



“Internship Report”

Submitted in partial fulfilment for the award of internship

Business Analyst

By

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Under the Guidance of

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**Declaration**

I, **Amit Yadav**, hereby declare that the internship report entitled “**Business Analyst**” is an original work completed by me during my internship at **KultureHire** under the guidance of **Mr. Kadhiravan Jayachandiran**. This report is a true representation of the work performed by me during the internship period, and I have not plagiarized or copied any content from external sources without proper acknowledgment.

I also declare that this report has not been submitted to any other organization or institution as part of any academic course or professional qualification. All the information and insights provided in this report are based on my own observations, learning, and analysis.

**Amit**

**Acknowledgement**

I would like to express my sincere gratitude to **KultureHire** for providing me the opportunity to intern as a **Business Analyst**. My heartfelt thanks to **Mr.** **Kadhiravan Jayachandiran**, my mentor and guide throughout this journey, for his unwavering support, valuable insights, and continuous encouragement. His guidance was crucial in helping me navigate through complex challenges and in enhancing my analytical skills.

I am also thankful to my colleagues at KultureHire, who have been incredibly supportive and cooperative. Their knowledge-sharing and feedback made my learning experience invaluable. I would also like to extend my appreciation to my family and friends for their constant encouragement throughout this internship.

**Amit**

# **ABSTRACT**

This report provides a comprehensive overview of my three-month internship experience as a **Business Analyst at KultureHire** under the mentorship of **Kadhiravan Jayachandiran**. The internship was focused on understanding and analyzing recruitment and talent management challenges, with a primary emphasis on **Gen Z's career aspirations**.

Throughout the internship, I gained hands-on experience in survey design, data cleaning, SQL querying, Excel dashboarding, and Power BI report generation. The primary project undertaken was titled "**Career Aspirations of Gen Z**," which aimed to provide insights into the expectations and preferences of the emerging workforce, helping KultureHire’s clients optimize their recruitment strategies.

Key responsibilities included designing and distributing surveys, cleaning and preparing data for analysis, and developing actionable insights through data visualization. The report details the tasks performed, skills acquired, and challenges faced, concluding with recommendations for improving future internship experiences. This internship has significantly enriched my technical skills and prepared me for a successful career as a data-driven **Business Analyst**.

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## **4. Introduction**

**4.1 Company Background**

KultureHire is a human resources and recruitment consulting firm specializing in providing tailored solutions to help businesses attract, retain, and manage top talent. The firm focuses on aligning the career aspirations of candidates with the needs of organizations across a wide array of industries. KultureHire is particularly adept at addressing the modern challenges associated with recruiting younger generations, especially Gen Z.

**4.2 Internship Objective**

The main objective of the internship was to equip me with practical experience in the business analysis field, with a special focus on data analysis and recruitment trends. Under the guidance of Mr. Kavivardhan Jaivardhan, I worked on various tasks such as survey design, data cleaning, and the creation of dashboards and reports to assist in data-driven decision-making.

The primary project I worked on was “Career Aspirations of Gen Z,” which aimed to uncover insights into Gen Z's work preferences and job expectations. This project played a crucial role in helping KultureHire’s clients adjust their recruitment strategies to attract and retain Gen Z employees more effectively.

**4.3 Internship Scope and Learning Areas**

Throughout the internship, I was tasked with analyzing data and creating visual reports that provided meaningful insights. This involved:

**Survey Design & Data Collection:** I created and promoted surveys aimed at understanding Gen Z’s career motivations.

**Data Cleaning:** I prepared and transformed raw data to ensure it was suitable for analysis, identifying patterns and trends.

**Data Analysis Using SQL:** I applied SQL queries to extract insights from datasets, analyzing factors like career preferences, salary expectations, and job security concerns.

**Dashboard Creation in Excel:** I created dashboards that summarized key metrics, visualizing them for stakeholders.

**Power BI Report Generation:** I developed multi-page reports in Power BI that presented data insights in a clear, actionable format for KultureHire’s management and clients.

