## Kashiba Fashion Hub

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## To Whom It May Concern

This is to certify that Paladiya Siddhiben Karan is working as a Junior Manager at Kashiba Fashion Hub from 1<sup>st</sup> May, 2016 to till the date.

Her roles and responsibilities are to review sales data and stock levels, optimization of sales and increase conversion rates, analyze internal data and web analytics, develop pricing strategies for the e-commerce store, returns management, plan promotional campaigns such as contests or giveaways, evaluate website design and discuss plans to improve, initiate market research studies.

We find her sincere and hardworking, during her job, she demonstrates as a diligent and truthful person. Her contributions to the organization and its success will always be appreciated.

Date: 12/03/2024

Place: Surat

D. K. Pality

Proprietor