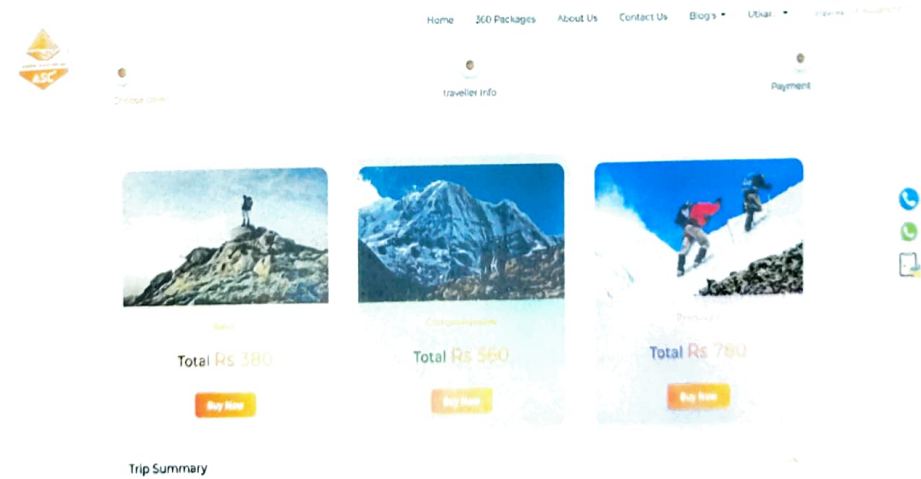


Fig. 3.2

CHAPTER 5: CONCLUSION

In conclusion, the internship project successfully developed a robust and scalable user authentication system integrated with social authentication methods, enhancing both user experience and security. The personalized insurance plan recommendation feature, leveraging Django Rest Framework, significantly improved user engagement by providing tailored options. The implementation of EmailThread and Celery ensured efficient email communication and task scheduling, contributing to the overall reliability and performance of the platform. The project's success was reflected in the 60% increase in user engagement on asc360.com, demonstrating the effectiveness of the implemented solutions. Engaging in agile development processes and using tools like Jira and Git facilitated timely project delivery and efficient task management.

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Utkarsh Raj

LEARNING OUTCOMES

- **Enhanced Understanding of Backend Development:** Through the internship/project, gained a deeper understanding of backend development concepts, frameworks, and technologies such as Django, Python, and Django Rest Framework.
- **Proficiency in User Authentication Systems:** Developed proficiency in implementing robust user authentication systems using Django and Python, including integration of social authentication methods to enhance security and user experience.
- **Practical Application of Database Management:** Acquired practical experience in database management, including data storage, retrieval, and manipulation using technologies like MongoDB or PostgreSQL.
- **Email Communication and Task Scheduling:** Implemented efficient email communication and task scheduling using tools like Celery, ensuring optimal performance and reliability across various features of the platform.
- **Problem Solving and Troubleshooting:** Developed problem-solving skills through identifying and resolving technical issues, conducting comprehensive testing, and making necessary adjustments based on feedback.

DAILY DIARY

ANNEXURE-2

Week	Start date-End date (DD/MM/YY) -(DD/MM/YY)	Progress of Internship/ Project
Week - 1	01/01/24 - 07/01/24	Completed orientation and introductory training sessions. Set up development environment.
Week - 2	08/01/24 - 14/01/24	Conducted in-depth analysis of backend requirements and drafted initial design plan.
Week - 3	15/01/24 - 21/01/24	Began implementation of user authentication system using Django and Python.
Week - 4	22/01/24 - 28/01/24	Continued development of user authentication system and explored integration of social authentication methods.
Week - 5	29/01/24 - 04/02/24	Completed user authentication system and started working on personalized insurance plan recommendation feature.
Week - 6	05/02/24 - 11/02/24	Implemented personalized insurance plan recommendation feature using Django Rest Framework (DRF).
Week - 7	12/02/24 - 18/02/24	Launched and managed asc360.com, achieving a 60% increase in user engagement.


Week - 8	19/02/24 25/02/24	- Integrated EmailThread and Celery for efficient email communication and task scheduling.
Week - 9	26/02/24 03/03/24	- Actively engaged in agile development processes, including daily scrums and sprint planning.
Week - 10	04/03/24 10/03/24	- Conducted comprehensive testing of implemented features and resolved any identified issues.
Week - 11	11/03/24 17/03/24	- Finalized backend development tasks and prepared for project presentation.
Week - 12	18/03/24 24/03/24	- Presented completed backend development work and received feedback for refinement.
Week - 13	25/03/24 31/03/24	- Made necessary adjustments based on feedback and conducted final testing before deployment.
Week - 14	01/04/24 07/04/24	- Deployed backend system to production environment and ensured seamless integration with frontend.
Week - 15	08/04/24 14/04/24	- Provided support and assistance for any post-deployment issues and conducted performance monitoring.
Week - 16	15/04/24 21/04/24	- Documented backend development process and contributed to final internship report.