**4.4 Internship Impact**

This internship not only enhanced my technical proficiency with tools like Excel, SQL, and Power BI, but also gave me a deep understanding of how data is used in making critical business decisions. The insights I provided helped KultureHire’s clients navigate the challenges of attracting and retaining Gen Z talent, an increasingly important demographic in the workforce.

## **5. 5W1H Analysis of the Internship**

**5.1. What? (The Objective)**

The objective of this internship was to analyse Gen Z’s career aspirations and provide insights to help KultureHire's clients optimize their recruitment and retention strategies. I was tasked with designing surveys, collecting data, and analyzing the information to present actionable insights.

**5.2. Why? (The Importance)**

This internship was crucial in addressing the growing challenge of attracting and retaining Gen Z talent. With the increasing presence of this demographic in the workforce, KultureHire needed to understand their career preferences to help businesses adapt their recruitment strategies accordingly.

**5.3. Who? (Stakeholders Involved)**

* KultureHire’s clients, who sought insights into Gen Z’s career preferences.
* KultureHire’s internal teams, who used the findings to enhance recruitment strategies.
* Gen Z respondents, who provided data for analysis.

**5.4. When? (Timeline of the Internship)**

The internship spanned over a period of three months, from 07/08/2024 to 25/09/2024. The first month focused on survey design and data collection, while the following months were dedicated to data cleaning, analysis, and report generation.

**5.5. Where? (Location and Context)**

The internship was a mix of remote and in-office work. Most of the tasks, such as data analysis and report generation, were performed remotely, while meetings and discussions with the mentor and the team were conducted online.

**5.6. How? (Approach Taken)**

* The internship followed a structured approach:
* Designing and promoting surveys to collect data.
* Cleaning and preparing data for analysis.
* Using SQL and Excel to analyze trends and patterns.
* Creating dashboards and reports using Excel and Power BI.
* Presenting the insights to the KultureHire team and its clients.

## **6. Task and Responsibilities**

**6.1. Survey Design and Data Collection**

One of my primary responsibilities was to design and distribute a survey targeting Gen Z job seekers. The survey contained questions covering several areas:

* Preferred job types (remote, hybrid, in-office).
* Salary expectations.
* Work-life balance.
* Use of technology in the workplace.
* Long-term career goals.

The survey was distributed through social media platforms, including LinkedIn, Instagram, and WhatsApp. Within two weeks, I collected a substantial amount of data, which was crucial for my analysis.

**6.2. Data Cleaning and Preparation**

Collected raw data required significant cleaning and transformation to ensure consistency.

* Data Deduplication: Removed redundant responses.
* Handling Missing Data: I either filled in missing values with averages or removed irrelevant entries.
* Data Formatting: Standardized the format for better usability in the analysis phase.

**6.3. Data Analysis Using SQL**

I used SQL queries to extract insights from the cleaned data. Key queries included:

* Joining multiple tables containing demographic data with survey results to get a holistic view of the respondents.
* Aggregating data (using SUM, COUNT, AVG) to calculate average salary expectations and job satisfaction levels.
* Subqueries to extract specific trends, such as salary expectations by region or work-life balance preferences by gender.

**6.4. Excel Dashboard Creation**

I created interactive dashboards in Excel that visualized key insights.

* Bar charts showing Gen Z’s preferred work environments (remote, hybrid, in-office).
* Pie charts reflecting the proportion of respondents who valued salary over work-life balance.
* Line graphs illustrating salary expectations across different regions

**6.5. Power BI Report Generation**

Using Power BI, I created multi-page reports that provided a detailed analysis of the survey data. These reports included visualizations on Gen Z’s career motivations, employer challenges, and strategies for improving recruitment efforts.

* Heatmaps indicating regional differences in job satisfaction.
* Slicers to allow stakeholders to filter the data by job type, salary range, or work preferences.
* Trends showing the evolution of Gen Z career expectations over time.

**7. Project Undertaken: Career Aspirations of Gen Z**

**1. Introduction to the Project**

The primary project I worked on during my internship at KultureHire was titled “Understanding the Career Aspirations of Gen Z.” This project aimed to explore the expectations, motivations, and career preferences of Generation Z, a demographic that is now entering the workforce in large numbers. The insights generated from this study were intended to help employers tailor their recruitment and retention strategies to better attract and engage Gen Z talent.

