THE

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TIMES

ENGINEERING

EDITION

Thought of the Month

"Without continual growth and progress, such words as improvement, achievement and success have no meaning." — Benjamin Franklin

Word of the Month

QUOTIDIAN :- Something that is of daily occurrence

EXAMPLE :-
Incorporating small, quotidian learning tasks into your daily routine can lead to significant knowledge and skill growth over time.

KNOW YOUR TEAM ?

NAME :- ADARSH E.A

YOUR FAV ACTOR/ ACTRESS :- TOM CRUISE

WHAT SUPERPOWER WOULD YOU WANT TO HAVE

Ability to fire lazer shots from hand

YOUR FAVORITE TEAM MEMBER OTHER THAN YOUR CURRENT TEAM -

Pradeep G.S

THE NEXT TRAVEL DESTINATION ON THE TOP OF YOUR MIND

Maldives

NAME :- SUNKARA SAI JYOTHI

YOUR FAV ACTOR/ ACTRESS :- SRK

WHAT SUPERPOWER WOULD YOU WANT TO HAVE

Mind Reading

YOUR FAVORITE TEAM MEMBER OTHER THAN YOUR CURRENT TEAM -

Shivpriya R Sumbha

THE NEXT TRAVEL DESTINATION ON THE TOP OF YOUR MIND

Manali & Paris

NAME :- CHANDRAKANTH VANETTINAVAR

YOUR FAV ACTOR/ ACTRESS :- RAJINIKANTH

WHAT SUPERPOWER WOULD YOU WANT TO HAVE

Time Travel

YOUR FAVORITE TEAM MEMBER OTHER THAN YOUR CURRENT TEAM -

Ashwija

THE NEXT TRAVEL DESTINATION ON THE TOP OF YOUR MIND

Kedarnath

NAME :- GOPAL

YOUR FAV ACTOR/ ACTRESS :- KICHCHA SUDEEP AND SAI PALLAVI

WHAT SUPERPOWER WOULD YOU WANT TO HAVE

I want the superpower to speak at least 10 languages fluently

YOUR FAVORITE TEAM MEMBER OTHER THAN YOUR CURRENT TEAM -

Lithin PK

THE NEXT TRAVEL DESTINATION ON THE TOP OF YOUR MIND

Wayanad, Kerala

NAME :- KALAVATHI SINDHANUR

YOUR FAV ACTOR/ ACTRESS :- PRABHAS/TRISHA

WHAT SUPERPOWER WOULD YOU WANT TO HAVE

i want to grow a money tree

YOUR FAVORITE TEAM MEMBER OTHER THAN YOUR CURRENT TEAM -

Arun Reddy

THE NEXT TRAVEL DESTINATION ON THE TOP OF YOUR MIND

Any one of the wonders of the world

NAME :- HARISH KUMAR

YOUR FAV ACTOR/ ACTRESS :- DHANUSH

WHAT SUPERPOWER WOULD YOU WANT TO HAVE

I want to go back to my school days again

YOUR FAVORITE TEAM MEMBER OTHER THAN YOUR CURRENT TEAM -

Lithin

THE NEXT TRAVEL DESTINATION ON THE TOP OF YOUR MIND

Goa

NAME :- ASHWATHA

YOUR FAV ACTOR/ ACTRESS :- ROCKY BHAI(YASH)

WHAT SUPERPOWER WOULD YOU WANT TO HAVE

Flying power

YOUR FAVORITE TEAM MEMBER OTHER THAN YOUR CURRENT TEAM -

Manjunath A

THE NEXT TRAVEL DESTINATION ON THE TOP OF YOUR MIND

Goa

NAME :- PRASANNA KUMAR

YOUR FAV ACTOR/ ACTRESS :- SUDEEP, ALLU ARJUN AND SRK

WHAT SUPERPOWER WOULD YOU WANT TO HAVE

convert things to money whichever i want and wish

YOUR FAVORITE TEAM MEMBER OTHER THAN YOUR CURRENT TEAM -

Anand and Manju A (from team X)

THE NEXT TRAVEL DESTINATION ON THE TOP OF YOUR MIND

GOA

NAME :- YASH KAPOOR

YOUR FAV ACTOR/ ACTRESS :- SHAHRUKH KHAN

WHAT SUPERPOWER WOULD YOU WANT TO HAVE

If I could choose any superpower, I think I would pick flying

YOUR FAVORITE TEAM MEMBER OTHER THAN YOUR CURRENT TEAM -

Shavez Khan from Experiential Learning

THE NEXT TRAVEL DESTINATION ON THE TOP OF YOUR MIND

I want to travel to Kullu and Manali

NAME :- SANTOSH HUGAR

YOUR FAV ACTOR/ ACTRESS :- PUNEETH RAJKUMAR & RAJINIKANTH

WHAT SUPERPOWER WOULD YOU WANT TO HAVE

Mindreading

YOUR FAVORITE TEAM MEMBER OTHER THAN YOUR CURRENT TEAM -

Rajesh V & Pradeep GS

THE NEXT TRAVEL DESTINATION ON THE TOP OF YOUR MIND

Ladakh & Ayodhya

NAME :- MOHAMMED ZUHEB AHAMED

YOUR FAV ACTOR/ ACTRESS :- SRK

WHAT SUPERPOWER WOULD YOU WANT TO HAVE

Power to video record all corruptions of all sectors remotely and expose in social media

YOUR FAVORITE TEAM MEMBER OTHER THAN YOUR CURRENT TEAM -

Lithin, Prasanna

THE NEXT TRAVEL DESTINATION ON THE TOP OF YOUR MIND

Kashmir

NAME :- PANDRANKI SIVA KRUSHNA

YOUR FAV ACTOR/ ACTRESS :- CHIRANJEEVI

WHAT SUPERPOWER WOULD YOU WANT TO HAVE

Time Travel

YOUR FAVORITE TEAM MEMBER OTHER THAN YOUR CURRENT TEAM -

Rishi Ravi

THE NEXT TRAVEL DESTINATION ON THE TOP OF YOUR MIND

Arunachal Pradesh

NAME :- NAVEEN MAYUR K R

YOUR FAV ACTOR/ ACTRESS :- KICCHA SUDEEP

WHAT SUPERPOWER WOULD YOU WANT TO HAVE

Control Time

YOUR FAVORITE TEAM MEMBER OTHER THAN YOUR CURRENT TEAM -

Rudra

THE NEXT TRAVEL DESTINATION ON THE TOP OF YOUR MIND

Pondicherry

NAME :- MANJUNATH R

YOUR FAV ACTOR/ ACTRESS :- NONE

WHAT SUPERPOWER WOULD YOU WANT TO HAVE

None

YOUR FAVORITE TEAM MEMBER OTHER THAN YOUR CURRENT TEAM -

None

THE NEXT TRAVEL DESTINATION ON THE TOP OF YOUR MIND

Ladakh Bike Ride

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OPEN POSITION

JD FOR INTERNS: - *Enterprise Sales Team*

JOB TITLE: - *Lead Generation Intern*

JOB TYPE: - *Internship*

JOB LOCATION: - *Bangalore*

JOB SUMMARY: -

We are seeking a Lead Generation Intern to join our team. The successful candidate will be responsible for supporting our lead generation efforts, including identifying and qualifying potential clients, researching, and analysing market trends, and assisting with the development of marketing campaigns. This is an exciting opportunity to gain valuable experience in a fast-paced and dynamic industry.

RESPONSIBILITIES:

- Conduct market research and analyse trends to identify potential sales opportunities.

