

# **INTERNSHIP REPORT**

## **WESTERN FARM FRESH**

**BRIJESH.J**

**BTECH CSE AI AND ML**

**REGISTER NUMBER-RA2211026010443**

### **ABSTRACT**

**A Business Analyst serves as a vital link between a company's information technology capabilities and its business objectives. The primary role of a BA is to identify business needs, analyze processes, and develop solutions that enhance organizational efficiency and productivity. This involves eliciting requirements through various techniques such as interviews, workshops, and document analysis, and then translating these requirements into functional specifications.**

# LETTER FROM COMPANY



## WESTERN FARM FRESH PVT. LTD.

Regd. Off & Factory : 37, Varadarajapuram, Poonamallee, Chennai - 600 056.

GST No : 33AAACW3650P1Z2

TIN No : 33981383694

CST No : 766086/29.6.2001

PAN No. : AAACW3650P

Service Tax : AAACW3650PSD001

To,

Date - 3.6.2024

J. Brijesh,

Registration No Id- RA2211026010443

SRM Kattankulathur.

**Subject: Internship Offer Letter for Business Analyst.**

Dear Mr.J.Brijesh,

We are pleased to offer you an internship position at Western, as part of Internship Program for the One month starting from 5.6.2027 to 5.7.2027.

Below are the details of the offer:

- Internship Title: Business Analyst
- Department: Logistics & Cold storage
- Responsibilities: Analyzing of Profitability per km on route basis & Space Utilization of Cold storage % basis.
- Duration: One month
- Start Date: 5.6.2024
- End Date: 5.7.2024
- Stipend: Non Stipend program
- Working Hours: 8 Hrs

To confirm your acceptance, please sign and return one copy of this letter to us by 3.6.2024.

Congratulations on your selection, and we look forward to having you on board.

Best regards,

*N. Pavithra*

N.Pavithra - Hr-department  
Western Farm fresh Pvt Ltd.,  
37,Varadharajapuram, Poonamallee,  
Chennai-56.

# **PROBLEM STATEMENT**

**The problem is to analyze the existing customer retention strategies, identify gaps and weaknesses, and propose data-driven solutions to improve customer retention rates. This will involve understanding customer behavior, preferences, and pain points through comprehensive data analysis and market research.**

# **PROPOSED METHODOLOGY**

**To address the challenge of improving customer retention, the proposed methodology will involve a systematic and data-driven approach. Initially, we will conduct a thorough analysis of historical customer data to identify patterns and trends related to customer churn. This analysis will include segmentation of customers based on behavior, purchase history, and demographics to tailor our retention strategies effectively. We will gather and analyze customer feedback through surveys and reviews to understand their experiences and identify pain points. Additionally, we will perform a competitive analysis to benchmark against industry best practices and identify potential areas for improvement. Based on the insights gained, we will develop and propose new retention strategies, outlining an implementation plan that includes timelines, resource allocation, and cost considerations.**

**Vehicle Report for the Month of June**

### JUNE Month Report 2024

S.No	Vehicle No.	Target KM	Actual KM	GPS KM	AC hrs	Vehicle Ltrs	AC Ltrs	Total Ltrs	Fuel Expense	AXIS Fastag	Toll Cash	RTO & Others	Vehicle Maintenance	Incentive	Vehicle's EMI	Driver Bhatta	Driver Salary	Total Expense	Revenue	Profit/Loss
1	TN 12 U 7358(VR)	10000	6784	6717	217	1456.8	465.0	1922	176595	54933	0	8300	120968			4500	24000	389295	452700	63405
2	TN 12 U 7456(VR)	10000	10288	10278	293	2485.6	737.5	3223	300248	84728	0	26420	7900	4000		4500	24000	450796	570000	119204
3	TN 12 U 7535(VR)	10000	8327	7731	271	2319.4	770.0	3089	274088	64893	910	16420	10407			4500	24000	395218	400000	4782
4	KA 01 AJ 4026	10000	5327	5308	189	2005.5	605.0	2611	189924	38359	0	7520	15260			4500	24000	280563	288560	7997
5	KA 01 AJ 4254	10000	6517	6515	208	1781.2	540.0	2321	211782	455075	0	13980	66897			4500	24000	372234	455520	83286
6	TN 12 AD 8874	10000	8275	8274	254	2378.3	702.5	3081	291050	64764	0	26520	19470			4500	24000	430304	434660	4296
7	TN 12 AD 8851	10000	9576	9570	259	2756.7	667.5	3424	313496	85505	0	44190	8815			4500	24000	462499	489000	26501
8	TN 12 U 7579(VR)	10000	10008	10007	239	2269.1	622.5	2892	267765	81248	2510	29810	62850	4000		4500	24000	476683	563750	87067
9	TN 12 U 7501(VR)	10000	9783	9128	286	2583.5	722.5	3306	305946	79013	400	25900	30472			4500	24000	450748	475000	12552
10	KA 01 AJ 4027	10000	5314	4050	244	1384.1	630.0	2014	181113	44245	844	20400	5951			4500	24000	281053	284500	3447
11	KA 01 AJ 4253	10000	10052	10019	269	2563.0	695.0	3258	301460	84527	550	36000	55640	4000		4500	24000	510677	513000	2323
12	TN 12 AD 8341	10000	9489	9492	289	2292.5	705.0	2997	278077	77278	550	44116	29786			4500	24000	459147	547000	87853
13	TN 12 AD 8365	10000	8644	8624	245	2242.0	612.5	2855	261093	70388	0	31666	56040			4500	24000	447688	515000	67312
14	MH 43 CE 2008 (MH)	10000	6080	5793	109	1780.4	0.0	1780	165899	52349	550	26644	3090			4500	24000	277032	304500	27468
15	MH 43 CE 2009 (MH)	10000	6944	6679	137	2222.7	0.0	2223	206164	58204	0	32710	13823			4500	24000	339401	338000	-1401
16	MH 43 CE 2010 (MH)	10000	5088	4867	112	1592.6	280.0	1873	177154	38022	550	27685	700			4500	24000	254754	258000	3246
17	MH 43 CE 2011 (MH)	10000	4862	4721	145	1569.5	0.0	1569	146201	35474	0	37242	300			4500	24000	247717	235000	-12717
18	MH 43																			