**The project was divided into multiple phases:**

* Survey Design and Distribution
* Data Collection
* Data Cleaning and Preparation
* Data Analysis using SQL
* Data Visualization in Excel and Power BI
* Report Generation and Presentation of Findings
* Survey Design and Data Collection

One of the critical aspects of this project was designing a comprehensive survey to collect data on Gen Z’s career aspirations. The goal was to capture key insights into the preferences, values, and expectations of this new workforce generation.

**1.Survey Design:**

I designed a 25-question survey using Google Forms that covered the following areas:

**Demographic Information:** Age, gender, location, educational background.

**Career Preferences:** Preferred job types (full-time, part-time, freelance), remote work preferences, industries of interest.

**Salary Expectations:** Desired salary range, preferred salary structure (fixed vs variable components), importance of bonuses and other incentives.

**Work-Life Balance:** Preferred working hours, views on flexible working schedules, prioritization of personal time over professional time.

**Job Security:** How important job stability is to Gen Z, willingness to take risks for higher rewards.

**Technology Usage:** Expectations around technology integration at the workplace, comfort with digital tools and platforms.

**Long-Term Career Goals:** Aspirations for career growth, expectations from employers regarding training and development opportunities.

**2.Survey Distribution:**

I distributed the survey across various social media platforms, including LinkedIn, Instagram, and WhatsApp, to reach a diverse group of Gen Z respondents. Within two weeks, I gathered responses from over 300 participants. This data formed the backbone of the project, as it allowed us to analyze the trends and preferences that define Gen Z in the workplace.

**3. Data Cleaning and Preparation**

After collecting the data, I moved on to the next crucial step: data cleaning. The data collected through the survey had several issues, such as:

**Missing values:** Some respondents left certain questions unanswered.

**Duplicate entries:** A few respondents attempted to submit the survey more than once.

**Inconsistent formats:** Some responses were not properly formatted, particularly numeric fields like salary expectations.

**4. Steps Taken in Data Cleaning:**

**Handling Missing Values:** I used mean imputation for numeric fields (e.g., salary) and replaced missing categorical data (e.g., job preference) with the most common response in the respective category.

**Duplicate Removal:** Using Excel's data deduplication feature, I removed all duplicate entries to ensure only unique responses were analysed.

**Data Formatting:** I formatted salary ranges into consistent currency values, standardized location data, and ensured that all responses followed a uniform structure.

This cleaning process was essential in ensuring the quality of the dataset before moving to the next phase of analysis.

**5. Data Analysis Using SQL**

Once the dataset was cleaned, I used SQL (Structured Query Language) for deeper data analysis. SQL allowed me to perform complex queries to uncover trends and insights from the data. Some of the key SQL queries I executed include:

**JOIN Queries:** To combine different datasets, such as demographic data with responses related to career preferences, salary expectations, and work-life balance.

**Aggregate Functions:** I used SUM, AVG, COUNT, MAX, MIN to aggregate data and calculate averages, total respondents, and the range of salary expectations across different regions and industries.

**Subqueries:** To extract specific insights, such as filtering respondents who valued work-life balance over salary, or those who preferred remote work options.

**6. Key Findings from SQL Analysis:**

**Work-Life Balance vs Salary:** Approximately 70% of Gen Z respondents indicated that work-life balance was more important than salary. This trend was particularly strong among respondents from urban areas.

**Remote Work Preference:** Over 60% of Gen Z respondents expressed a preference for remote or hybrid work environments, showcasing a shift away from traditional office setups.

**Salary Expectations:** The average salary expectation for Gen Z was $50,000 – $60,000 annually, with some variation based on industry and location.

**Job Security:** More than 75% of respondents prioritized job security, indicating that despite their flexibility in work environments, stability remains a critical factor for this demographic.

**7. Data Visualization in Excel and Power BI**

After the analysis phase, the next step was to translate these insights into meaningful visualizations. I created interactive dashboards in Excel and Power BI to make the data easier to understand and present.