  1. Responsible for Client Prospecting
  2. Maintaining Prospect Database

- Assist in identifying and qualifying potential clients through various channels such as cold calling, email campaigns, and social media outreach.
- Research and compile information on potential clients and enter it into the company's customer relationship management (CRM) system.
- Support the development and execution of marketing campaigns to generate leads.
- Collaborate with the sales and marketing team to achieve departmental goals.

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REQUIREMENTS:

- Currently pursuing a bachelor's degree in business administration, Marketing, or a related field.

- Strong verbal and written communication skills.

- Excellent organizational skills and attention to detail.

- Ability to work independently and as part of a team.

- Proficient in Microsoft Office and social media platforms.

- Previous experience in lead generation or sales is a plus.

BENEFITS:

- Gain valuable experience in a dynamic and growing industry.

- Work with a team of experienced sales and marketing professionals.

- Receive training and mentorship to develop your skills.

If you are interested in this opportunity, please submit your resume and a cover letter explaining why you are the right candidate for the role.

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IMPACTFUL CONSTRAINTS:HOW CLOUD PLATFORM LIMITATIONS AFFECT NUVEPRO'S BUSINESS

Official customer newsletter of Audora Interior Designs

Nuvepro is approaching its tenth year of excellence in delivering services within the virtualization and cloud computing domains

During the initial journey, different cloud platforms were also in the preliminary stage with respect to their services, features and scope of development. Over the period of time our company also did various course corrections based on the dynamics of the market. One such important decision was to drop support for private cloud.

Upskill and Reskill market were booming and Nuvepro positioned itself as a major player in the Hands-on learning market with huge Catalog of lab environments available to various types of business houses. But the progression was not without any challenges. I have been part of Nuvepro since its inception, gaining valuable exposure to a wide range of cloud platforms and their respective methodologies. Nuvepro hands-on-labs platform is built around the cloud as a solution and there are many aspects of the cloud which affects the business. Based on my years of experience on this domain, I would like to throw light on some of the primary issues we face from the engineering perspective.

- ## Cost control

In the learning domain, customers are extremely cost conscious and control over cloud utilization and billing is extremely significant. But public cloud services like AWS, Azure etc. are designed to encourage customers to consume service with more ease. There is currently no readily available out-of-the-box solution from cloud vendors for real-time usage restrictions. This introduces more consumption than expected and leakages in cost computation.

- ## Soft Limits

Most of the resources in the cloud have a soft limit set on it. Be it subscriptions, number of active directory users, linked accounts etc. This is to avoid over exploitation of the capacity.
Nuvepro platform consumes large amounts of cloud resources (specially accounts, policies, budgets etc) since the life cycle of lab environments are completely automated. Many of these cloud resources has a shorter life cycle. Say a month or so in many cases.

Due to various soft limits, an offline process of raising support tickets for an increase in limits is required. This hampers the continuous automated operations and lots of manual intervention and monitoring becomes essential. This also means that features in the product should be designed to overcome these limitations.

- ## Delay in processing of consumed cost

All cloud platforms process usage data of consumed resources at a slower pace. For example: Azure process usage data within 48 hours or more. AWS in 24 hours and GCP could take 3 to 5 days. Due to this, Nuvepro platform cannot track lab cost in real time. Cost controlling features like budget and some policies trigger with much delay hence not very effective.

The native budget feature of cloud platforms itself trigger after much delay and not real time. Once the budgeted amount is reached, an alert will be triggered based on the configuration, but the resource will continue to run. This could turn in to cost leakages from company accounts which takes time to identify. Most of the time customers will not pay for these losses.

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- ## API limits

Many cloud APIs are equipped with rate limits. For specific functions such as cost dashboards and reports, the Nuvepro platform experiences a high volume of traffic with various cloud platforms. This often results in requests hitting rate limits, causing delays in overall processing times. Additionally, the ever-evolving nature of public cloud platforms like Azure, AWS, and GCP introduces another risk: API deprecation. Keeping abreast of the cloud platform roadmaps is essential for maintaining uninterrupted service to Nuvepro customers.

- ## Performance

Efficiency of Nuvepro platform also depends on the performance of various services/operations in the cloud platform. For example, when a lab is getting created, user experience can get affected depending on how long the learner must wait to access it. Customers expects faster turnaround times which might not be possible due to the time it takes to provision in the cloud. Some platforms don't have an easy way to cleanup all resources in an automated way. Also, deletion of certain resources can fail due to various dependencies.

The public cloud is continuously evolving and improving. The assumption is that the above said constraints might get diluted over the years. Let's hope for the best.
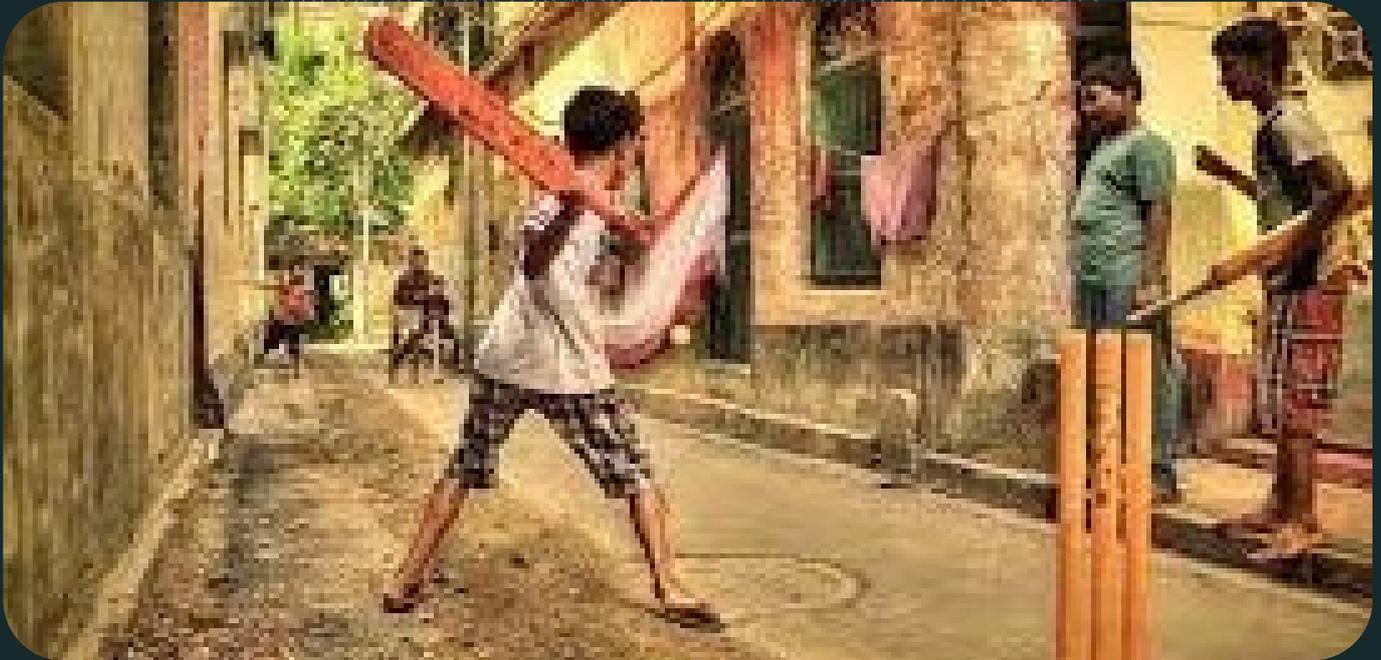
AUTHORED BY

ADARSH EA

SENIOR TECHNICAL MANAGER•ENGINEERING

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GALLY CRICKET..