Vehicle Report for the Month of June 2024

Vehicle: TN 12 U 7358

Driver: KA 01 AJ 4026

Target Kms: 215000

Start KMs: 730167

End KMs: 734623

Total KMs: 734623

Start Date: 01/06/2024

End Date: 30/06/2024

Date	From	To	Customer Names	Target Kms	Rev Logist	Start KMs	End KMs	Total	GPS Kms	Qty in lit	Rate Per Ltr	Amt	OPAC	CLAC	Diesel AC Hours	Qty in lit	Rate Per Ltr	Amt
01/06/24									0			0				0		
02/06/24									0			0				0		
03/06/24									0			0				0		
04/06/24	Vehicle Running								0			0				0		
05/06/24	Vehicle Running								0			0				0		
06/06/24	Vehicle Running								0			0				0		
07/06/24	Delhi Unloaded			323		730167	730518	351	351	135.87	88.32	12000	20039	20050		12	87.78	88.32
08/06/24	Delhi			323		730518	730686	168	167	136.71	87.78	12000	20050	20062		12	87.78	87.78
09/06/24	Amenster Reached	Amenster	Empty	323		730686	731183	497	496	136.71	87.78	12000	20062	20062		0		87.78
10/06/24				323		731183	731183	0	0			0				0		
11/06/24				323	215000	731183	731236	53	53	136.40	86.65	12000				0		86.65
12/06/24	Vehicle Running	Cochin	Rai Poultry	323		731236	731638	802	802	135.87	88.32	12000	20062	20077		15	88.32	88.32
13/06/24	Vehicle Running			323		731638	732461	623	623	135.95	88.27	12000	20077	20089		12	88.27	88.27
14/06/24	Vehicle Running			323		732461	732984	523	523	131.03	91.58	12000	20089	20103		14	91.58	91.58
15/06/24	Vehicle Running			323		732984	733511	527	527	124.43	96.44	12000	20103	20118		15	96.44	96.44
16/06/24	Vehicle Running			323		733511	734083	572	572	134.71	89.08	12000	20118	20130		12	89.08	89.08
17/06/24	Vehicle Running			323		734083	734504	421	422	129.03	93	12000	20130	20142		12	93	93
18/06/24	Cochin Unloaded			323		734504	734623	119	118	126.21	95.08	12000	20142	20155		13	95.08	95.08
19/06/24				323						128.92	93.08	12000				0		93.08
20/06/24				323					0			0				0		
21/06/24				323					0			0				0		
22/06/24				323					0			0				0		
23/06/24				323					0			0				0		
24/06/24				323					0			0				0		
25/06/24				323					0			0				0		
26/06/24				323					0			0				0		
27/06/24				323					0			0				0		
28/06/24				323					0			0				0		
29/06/24				323					0			0				0		
30/06/24				323					0			0				0		

MainSheet TN 12 U 7358 TN 12 U 7456 TN 12 U 7535 KA 01 AJ 4026 KA 01 AJ 4254 TN 12 AD 8851 TN 12 AD 8874 TN 12 U 7501 TN 12 U 7579