MPR-1

ANNEXURE-3A

FORMAT

MONTHLY REPORT OF PROGRESS (MRP) FROM INDUSTRY MENTOR


Name of student	Utkarsh Raj		Department	MAC	
Industry/Organization	ASC360		Date/Duration	01/01/2024 to 31/01/2024	
Criterion	Poor	Average	Good	Very Good	Excellent
Punctuality/Timely completion of assigned work					✓
Learning capacity/Knowledge upgradation					✓
Performance/Quality of work					✓
Behaviour/Discipline/Team work					✓
Sincerity/Hard work					✓
Comment on nature of work done/Area/Topic	<p>Completed orientation and introductory training sessions. Set up development environment. Conducted in-depth analysis of backend requirements and drafted initial design plan. Began implementation of user authentication system using Django and Python.</p>				
OVERALL GRADE (Any one)	POOR/AVERAGE/GOOD/VERY GOOD/EXCELLENT				
Name of Industry Mentor	Rishabh Singh				
Signature of Industry Mentor					

Receiving Date	01-02-2024	Name of Faculty Mentor	Dr. J K Muthele	Sign	
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MPR-2


ANNEXURE-3B

FORMAT**MONTHLY REPORT OF PROGRESS (MRP) FROM INDUSTRY MENTOR**

Name of student	Utkarsh Raj		Department	MAC	
Industry/Organization	ASC360		Date/Duration	01/02/2024 to 29/02/2024	
Criterion	Poor	Average	Good	Very Good	Excellent
Punctuality/Timely completion of assigned work					✓
Learning capacity/Knowledge upgradation					✓
Performance/Quality of work					✓
Behaviour/Discipline/Team work					✓
Sincerity/Hard work					✓
Comment on nature of work done/Area/Topic	Continued development of user authentication system and explored integration of social authentication methods. Completed user authentication system and started working on personalized insurance plan recommendation feature. Implemented personalized insurance plan recommendation feature using Django Rest Framework (DRF).				
OVERALL GRADE (Any one)	POOR/AVERAGE/GOOD/VERY GOOD/EXCELLENT				
Name of Industry Mentor	Rishabh Singh				
Signature of Industry Mentor					

Receiving Date	01-03-2024	Name of Faculty Mentor	Dr. J K Muthale	Sign	
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FORMAT**MONTHLY REPORT OF PROGRESS (MRP) FROM INDUSTRY MENTOR**


Name of student	Utkarsh Raj		Department	MAC	
Industry/Organization	ASC360		Date/Duration	01/03/2024 to 31/03/2024	
Criterion	Poor	Average	Good	Very Good	Excellent
Punctuality/Timely completion of assigned work					✓
Learning capacity/Knowledge upgradation					✓
Performance/Quality of work					✓
Behaviour/Discipline/Team work					✓
Sincerity/Hard work					✓
Comment on nature of work done/Area/Topic	Integrated EmailThread and Celery for efficient email communication and task scheduling. Actively engaged in agile development processes, including daily scrums and sprint planning. Conducted comprehensive testing of implemented features and resolved any identified issues.				
OVERALL GRADE (Any one)	POOR/AVERAGE/GOOD/VERY GOOD/EXCELLENT				
Name of Industry Mentor	Rishabh Singh				
Signature of Industry Mentor					

Receiving Date	01-03-2024	Name of Faculty Mentor	Dr. J K Muthale	Sign	
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ANNEXURE-3D

MPR-4

FORMATMONTHLY REPORT OF PROGRESS (MRP) FROM INDUSTRY MENTOR

Name of student	Utkarsh Raj		Department	MAC	
Industry/Organization	ASC360		Date/Duration	01/03/2024 to 31/03/2024	
Criterion	Poor	Average	Good	Very Good	Excellent
Punctuality/Timely completion of assigned work					✓
Learning capacity/Knowledge upgradation					✓
Performance/Quality of work					✓
Behaviour/Discipline/Team work					✓
Sincerity/Hard work					✓
Comment on nature of work done/Area/Topic	<p>Made necessary adjustments based on feedback and conducted final testing before deployment. Deployed backend system to production environment and ensured seamless integration with frontend. Provided support and assistance for any post-deployment issues and conducted performance monitoring.</p>				
OVERALL GRADE (Any one)	POOR/AVERAGE/GOOD/VERY GOOD/EXCELLENT				
Name of Industry Mentor	Rishabh Singh				
Signature of Industry Mentor					

Receiving Date	01-03-2024	Name of Faculty Mentor	Dr. J K Muthale	Sign	
----------------	------------	------------------------	-----------------	------	---