Official customer newsletter of Audora Interior Designs

The Heart and Soul of Indian Streets: Galli Cricket:

Cricket, often hailed as a religion in India, transcends boundaries and demographics. While international cricket matches with their roaring stadiums and world-class players hold a special place in the hearts of fans, there's another form of cricket that's equally cherished - Galli Cricket. This grassroots version of the sport, played in narrow alleys, streets, and bylanes across the country, captures the essence of cricket's unadulterated joy, unites communities, and nurtures budding talents.

A Slice of Everyday Life:

Galli cricket, which literally translates to "street cricket," is an integral part of Indian culture. It's a sport that doesn't require elaborate infrastructure or expensive equipment. All you need is a bat, a ball, some eager participants, and a stretch of road or open space. Children, teenagers, and even adults come together in the evenings or during weekends to engage in spirited matches that can last for hours.

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Who is going to play First?

Cricket, often hailed as a religion in India transcends boundaries and demographics. While international cricket matches with their roaring stadiums and world-class players hold a special place in the hearts of fans, there's another form of cricket that's equally cherished - Galli Cricket. This grassroots version of the sport, played in narrow alleys, streets, and bylanes across the country, captures the essence of cricket's unadulterated joy, unites communities, and nurtures budding talents.

What is BAT NUMBER?

One guy will go a bit far from all the members then he will write some number on earth, and he will cover those with a bat, all the members will run towards those numbers, and they will choose different numbers then that 1st guy will open the bat then he will talk about the numbers. This is how they will decide who is going to play first.

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The Essential Ingredients:

- **Ball:** Galli cricket often employs a lightweight, plastic ball that can easily traverse the uneven playing surfaces of Indian streets. These balls are designed to swing and spin, adding an extra layer of excitement to the game.

- **The Bat:** While a traditional cricket bat can be used, many opt for a makeshift bat, often a piece of wood or even a broken cricket bat handle. These DIY solutions showcase the improvisational nature of galli cricket

- **Wickets:** In the absence of official stumps, a wide range of objects can serve as wickets. Bricks, stones, or even a pile of bags or books can be used as makeshift stumps.

AUTHORED BY

ASHWATHA

SOFTWARE ENGINEER = ENGINEERING

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THE WOMAN IN YOUR LIFE --- *very well described.*

Official customer newsletter of Audora Interior Designs

If You Are With A Working Woman, Accept & Marry Her With These Facts As Well:

Here is a girl who is as much educated as you are.
Who is earning almost as much as you do.

One who has dreams and aspirations just as you have,
Coz She is as human as you are.

One who has never entered the kitchen in her lifetime just as you or your sister haven't,
As she was busy in studies and competing in a system,

That gives no special concession to girls for their culinary achievements.
One who has lived and loved her parents & brothers & sisters,

Almost as much as you do for 20-23 years of life.
One who has bravely agreed to leave behind, all that,

Her home, people who love her, to adopt your home,
Your family, your ways & even your family name.

One who is expected to adjust to her new circumstances, environment & kitchen.
One who is expected to make the tea, first thing in the morning and
Cook food at the end of the day, even if she is even if she is as much tired as you are, maybe more.

And yet never ever expected to complain; to be a servant, a cook, a mother a wife even if she didn't want to.

And is learning just like you are as to what you want from her,
She is clumsy and sloppy at times and knows that you won't like it if she is too demanding or if she learns faster than you.

One who has her own set of friends and that includes boys and men at her workplace too,
Those who she knows from her school days and yet is willing to put all that on her back burners,

 To avoid your irrational jealousy, unnecessary competition, and your inherent insecurities.
Yes, she can drink and dance just as well as you can.
But won't simply

Because you won't like it even though you say Otherwise
One who can be late from work once in a while when deadlines just like yours are to be met.
One who is doing her level best and wants to make this most important relationship in her entire life a Grand Success,

If you help her some and trust her
One who just wants one thing from you as you are the only person, she knows in your entire house.
Your unstinted support, your sensitivities and most importantly your Understanding or Love -if you may call it so

But not many guys understand this!!
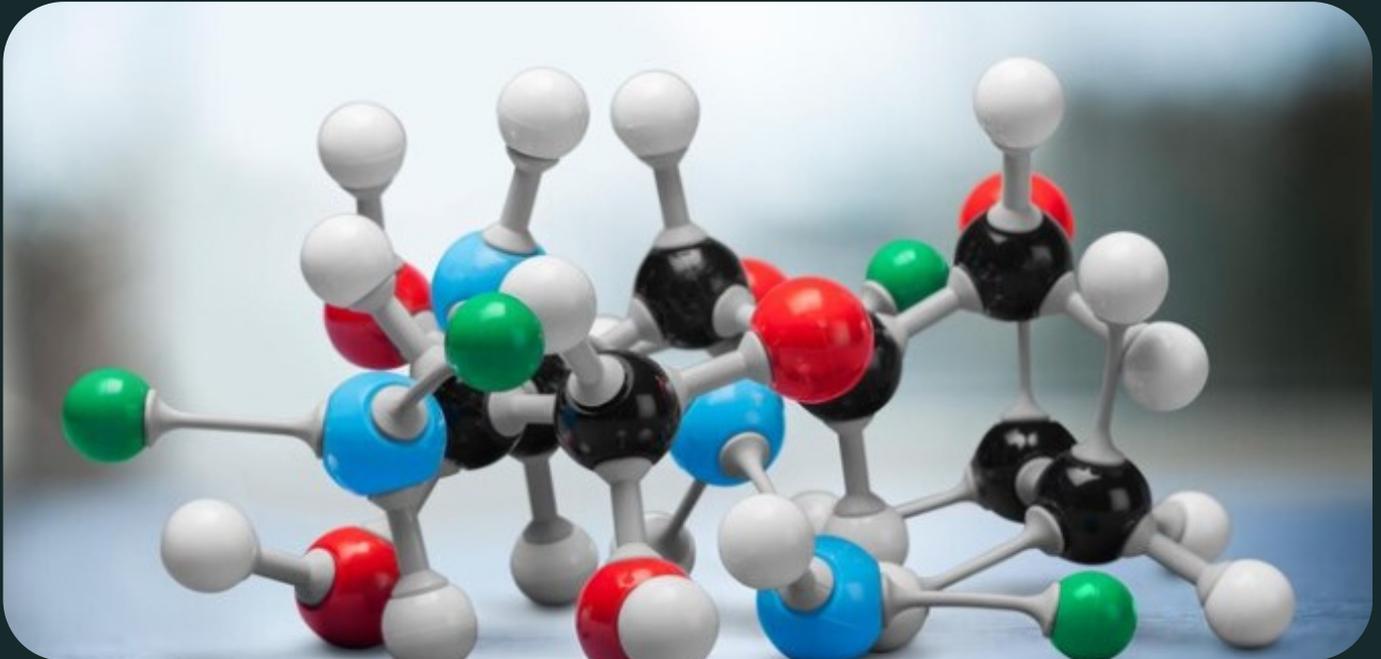
SO, Please appreciate "HER" "RESPECT HER"

AUTHORED BY

SUNKARA SAI JYOTHI

SENIOR SOFTWARE ENGINEER =QA

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THE FIRST LAW OF ATOMIC HABITS

Synopsis:

we explore the transformative power of the first law of "Atomic Habits" by James Clear: "Make It Obvious." Discover how the visibility and awareness of habits play a pivotal role in their formation. We delve into practical examples of how to apply this law in real life, making your desired habits more apparent and accessible. Learn to recognize habit cues, design your environment for success, and create natural triggers for positive change.