**1.Excel Dashboard:**

In Excel, I created several key visualizations, including:

**Bar charts:** Showing the percentage of respondents who preferred remote, hybrid, or in-office work.

**Pie charts:** Displaying the distribution of salary expectations among respondents.

**Line graphs:** Illustrating the trend of job satisfaction levels across different industries and regions.

**2.Power BI Dashboard:**

To provide more dynamic and professional reporting, I created multi-page reports in Power BI, which included:

**Heatmaps:** Highlighting regional differences in work-life balance preferences.

**Slicers and Filters:** Enabling stakeholders to filter data by job type, salary range, and work preferences.

**KPI Visualizations:** Showcasing key performance indicators, such as the most preferred industry and average salary expectations.

The Power BI reports were particularly useful in client presentations, as they allowed for real-time data filtering and interaction, making the insights more accessible and tailored to different stakeholder needs.

**3. Report Generation and Presentation of Findings**

The final stage of the project involved generating a comprehensive report based on the data analysis and visualizations. I presented the findings to KultureHire’s internal team and external stakeholders, helping them gain a deeper understanding of Gen Z’s career aspirations. Key recommendations based on the analysis included:

**Flexible Work Arrangements:** Employers should offer remote or hybrid work options to attract top Gen Z talent.

**Work-Life Balance:** Creating policies that emphasize work-life balance could improve both recruitment and retention.

**Salary Transparency:** Offering clear and transparent salary structures, with competitive benefits and incentives, is essential to meeting Gen Z’s expectations.

**8. Challenges Faced**

Throughout the project, I encountered several challenges that required problem-solving and adaptability:

**Data Collection:** It was difficult to get enough survey responses initially. To overcome this, I increased outreach efforts on social media and targeted specific groups (e.g., university students, young professionals).

**Data Cleaning:** Handling missing or inconsistent data required meticulous attention to detail. I had to ensure that imputed values did not distort the overall analysis.

**Time Management:** Balancing data analysis, dashboard creation, and report writing within tight deadlines was challenging but helped me improve my project management skills.

**Skills Developed**

During this project, I enhanced several key skills, including:

**SQL Proficiency:** I developed a strong understanding of SQL queries, including joins, subqueries, and aggregate functions, which helped me perform complex analyses on large datasets.

**Data Visualization:** I became proficient in creating visually compelling dashboards in both Excel and Power BI, allowing me to effectively communicate data insights to stakeholders.

**Survey Design:** I gained practical experience in creating surveys that gather high-quality data, which is essential for data-driven decision-making in business.

**Stakeholder Communication:** Presenting data insights in a clear and actionable manner improved my communication and presentation skills.

**9. Skills Acquired**

Throughout my internship at KultureHire, I developed several key skills that will benefit my future career:

**Data Analysis Skills:**

Enhanced proficiency in SQL, enabling me to perform complex data queries and derive insights from large datasets.

**Data Visualization:**

Gained expertise in creating dynamic dashboards using Excel and Power BI, allowing me to effectively present data in a visually engaging manner.

**Survey Design and Implementation:**

Developed skills in crafting comprehensive surveys that effectively capture relevant data, ensuring high-quality responses.

**Critical Thinking:**

Improved ability to analyze data critically and draw meaningful conclusions that inform business strategies.

**Communication Skills:**

Strengthened verbal and written communication abilities, particularly in presenting data findings and recommendations to stakeholders.

**Project Management:**

Enhanced organizational skills by managing multiple tasks, meeting deadlines, and prioritizing workload effectively.

**10. Conclusion**

The internship at KultureHire provided me with invaluable experience in understanding the dynamics of Gen Z’s career aspirations. Through hands-on involvement in survey design, data collection, analysis, and visualization, I gained critical insights into the preferences and expectations of this emerging workforce.

The findings from my project not only informed KultureHire’s recruitment strategies but also significantly enhanced my skills as a Business Analyst. The challenges faced throughout the internship helped me grow both personally and professionally, equipping me with the tools necessary for a successful career in data analysis.

I am grateful for the guidance and mentorship of Mr. Kavivardhan Jaivardhan, and I look forward to applying the skills and knowledge gained during this internship in my future endeavours.

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