# **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

Date - 3.6.2024

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

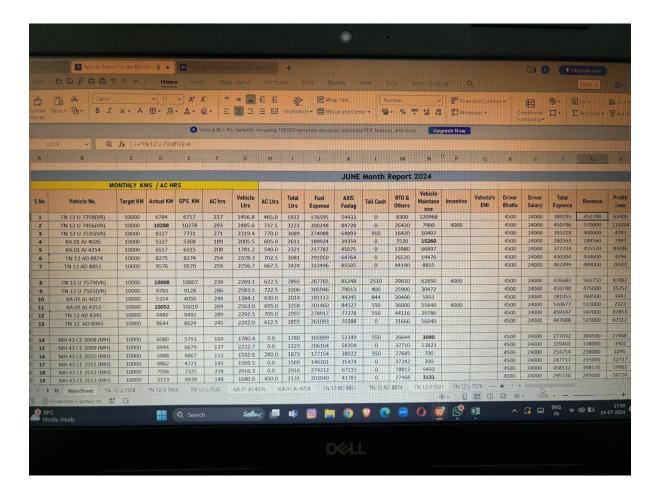
## **PROBLEM STATEMENT**

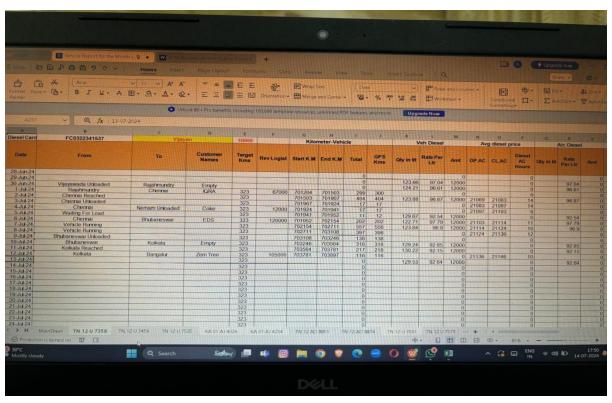
The problem is to analyze the existing customer retention strategies, identify gaps and weaknesses, and propose data-driven solutions to improve customer retention rates. This will involve understanding customer behavior, preferences, and pain points through comprehensive data analysis and market research.

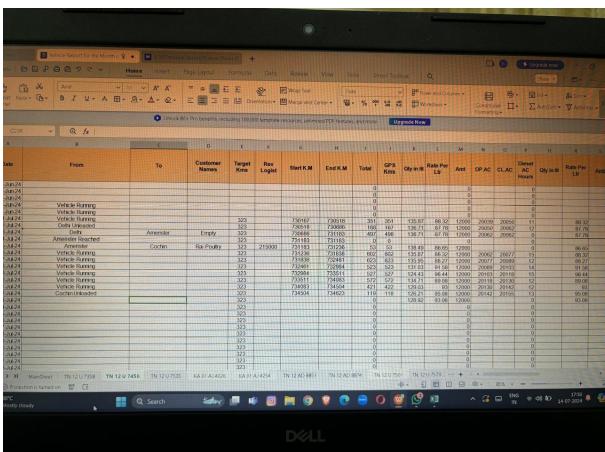
## PROPOSED METHODOLOGY

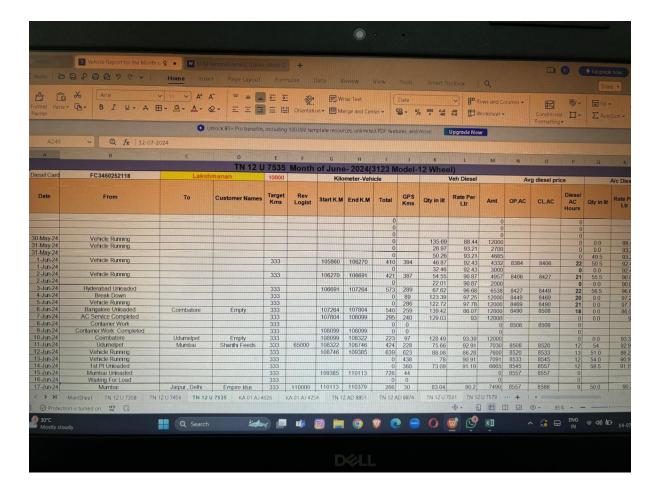
To address the challenge of improving customer retention, the proposed methodology will involve a systematic and data-driven approach. Initially, we will conduct a thorough analysis of historical customer data to identify patterns and trends related to customer churn. This analysis will include segmentation 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.

# **EXPERIMENTAL RESULTS**









# **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**



### COMPLETION CERTIFICATE FROM COMPANY