🔍 Understanding the First Law: Make It Obvious

The First Law of Atomic Habits emphasizes the crucial role of visibility and awareness in habit formation. It encourages us to make our desired habits more apparent in our daily lives, making it easier for us to follow through. Here's a closer look at what this means.

1. Habit Cues:

This refers to the triggers or cues that kickstart your habits. These cues can be various things, such as specific times of day, particular locations, your emotional state, or even the presence of certain people. Recognizing these cues is essential because it helps you understand what prompts your habits in the first place.

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2. Habit Design:

To make your desired habits more obvious, you can adjust your surroundings or environment. For example, if you want to read more, you can place books in visible locations around your home or set up reminders to read regularly. This way, your environment actively encourages the habit you want to develop.

3. Cues for Positive Change:

Building on the idea of habit cues, this aspect involves intentionally linking new habits you want to establish with existing habits or rituals. By doing this, you create a natural trigger for your new habit. For instance, if you want to start meditating daily, you could link it to your morning coffee routine.

4. Eliminate Hidden Triggers:

In your journey to establish better habits, it's essential to be mindful of subtle cues that may lead to negative habits or behaviours. Recognize these hidden triggers, and then take steps to either eliminate them or find ways to avoid them. This helps you stay on track with your desired habits and reduce the chances of slipping into undesirable ones.

📚 Applying the First Law: Real-Life Examples

To help you grasp the concept better, here are a few real-life examples of making it obvious:

1. Exercise:

Lay out your workout clothes the night before, so they're the first things you see in the morning. This makes your intention to exercise obvious and creates a visual cue that encourages you to follow through with your workout.

2. Healthy Eating:

Keep a bowl of fresh fruit on your kitchen counter for easy snacking. By placing the fruit in a prominent location, you make the healthy choice more obvious and convenient, which can help you make better dietary choices.

3. Productivity:

Create a dedicated workspace that signals "work mode" and keeps distractions out of sight. Designing a workspace specifically for work tasks makes it obvious that it's time to focus, and it minimizes potential distractions, helping you be more productive.

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4. Reading:

Place a book on your nightstand to remind you to read before bedtime. Having the book within arm's reach serves as a visible cue that prompts you to engage in a reading habit, making it more likely that you'll pick up the book and read regularly.

5. Gratitude:

Set a daily alarm on your phone to prompt you to jot down things you're grateful for.
This alarm serves as an auditory cue that reminds you to practice gratitude daily. It makes the habit of expressing gratitude more obvious in your daily routine.

💡 Action Steps: Make It Obvious in Your Life

Now, it's your turn to apply the First Law of Atomic Habits. Take these steps to start making your habits more obvious:

1. Identify a Habit:

Choose one habit you'd like to establish or improve. This step involves selecting a specific behaviour or routine you want to work on. It could be something like exercising regularly, drinking more water, reading daily, or any habit that aligns with your goals for self-improvement.

2. Find the Cue:

Determine what cues or triggers can remind you to perform this habit. To establish or improve a habit effectively, you need to understand what prompts or initiates that behaviour. Cues can be various things like a specific time of day, a location, an emotional state, an action you've just completed, or even the presence of certain people. Identifying the cue helps you recognize when it's time to act on your habit.

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3. Create Visibility:

Rearrange your environment to put the cue in plain sight or set a reminder. Once you've identified the cue, you can proactively design your surroundings or routines to make it more obvious. For instance, if your cue is to drink more water when you wake up, you can place a glass of water on your nightstand so that it's the first thing you see in the morning. This visual cue reminds you to drink water and makes it easier to follow through with your habit.

4. Track Progress:

Use a habit tracker or journal to monitor your efforts and stay accountable. Keeping track of your progress is crucial for habit formation. You can use a habit tracker, a simple calendar, or a journal to record each time you successfully complete your habit. This tracking not only helps you stay accountable but also provides a sense of accomplishment as you see your consistency over time.

AUTHORED BY

Chandrakanth Vantettinavar

SOFTWARE DEVELOPMENT ENGINEER - TEST• ENGINEERING

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IMPACT OF LOCKDOWN ON MY ENGINEERING JOURNEY

Official customer newsletter of Audora Interior Designs

The COVID-19 pandemic and the resulting lockdown measures have undeniably had a profound impact on the lives of countless individuals, including those pursuing engineering degrees. I will forever regret how much I missed out on the engineering experience and life in general due to the lockdown.

I decided to pursue a diploma in the CSE branch to become a software engineer. Throughout my diploma studies, I encountered numerous challenges, but I chose to view them as opportunities for personal growth. I motivated myself relentlessly to chase my engineering dreams. I worked diligently during my diploma because I aimed to secure a seat in a top college like RVE, BMSE, or PESU.

Honestly, I faced some difficulties during my diploma, primarily because I came from a Kannada medium background. Nonetheless, I persevered, studied diligently, and completed the diploma with first-class distinctions. Additionally, I achieved a good rank in DECT, and I was fortunate enough to secure a seat at PES University.

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The journey wasn't without its financial struggles. I faced immense challenges managing the funds needed for my engineering seat. Furthermore, after completing my diploma, I entered engineering directly in the third semester as a lateral entry student. My mindset was clear: I would start fresh from the fourth semester, work hard, and aim for excellent marks in all subjects.

However, my plans were disrupted when the government announced holidays followed by a lockdown during my fourth semester. I found myself in a state of confusion, lacking friends to turn to for guidance.

It was during this challenging time that my friend, Sumukha, came to my aid. He offered invaluable support, guiding me on how to prepare for internals, providing study materials, and explaining complex topics, often at odd hours. Without him, my journey through engineering would not have been as successful.

Throughout my engineering journey, I struggled to pass all the subjects but often fell short of achieving high scores.

As I approached the sixth semester, I began preparing for placements. All interviews and written tests were conducted online.

I utilized online resources and sought advice from friends who had already secured placements in the seventh semester. Unfortunately, I missed out on some job opportunities, which I believe was primarily due to my communication skills. Regrettably,

 I did not have many opportunities to practice and improve my English-speaking abilities, and my memories of my engineering life are limited.

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I often wonder what my engineering experience would have been like without the lockdown. I believe there would have been numerous opportunities to enhance my communication skills and learn more technical concepts. Nevertheless, I did my best to learn independently.

I eventually secured a position at Telio Company, completing a six-month internship in the eighth semester. Unfortunately, this opportunity was also work-from-home. Nevertheless, I continued to persevere, and I subsequently had the opportunity to work as an intern and then as a software engineer at Nuvepro Technologies.

AUTHORED BY

GOPAL
SOFTWARE ENGINEER

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FROM A SMALL-TIME FRUIT VENDOR TO A 30,000 CRORES SCAM

Official customer newsletter of Audora Interior Designs

After the super successful Scam 1992, the makers have now come up with a new show titled Scam 2003. This new series, directed by Tushar Hiranandani, is based on the 2003 Stamp Paper Counterfeiting scandal worth 30,000 crores. The makers got inspired by the book Telgi Scam: Reporter's Ki Diary. Gagan Dev Riar played Abdul Karim Telgi, the man who committed this scam. Let's see how the series is.

Story:

Abdul Karim Telgi (Gagan Dev Riar) is a small-time fruit vendor, and he is given a receptionist job in a hotel by Shaukat (Talat Aziz). Abdul Telgi falls in love with Nafisa (Sana Amin Sheikh). Abdul Telgi lives in the Gulf for a few years and returns to India. He starts a business where he makes fake documents to help poor people travel to Gulf countries. Abdul gets arrested, and in jail, he comes across Kaushal Jhaveri (Hemang Vyas).