Protection is turned on

80°C mostly cloudy

ENG IN

17:50 14-07-2024



TN 12 U 7535 Month of June- 2024(3123 Model-12 Wheel)																
Date	From	To	Customer Names	Target Kms	Rev Logist	Start K.M	End K.M	Total	GPS Kms	Qty in lit	Rate Per Ltr	Amt	OPAC	CLAC	Diesel AC Hours	A/c Dies
30-May-24	Vehicle Running								0			0			0	
31-May-24	Vehicle Running								0	135.69	88.44	12000			0	0.0
31-May-24	Vehicle Running								0	28.97	93.21	2700			0	0.0
1-Jun-24	Vehicle Running			333		105860	106270	410	394	46.87	92.43	4332	8384	8406	22	50.5
2-Jun-24	Vehicle Running			333		106270	106691	421	387	54.55	90.87	4957	8406	8427	21	55.5
3-Jun-24	Hyderabad Unloaded			333		106691	107264	573	289	67.62	96.68	6538	8427	8449	22	56.5
4-Jun-24	Break Down			333				0	89	123.39	97.25	12000	8449	8469	20	0.0
5-Jun-24	Vehicle Running			333				0	286	122.72	97.78	12000	8469	8490	21	0.0
6-Jun-24	Bangalore Unloaded	Coimbatore	Empty	333		107264	107904	540	259	139.42	86.07	12000	8490	8508	18	0.0
7-Jun-24	AC Service Completed			333		107804	108099	295	240	129.03	93	12000			0	0.0
8-Jun-24	Container Work			333				0	0			0	8508	8508	0	0.0
9-Jun-24	Container Work Completed			333		108099	108099	0	0			0			0	0.0
10-Jun-24	Coimbatore	Udumelpet	Empty	333		108099	108322	223	97	128.49	93.39	12000			0	0.0
11-Jun-24	Udumelpet	Mumbai	Sheriff Feeds	333	65000	108322	108746	424	228	75.66	92.91	7030	8508	8520	12	54
12-Jun-24	Vehicle Running			333		108746	109385	639	623	88.08	86.28	7600	8520	8533	13	51.0
13-Jun-24	Vehicle Running			333				0	438	78	90.91	7091	8533	8545	12	54.0
14-Jun-24	1st Tri Unloaded			333				0	380	73.09	91.19	6665	8545	8557	12	58.5
15-Jun-24	Mumbai Unloaded			333		109385	110113	728	44			8557	8557		0	
16-Jun-24	Waiting For Load			333				0	0			0			0	
17-Jun-24	Mumbai	Jaipur, Delhi	Empire Idus	333	110000	110113	110379	266	30	83.04	90.2	7490	8557	8566	9	50.0

# FUTURE ENHANCEMENTS

Business Analyst role should focus on leveraging advanced technologies and methodologies to drive more informed decision-making and strategic initiatives. Integrating machine learning and artificial intelligence can enhance predictive analytics, providing deeper insights into customer behavior and market trends. Expanding the use of data visualization tools will improve the communication of complex data findings to stakeholders, fostering better understanding and action. Additionally, continuous professional development in emerging fields such as

blockchain, Internet of Things (IoT), and big data analytics will ensure that Business Analysts remain at the forefront of innovation. Collaborating closely with cross-functional teams, including IT, marketing, and operations, will also enhance the ability to implement holistic and impactful solutions. Finally, focusing on ethical data usage and compliance with evolving regulations will be critical in maintaining trust and credibility in data-driven decision-making.

## INTERNSHIP PHOTOS



Internship.pdf

## COMPLETION CERTIFICATE FROM COMPANY

**WESTERN FARM FRESH PVT. LTD.**  
Regd. Off & Factory : 37, Varadarajapuram, Poonamallee, Chennai - 600 056.

**WESTERN Farmfresh** GST No : 33AAACW3650P1Z2  
TIN No : 33981383094 CST No : 766088/29.6.2001 PAN No : AAACW3650P Service Tax : AAACW3650PSD001

No- WFF/HR/Internship Training/2024 Date - 6.7.2024

To Whom ever it May Concern

This is to certify that Mr.J.Brijesh, student register number- RA2211026010443 of B.Tech (CSE w/s AI&ML), 4th Semester from M/s.SRM Institute of Science and Technology, SRM Nagar, Kattankulathur has joined WFF, "BUSINESS ANALYST" to undergo the Internship on No-Pay-No-fee-Basis w.e.f 5.6.2024 to 5.7.2024 has successfully completed a summer internship.

During the period of his internship program with us, he had been exposed to different processes and found diligent, hardworking and inquisitive.

We wish him every success in his life and career.

For Western Farm fresh Private Limited.,

Authorized Signatory