Both start an illegal business, and one day, Abdul Telgi realizes that the stamp paper business is more valuable than anything else. Abdul convinces Kaushal to commence the fake stamp paper business, and the former comes up with a solid plan. While everything is going well, Abdul Telgi lands in an issue that affects his business. What did Abdul do next? How did he manage to carry out such a big scam? This forms the crux of the story.

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The makers deserve special appreciation for bringing into light one of the biggest scams in the country. Though this is a massive scam in terms of monetary value, not many are aware of it, and the show neatly showcases how a fraud of this size was carried out in a detailed manner.

Plus Points:

Gagan Dev Riar gave a spectacular performance, and he brought life to Telgi's character. What catches our attention is the way Gagan Dev portrayed the Abdul Telgi character in a natural manner. His body language, dialogue delivery, and subtle acting are the biggest assets of the show. He is ably supported by Hemang Vyas.

The show has a good message to the audience, which is about greed, and this has been convincingly shown through Hemang's role. The team did an extensive research on the scam. Abdul Telgi's journey after being sentenced to jail is presented superbly. Especially the portions related to the Nashik printing press came out quite well and intrigues the viewers.

AUTHORED BY

HARISH KUMAR

SOFTWARE DEVELOPMENT ENGINEER - TEST• ENGINEERING

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THE ART OF BALANCE: CULTIVATING A FIT BODY AND AN ACTIVE MIND FOR A FULFILLING LIFE

In our fast-paced world, it's easy to become ensnared in the demands of daily life, often neglecting two critical aspects of our well-being: our physical health and mental acuity. Today, let's explore the art of balance, focusing on the invaluable benefits that stem from cultivating a fit body and an active mind in tandem.

1. Harmony in Health:

Balance is the key to a vibrant life. When you maintain a fit body and an active mind, you create a harmonious foundation for overall well-being. Physical health and mental fitness are not separate entities but interconnected forces that influence each other profoundly.

2. The Physical-Mental Connection:

Exercise isn't just about sculpting your physique; it's a potent catalyst for mental clarity and emotional equilibrium. When you engage in physical activity, you stimulate the release of neurotransmitters like dopamine and serotonin, fostering a sense of well-being and happiness.

3. Cognitive Enrichment:

An active mind is a curious mind. By regularly challenging yourself mentally through activities such as reading, puzzles, or learning new skills, you promote the growth of neural pathways and enhance your cognitive abilities. This cognitive enrichment complements your physical fitness, leading to a sharper mind.

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4. Resilience to Stress:

Both physical exercise and mental engagement fortify your resilience to stress. Physical activity reduces the impact of stress hormones, while a mentally active mind helps you develop healthy coping mechanisms. Together, they form a formidable defense against life's pressures.

5. Lifelong Learning:

The pursuit of knowledge and skill development is a lifelong journey. Embracing this journey keeps your mind agile and adaptable, making it easier to navigate the complexities of an ever-changing world.

6. Creative Potential:

The synergy between body and mind often sparks moments of creativity and innovation. Many great ideas are born during a jog or while pondering a complex problem. By keeping both your body and mind active, you open the door to unlimited creative potential.

7. Boosted Confidence:

Achieving fitness goals and mastering new mental challenges can significantly boost self-confidence. This newfound confidence can permeate various aspects of your life, leading to personal and professional growth.

8. A Fulfilling Life:

Ultimately, the pursuit of a fit body and an active mind is a journey toward a more fulfilling life. It's about embracing experiences, connecting with others, and continually discovering your potential.

In conclusion, I will just say -

In life's grand dance, we find our stride, A fit body and an active mind, side by side, Together they craft a vibrant, balanced tune, In harmony, our best selves, we commune.

Find your equilibrium, and embrace the beauty of a balanced life!

AUTHORED BY

YASH KAPOOR

INTERN - ENGINEERING

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THE RISE OF GCP: TRANSFORMING BUSINESS IN THE CLOUD ERA

In today's digital world, businesses always want to find new ways to improve, stay competitive, and grow efficiently. One technology that's been really helpful for these goals is cloud computing. Among the big players in cloud computing, there's Google Cloud Platform (GCP), which has been getting more popular and changing industries while giving organizations a bunch of powerful tools.

Using Google Cloud's Strengths

GCP is what Google offers for cloud services. It has a bunch of cloud services, from basic stuff like infrastructure and data analysis to fancy things like machine learning and artificial intelligence. What makes GCP special is that it's really focused on being innovative, safe, and easy to grow with, which makes it good for businesses of all kinds and sizes.

Why Choose GCP?

Always Updating: GCP is known for always adding new technology stuff. It keeps bringing in new features and services that help businesses use the newest things in cloud computing. Whether you want to use artificial intelligence to make smarter choices or handle lots of data without a headache, GCP can do it.

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Safety First:

Being safe on the internet is really important, and GCP takes it seriously. It has strong safety features, like making sure your stuff is all encrypted and following important rules. This is super important because there are always new cyber threats out there.

Grow or Shrink Easily:

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GCP can handle businesses growing or shrinking. This means you can make your stuff bigger or smaller whenever you want. That way, your computer stuff works well, and you don't waste money on things you don't need.

What's Coming Next?

GCP is still getting more popular, and it's not slowing down. As the world gets more connected and uses more data, GCP keeps changing to give businesses new chances to succeed in the digital world. They're even coming up with things like Anthos, which helps businesses use different clouds and computers together. GCP is going to be a big part of the future of cloud computing.

Try GCP Today

If you haven't tried out Google Cloud Platform for your business yet, now is a good time to start. The cloud age is here to stay, and GCP has all the tools and skills you need to do well in the changing world.

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NEGATIVE IMPACT OF ARTIFICIAL INTELLIGENCE ON SOCIETY

What is Artificial Intelligence?

An artificial intelligence program is a program that is capable of learning and thinking. It is a simulation of human intelligence into machines to do things that we would normally rely on humans.

John McCarthy, the father of AI, said in a **2004** scientific paper, as "the science and engineering of making intelligent machines, especially intelligent computer programs. It is related to the similar task of using computers to understand human intelligence, but AI does not have to confine itself to methods that are biologically observable."

Today, AI allows us to quickly process large amounts of data. These calculations help to understand market trends, public opinion, and atmospheric changes. The application of AI to robotics has marked great advances in medicine, telecommunications, and home automation. These applications of AI have changed our daily lives, our homes, and our interactions with others.

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In reality, most of us encounter Artificial Intelligence in some way or the other almost every single day. From the moment you wake up to check your smartphone to watching another Netflix-recommended movie, AI has quickly made its way into our everyday lives.
But AI isn't without serious drawbacks. Completely dependent on the humans who build and train it, AI can be infused with the biases of its creators.

Here are a few Impacts:

No Creativity

Since AI systems make predictions based on a set of algorithms, these can lack creativity, especially in the content marketing field. As AI systems improve over time from inputs and experience, they cannot think outside the box or generate creative approaches to a project.

Unemployment

Although AI can replace repetitive tasks and other types of manual work, which is beneficial for organizations, this also has a negative impact on employment. Conventional jobs will likely be completely replaced by AI in the future, leading to the unemployment of individuals who perform them.

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Make Humans Lazy

Automation in tasks and increased availability of digital assistants tend to increase machine dependency, which can likely increase human laziness. Too much relying on AI for simple tasks such as small calculations or remembering numbers or addresses can affect humans in their day-to-day activities, which require memorization or analysis.

Conscious use of AI is crucial to avoid negative effects on future generations.

No Ethics

Ethics and morality are important human features that can be difficult to incorporate into an AI. The rapid progress of AI has raised a number of concerns that one day, AI will grow uncontrollably, and eventually wipe out humanity. This moment is referred to as the AI singularity.

Emotionless

Since early childhood, we have been taught that neither computers nor other machines have feelings. Humans function as a team, and team management is essential for achieving goals. However, there is no denying that robots are superior to humans when functioning effectively, but it is also true that human connections, which form the basis of teams, cannot be replaced by computers.

Conclusion

We have not yet discovered the exact risks associated with AI and how it will influence our lives. A lot needs to be done with respect to its regulations and its use by governments, private organizations, and individuals. Until now, public opinion and regulatory responses have been relatively subdued.

While innovation is good, it has also proved to be harmful. AI does not exist by itself. A human has to program it, train it, and use it. It can be made to bend whichever way we make it; we can control it to a certain extent. It can be a positive force in dealing with economic crises, climate change, and the pandemic. On the other hand, if all that software is poorly designed, trained, or used, it can be extremely dangerous.

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"EMBRACING THE PRESENT: LOVING WHAT YOU HAVE"

Official customer newsletter of Audora Interior Designs

Introduction

In our relentless pursuit of a better life, we often forget to cherish what we have in the present moment. Whether it's in the realms of money, happiness, success, or life itself, the ability to "love what you have" holds profound wisdom. This article explores the art of gratitude and contentment and how they can transform our relationship with money, happiness, success, and life.

Gratitude: The Key to Loving What You Have

Gratitude is a powerful practice that allows us to appreciate the richness of our lives. When applied to different aspects of our existence, it can lead to profound changes.

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Happiness and Gratitude

Happiness is often a byproduct of our ability to appreciate life's simple pleasures:

- **Moments of Joy:** Embrace the little things that bring you joy, from a beautiful sunset to a warm cup of tea. Recognize these moments as gifts.

- **Positive Relationships:** Express gratitude for the people in your life who bring happiness. This fosters stronger connections and a more fulfilling social network.

- **Mindfulness:** Cultivate mindfulness to savor the present moment. By being fully present in your daily activities, you can find happiness in the now.

Success and Gratitude

Success becomes more meaningful when you love and appreciate the journey:

- **Celebrate Achievements:** Acknowledge your accomplishments, both big and small. Recognize the hard work and dedication that went into reaching your goals.

- **Learning from Setbacks:** Even setbacks offer valuable lessons. Gratitude can help you see the silver lining in challenging situations and bounce back stronger.

- **Balanced Ambition:** Ambition can be a double-edged sword. Gratitude ensures that you pursue success without sacrificing your well-being or relationships.

Life Itself and Gratitude

Life is a precious gift that we often take for granted:

- **Mindful Living:** Treat each day as an opportunity. Be grateful for the experiences and challenges that contribute to your personal growth.

- **Love and Connection:** Show appreciation for the people you love. Life is enriched through meaningful connections and relationships.

- **Legacy and Impact:** Consider the legacy you want to leave behind. A life lived with gratitude is more likely to make a positive impact on others.

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Conclusion

The concept of "loving what you have" is a reminder that true richness lies not in accumulating more but in appreciating the abundance that surrounds us. By practising gratitude and contentment in the realms of money, happiness, success, and life, we can lead more fulfilling, balanced, and meaningful lives. It's not about settling for less but finding joy and fulfilment in the present while pursuing our dreams and aspirations.

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LIVES GIST

Your lifestyle is how you live, and it reflects who you are. A healthy lifestyle simply means doing things that make you happy and feel good.

Lifestyle is generally expressed by individuals, families or societies' interests, activities, attitude, values, and opinions which reflects the way of thinking. It is the result of needs, wants, desires and motivation. Nowadays even technology is highly impacting the way of life for people.

We can change our regime that last by

Making a lifestyle change is challenging, especially when we want to transform many things at once. This time, think of it not as a resolution but as an evolution.
Lifestyle changes is a process that take time and require support. Once we're ready to make a change, the difficult part is binding and following through. So do research and make a plan that will fix success. Careful development means setting small goals and taking things one step at a time.

Starting small, and focusing on one behaviour at a time can help us achieve our goals.
We're once again feeling motivated to eat better, exercise more, drink less caffeine or make any number of the positive lifestyle changes we've been telling ourselves we want to make. We've tried before probably declaring another attempt as a New Year's resolution but without feeling much success.

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Here are some tips from my experience to help make a lasting and positive lifestyle:

Make a plan that will twig:

The plan is a map that will guide us on this journey of change/adventure. When making the plan, be specific, write everything down and post it where you'll most often see it as a reminder.

Blow slight:

After identifying realistic short-term/long-term goals, break down the goals into small, manageable steps that are specifically defined and can be measured for a week. At the end of the week, you'll feel successful knowing you met your goal.

Make ways that you can keep.

\For most people, it is unrealistic to assume that you will always be at peak motivation. So, think about how you can build habits that are sustainable in your life. Building habits takes time. Be patient with yourself and understand that the fastest way forward isn't always the smartest way forward. So, give yourself time to start small and build on success so that the result is rock solid.

Involve a buddy.

Whether it be a friend, coworker or family member, someone else on your journey will keep you motivated and accountable. Having someone with whom to share your struggles and successes makes the work easier and the mission less intimidating.
Making the changes that you want takes time and commitment, but you can do it. Just remember that no one is perfect. You will have occasional lapses. Be kind to yourself. Minor missteps on the road to your goals are normal and okay. Resolve to recover and get back on track.
A healthy lifestyle is key to a long, healthy life, and is attainable. Success may require some thoughtful trial and error, but don't give up!

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PROMETHEUS: MONITORING MICROSERVICES

In today's fast-paced development world, microservices have emerged as a popular architectural style that structures an application as a collection of loosely coupled services.

While microservices offer numerous benefits such as scalability, flexibility, and faster development cycles, they also introduce new challenges, especially in the realm of monitoring and observability. Enter Prometheus—a monitoring tool designed for reliability and scalability.

In this article, we'll explore how Prometheus stands out as a beacon for microservices monitoring.

What is Prometheus?

Prometheus is an open-source monitoring and alerting toolkit primarily used for reliability and scalability. Born at SoundCloud in 2012, Prometheus joined the Cloud Native Computing Foundation (CNCF) in 2016 and has since become a top-level project alongside Kubernetes, Envoy, and more.

Why Choose Prometheus for Microservices?

1. Dynamic Service Discovery:

In a microservices environment, services are often ephemeral. Prometheus supports multiple service discovery mechanisms, ensuring that newly spawned services are automatically monitored.

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2. Flexible Query Language:

Prometheus introduces PromQL, a flexible query language that allows users to select and aggregate time series data in real time.

3. Multi-Dimensional Data Model:

Unlike traditional hierarchical models, Prometheus uses a multi-dimensional data model with time series data identified by metric names and key-value pairs. This model is apt for microservices where the need to slice and dice metrics based on various parameters (like service name, version, and environment) is essential.

4. Integrated Alerting:

Prometheus's Alertmanager handles alerting, allowing users to define alerting rules and routes to send notifications to various platforms like email, Slack, and more.

Integrating Prometheus with Microservices:

1. Instrumentation:

Integrate libraries and exporters to instrument your microservices, enabling them to expose metrics in the Prometheus format.

2. Configuration:

Configure Prometheus to scrape these metrics at regular intervals. This involves setting up the targets (microservices endpoints) and intervals.

3. Visualization:

While Prometheus provides a basic UI for visualization, many teams opt for Grafana—a visualization tool that integrates seamlessly with Prometheus. With Grafana, teams can create comprehensive dashboards visualizing microservice health, performance, and more.

Best Practices:

• Consistent Labeling:

In a microservices landscape, maintain consistent labels across services to ensure that querying and aggregating data remain straightforward.

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- *High-Availability Setup:*

Deploy Prometheus in a high-availability setup with paired instances, ensuring that monitoring remains uninterrupted even if one instance fails.

- *Retention Policies:*

Set retention policies judiciously, ensuring historical data is available for analysis but also safeguarding against unbounded data growth.

- *BlackBox and WhiteBox Monitoring:*

While instrumenting your services (whitebox monitoring) is essential, also employ blackbox monitoring techniques by probing services externally, simulating user behavior.

Conclusion:

Prometheus, with its dynamic service discovery, flexible querying capabilities, and robust alerting mechanisms, has carved a niche for itself in the microservices world. As the ecosystem around microservices and cloud-native applications continues to evolve, tools like Prometheus that prioritize scalability, reliability, and ease of integration will undoubtedly play a pivotal role in ensuring smooth sailing.

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USES OF LMS

In the February newsletter, we talked about what is LMS and the basics of LMS. Here we will be discussing about use of LMS in Universities and the Corporate world and famous LMS systems across the world.

LMS USE IN UNIVERSITIES.

Learning Management Systems (LMS) are widely used in universities and higher education institutions for a variety of purposes. Here are some of the keyways LMS is used in universities:

1, Course Delivery:

LMS platforms serve as the primary digital environments for course delivery. Professors can upload course materials, including lectures, readings, assignments, and quizzes, making them accessible to students 24/7.

2. Blended Learning:

Universities often employ blended learning models, combining in-person and online instruction. LMS facilitates this by providing a central hub for course materials and online discussions

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3. Assessment and Grading:

LMS platforms allow for the creation and management of quizzes, exams, and assignments. They can automatically grade some assessments, saving instructors time.

4. Discussion Forums:

Online discussion forums within the LMS enable students to engage in discussions, ask questions, and collaborate with peers and instructors.

5. Content Management:

LMS systems are used to manage and organize educational content, ensuring that it's easy for students to find and access.

6. Progress Tracking:

Students and instructors can track progress through the LMS. This includes monitoring assignments, grades, and course completion rates.

7. Communication:

LMS platforms often include communication tools such as email, announcements, and messaging systems, helping to facilitate communication between students and faculty.

8. Resource Sharing:

Professors can share additional resources like PDFs, videos, and links to external content within the LMS.

9. Accessibility:

LMS systems can be designed to be accessible to students with disabilities, ensuring equitable access to education.

10. Analytics:

Some LMS platforms offer analytics tools that provide insights into student engagement and performance. This data can inform instructional decisions.

11. Administration:

LMS platforms simplify administrative tasks like enrollment management, user account creation, and course scheduling.

12. Personalization:

They enable personalized learning by allowing instructors to tailor content and assessments to individual students or groups.

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13. Continuing Education and Professional Development:

Beyond traditional degree programs, universities use LMS systems to offer online courses and professional development programs to a global audience.

14. Research and Collaboration:

LMS systems can facilitate research collaboration among faculty and students by providing shared spaces for research projects and collaboration.

15. Student Support:

LMS platforms often integrate student support features such as online tutoring, counseling services, and academic advising.

16. Security and Data Privacy:

They ensure secure access to educational materials and protect student data and privacy.

17. Integration:

LMS platforms can be integrated with other university systems, such as student information systems and library databases

18. Faculty Development:

Universities use LMS systems for faculty training and development, ensuring instructors are proficient in using these tools effectively.

In summary, Learning Management Systems play a pivotal role in modern higher education, offering a comprehensive platform for course delivery, assessment, collaboration, and administrative tasks. They enhance the overall educational experience for both students and instructors.

USE OF LMS IN CORPORATES

Learning Management Systems (LMS) are widely used in corporate settings for various training and development purposes. Here's how LMS is used incorporates:

- **Employee Training and Onboarding:** LMS platforms are commonly used for onboarding new employees. They provide a centralized location for training materials, including company policies, compliance training, and job-specific training modules.

- **Skill Development:** LMS systems enable companies to offer skill development and professional development courses to employees. This includes technical skills, soft skills, leadership development, and more.

- **Compliance Training:** Many industries have strict compliance requirements. LMS platforms help organizations deliver and track compliance training, ensuring that employees meet regulatory standards.

- **Product Training:** Companies can use LMS to train employees on their products or services, ensuring that they have a deep understanding of what they offer.

- **Sales and Customer Service Training:** LMS systems are valuable for training sales teams and customer service representatives. They can access product information, sales techniques, and customer service best practices.

- **Performance Support:** LMS platforms often include performance support materials such as job aids and reference documents that employees can access as needed.

- **Certification Programs:** Some organizations use LMS to administer certification programs, allowing employees to earn industry-recognized certifications.

- **Leadership and Management Training:** LMS systems offer leadership and management courses to help develop the skills of supervisors, managers, and executives.

- **Global Training:** For multinational corporations, LMS platforms facilitate consistent training across different locations and languages.

- **Mobile Learning:** Many LMS systems are mobile-responsive, allowing employees to access training materials on their smartphones or tablets, promoting flexible learning.

- **Tracking and Reporting:** LMS platforms track employee progress and provide detailed reports on training completion and performance. This data can be used for compliance audits and performance evaluations.

- **Cost Savings:** Corporates can reduce training costs significantly by delivering training online through an LMS, eliminating the need for in-person training sessions.

- **Customization:** LMS platforms can be customized to match a company's branding and specific training needs.

- **Gamification:** Some LMS systems incorporate gamification elements to make learning more engaging and enjoyable.

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- **Feedback and Assessment:** LMS platforms enable the creation of quizzes, surveys, and assessments to evaluate employee learning outcomes.

- **Integration:** They can integrate with other corporate systems, such as HR software, to automate employee onboarding and offboarding processes.

- **Talent Development:** LMS systems contribute to talent development by identifying skill gaps and providing targeted training to bridge those gaps.

- **Remote Work Training:** With the rise of remote work, LMS platforms are crucial for training remote employees and ensuring they have the necessary tools and skills.

- **Continuous Learning:** LMS encourages a culture of continuous learning, where employees can access training materials at their own pace, leading to improved job satisfaction and retention.

In summary, Learning Management Systems are versatile tools that help corporations streamline training and development efforts, enhance employee skills, ensure compliance, and improve overall workforce performance. They play a vital role in the modern corporate training landscape.

WIDELY USED LMS ACROSS THE WORLD

Several Learning Management Systems (LMS) are widely used across the world. These systems cater to various needs, from educational institutions to corporate organizations. Here are some of the most commonly used LMS systems globally:

- **Moodle:** Moodle is one of the most popular open-source LMS platforms used in both education and corporate sectors. It offers a wide range of features, including course creation, assessment tools, and a strong community for support and plugins.
- **Canvas:** Canvas, developed by Instructure, is known for its user-friendly interface and is widely used in the education sector. It provides features for course management, grading, and integration with various tools and apps.
- **Blackboard:** Blackboard Learn is a well-established LMS used in higher education. It offers features for content management, virtual classrooms, and student engagement tools.
- **Google Classroom:** Google Classroom is a free LMS designed for educational institutions. It integrates seamlessly with Google Workspace (formerly G Suite) and simplifies the process of creating and managing classes.
- **Schoology:** Schoology is a K-12-focused LMS that offers tools for course management, assessments, and communication. It is widely used in U.S. schools.
- **Adobe Captivate Prime:** Adobe's LMS platform is known for its eLearning content creation capabilities and integration with Adobe products. It is used for corporate training and eLearning.
- **TalentLMS:** TalentLMS is a cloud-based LMS known for its simplicity and ease of use. It is used by both small and large organizations for employee training.
- **D2L Brightspace:** D2L Brightspace is used in higher education and corporate training. It emphasizes personalized learning experiences and analytics.

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- **Edmodo:** Edmodo is designed for K-12 educators and students. It offers communication and collaboration tools in addition to course management features.
- **Totara Learn:** Totara Learn is based on Moodle but tailored for corporate training. It provides extended features for compliance, performance management, and reporting.
- **Microsoft Teams for Education:** While not a traditional LMS, Microsoft Teams for Education integrates with other Microsoft 365 tools and offers features for classroom management and collaboration.
- **SAP Litmos:** SAP Litmos is a cloud-based corporate LMS known for its ease of use and integration with Salesforce.
- **Microsoft SharePoint:** SharePoint, often used as an intranet platform, can also function as an LMS when combined with appropriate add-ons and configurations.
- **Desire2Learn (D2L) Brightspace:** This LMS is widely used in higher education for its focus on personalized learning and analytics.
- **Cornerstone OnDemand:** Cornerstone is known for its talent management solutions, including learning and development modules.
- **Haiku Learning:** Haiku Learning is used in K-12 education for course management and online learning.
- **Pearson LearningStudio (formerly eCollege)**: Pearson's LMS is used in higher education for course delivery and management.
- MoodleCloud: MoodleCloud is a hosted version of Moodle, ideal for small organizations and educators who want a hassle-free Moodle experience.

The choice of LMS depends on specific requirements, such as the type of institution or organization, the scale of implementation, and the desired features. Each LMS has its strengths and weaknesses, so it's important to evaluate them based on your unique needs.

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A SHORT DATA STORY :

"In God we trust; all others must bring data". --- Edwards Deming 1900–93. American statistician and management theorist.

Quoting a New York Times story from 2004 – Hurricane Frances was on its way across the Caribbean to hit on Florida's Atlantic coast. Residents were evacuating, but Wal-Mart's executives were putting to test their newest data-driven weapons – predictive technology. They wanted to make sure they study and cater to their customers effectively this time. They collected trillions of bytes of historical data before Hurricane Charley to predict the customer behaviour before such an event.

Water bottles and other essential food items were the anticipated outcomes, but what came out of the mined data was – beers and strawberry Pop-Tarts (which goes with beer) sold 7 times their normal sales !
Data has become the new currency across business. With the progresses made in collecting, storing, extracting and analysing the accuracy and potency of decisions made from the data has improved enormously. Data in its varied forms and sizes are stored and analysed to generate outputs that can be used for various purposes. The transformation of data analytics from descriptive to predictive to prescriptive is evidence to its evolution.

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Big data as the name suggests is used to describe massive amounts of varied nature collected and stored in different forms. Today there is hardly any industry that has not been touched by this. The data can flow from web logs, social media, biology, genomics, astronomy etc: and the list is big. The data has been there all along in the past, the change that has come about is the technological advancements to store, process and retrieve information that can be applied effectively in various fields. Ever wondered why the new technology companies have put many of the traditional companies out of business, the answer lies in its adaptability to these technologies.

Amazon which had its initial business focussed on selling books online, put many of the traditional brick-and-mortar stores out of business with the competitive advantage it had in the power of this data. As we look into the growth of Amazon, the focus was on how to make use of the data available from its e-commerce business which was further used as a springboard to innovate pure tech solutions and strategies.

Health care has been a major beneficiary of the advancements in data analytics. MD Anderson Cancer Center, which treats lakhs of cancer patients every year has a huge mass of data, which includes day-to-day patient care, clinical trials, test results of patents etc: With analytics applied on the same, it would yield better treatment choices. Novel therapies can be suggested for better clinical outputs.

Education systems: Public school systems in the US using Azure ML to predict school dropouts. Some of the parameters like student health, grades, and attendance were tracked and stored in a Student information system. The schools shared the data with Microsoft and they used Azure machine learning to help predict the dropout probability. The data was shared through Power BI dashboards. With the help of predictive analysis, the dropout rate could be improved from 55% in 2010 to 82% in 2016.

Customer insights for businesses: Gulf Air which is the national carrier of Bahrain wanted to understand their customer sentiments. They wanted to analyse the feedback on the hospitality that they extended to their customers. With social media being the go-to place where comments on user experiences are plenty and geographically spread out, Gulf Air invested in Social media analytics to understand how their customers rated them. This helped them to effectively plan their marketing and advertisement strategies. Being agile in this respect helped them to stay ahead in the competition.

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Yes, definitely the analysis of data is helping us in various fields. But the question that might have come in everyone's mind is how much of data is there in the digital space now and how much privacy as an individual I am left with. Profiling can be a serious issue moving forward which can make propaganda driven influencing a norm in our societies. The haves and have nots of the modern world will be based on the effectiveness of the analytical capabilities and the magnitude of data owned.

There is an interesting true story which was reported by New York Times in 2012. In the initial years of data mining, Target which is a huge retail chain company was conducting some research on the profiling user behaviour to deliver customized service to its customers.

One pattern that evolved out of this was the purchasing patterns of women during their pregnancy stages. Early stages, unscented lotions were purchased, then supplements were purchased and towards the delivery date hand sanitizers, washcloths etc: were purchased. With this data, for each purchaser they were able to give a pregnancy prediction score along with the different stages of pregnancy.

But things took an ugly turn when an angry man turned up at Target demanding to talk to its manager. "Are you encouraging my daughter to get pregnant" he asked. He was angry because of a mail sent to his teenage daughter which contained advertisements on items for a new born and new mother with maternity clothing, and smiling infant photos.

The manager apologized to him and called him back after a few days to again apologize. The man picked up the phone and apologized back to the manager "It turns out there's been some activities in my house I haven't been aware of. She is due in August. I owe you an apology".

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THE WITCHER 3: WILD HUNT

The Witcher 3: Wild Hunt[b] is a 2015 <u>action role-playing game</u> developed and published by <u>CD Projekt</u>.

The game takes place in a fictional <u>fantasy world</u> based on <u>Slavic mythology</u>. Players control <u>Geralt of Rivia</u>, a monster slayer for hire known as a Witcher, and search for his adopted daughter, who is on the run from the otherworldly <u>Wild Hunt</u>. Players battle the game's many dangers with weapons and magic, interact with non-player characters, and complete quests to acquire experience points and gold, which are used to increase Geralt's abilities and purchase equipment.

The game's story has three possible endings, determined by the player's choices at key points in the narrative.

THE WITCHER 3: WILD HUNT IS A GAME WHERE EVERY CHOICE YOU MAKE MATTERS.

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One of the game's memorable scenarios involves Geralt encountering the ghost of Anabelle, a lord's daughter who took a potion to feign death during a peasant riot. Tragically, her paralysis led to a gruesome fate among corpses. Geralt learns of her love for a fisherman named Graham and faces two choices:

CHOICE 1:
Geralt takes Anabelle's remains from the tower.
Geralt agrees to bring Anabelle's remains to her lover for a proper burial, hoping to lift the curse on the isle. Unfortunately, he discovers that the ghost is a malevolent spirit, leading to Graham's death and further suffering.

CHOICE 2:
Geralt refuses to fulfil Anabelle's request.
Geralt's intuition warns him of the spirit's true nature, preventing a deadly encounter with a wraith that spreads death and pestilence.

THIS CHOICE HIGHLIGHTS THE GAME'S THEME OF MORAL AMBIGUITY AND THE CONSEQUENCES OF GERALT'S DECISIONS THROUGHOUT THE GAME.

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Thank you

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