



## SHORT-TERM INTERNSHIP



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**This page content gives an idea only, which topics have to write.**

### **1: EXECUTIVE SUMMARY**

The internship report shall have a brief executive summary. It shall include five or more Learning Objectives and Outcomes achieved, a brief description of the sector of business and intern organization and summary of all the activities done by the intern during the period.

### **2: OVERVIEW OF THE ORGANIZATION**

#### **Suggestive contents**

- A Introduction of the Organization
- B Vision, Mission, and Values of the Organization
- C Policy of the Organization, in relation to the intern role
- D Organizational Structure
- E Roles and responsibilities of the employees in which the intern is placed.
- F Performance of the Organization in terms of turnover, profits, market reach and market value.
- G Future Plans of the Organization.

### **3: INTERNSHIP PART**

*Description of the Activities/Responsibilities in the Intern Organization during Internship, which shall include - details of working conditions, weekly work schedule, equipment used, and tasks performed. This part could end by reflecting on what kind of skills the intern acquired.*

## 1. EXECUTIVE SUMMARY :

### Description of the sector of business intern organization-

Smart bridge operators in the data analytics sector providing innovative solutions to enhance business intelligence.

The organization leverages power with actionable insights enabling data driven decision making.

### Learning objectives and outcomes :

- 1]. understand power BI
- 2]. Data modeling
- 3]. proficiency in power BI tools
- 4]. Data cleaning and transformations
- 5]. Data visualization
- 6]. Report Design and sharing

### Summary of Internship Activities :

- 1]. Attending live training sessions and projects and mentoring sessions.
- 2]. Selection of topic - Analysis of social media and gathering cleaning and the analyzing is related datasets in excel.



- 3J. Team formation and assignment of tasks to report on project using power BI.
- 4J. Designing developing interactive dashboards, story, report on project using the power BI
- 5J. Drafting a project video demonstration and preparation of final report.

## 2. OVERVIEW OF THE ORGANIZATION :

Smart Bridge is a platform that offers virtual internship to the students. The platform's goal is to prepare students for the job market by establishing a cooperative relationship between industry and academic. Smart Bridge partners with companies such as Google to offer virtual internships. These such as the Internship provide students with hands-on experience with the latest technologies and enable project-based learning. Smart Bridge's flagship event is the Summer internship program. The program develops students' skills in emerging technologies.

i.e., 1). Artificial Intelligence

2). Machine learning and 3). Internet of things.

### Organization's objective :

Smart Bridge's main objective is to bridge the existing gaps between prevailing industry standards and what the academics offer to the graduates while passing out of university. Smart Bridge offers suitable skills development training to the young talent before onboarding their first job.



Their skill development programs are designed considering the present in demand skills in the industry. We thereby work along the line to offer best programs that helps the students to gain practicals knowledge and hands on training to learn skills of these future.

Therefore the main objectives of smart bridge is the providing approved professional electives become a talent factors of india by 2026.



### 3. INTERNSHIP PART :-

During my Intershship at APSCHE my activities and responsibilities inculuded.

→ Working condition :

- Worked in a dynamic professional environment with a team of education professions.
- Flexible working hours, with Core hours from 10 am to 5pm monday - Saturday.
- Access to modern equipment software, and tools.

→ Weekly work schedule :

- Monday : team meeting, goal setting and planning
- Tuesday :- Thursday :- Research, data analysis and the repeat preparations.
- Friday : Stakeholders engagement event planning and Coordination.
- Saturday : Review, documentation and preparation for the next week.

→ equipment used :

- Computer with microsoft office statistical software and data analysis tools.
- Smartphone for Communication and documentation,

→ Tasks performed :

- Conducted research and data analysis on higher education trends and policies.
- Prepared reports presentations and documents for stakeholders.
- Assisted in event planning coordination and execution
- Engaged with stakeholders including universities Colleges and government officials.

→ Acquired skills :

- Research and data analysis
- Report writing and presentation
- event planning and management
- Stakeholders engagement and Communication
- Policy development and implementation
- team Collaboration and Coordination
- time management and prioritizations
- Adaptability and problem solving in a dynamic of environment.



# ACTIVITY LOG FOR THE FIRST WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In - Charge Signature
Day - 1 3/7/24	Introduction of data analysis and Interpreted data Visualization	Analytics of the topic	
Day - 2 4/7/24	Ayeda and Understanding Consumers	clear View of business problem and its solution	
Day - 3 5/7/24	type of analytics provides and bounded of power BI	clear analytics on DATODE and prove regarding it	
Day - 4			
Day - 5			
Day - 6			

## WEEKLY REPORT

WEEK-1 (From Dt. 3/1/2024 to Dt. 5/1/2024)

**Objective of the Activity Done:** Introduction to Data Analysis

**Detailed Report:** Agenda of Data Analysis

- Introduction to Data Analysis and Business Intelligence
- Business problem and Solution
- Power BI in Action
- Introduction to power BI
- Power BI Architecture
- Data to I sights flow is power BI

Explaining the Data Analysis, Data Analysis tools and Technologies. The explaining data management and data Visualization and the data Analytics Application Business Intelligence and its tools. Types of business Analytics. How the download power BI. The data Analytics process and download power BI. The data Analytics process and types of Analytics. Explain about difference between business Analysis and Data Analytics. Now Introduction to power BI and power BI Architecture. The loading data and cleaning data Creation of Visualization and types of Visualization Explanation of data loading and data cleaning. The Explanation of bar chart, Column chart, pie chart and Scatter plot.



# ACTIVITY LOG FOR THE SECOND WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In - Charge Signature
Day - 1 8/7/24	feature and Components of Power BI	clear view on every Component required	
Day - 2 9/7/24	Power BI in action and its architecture	Visible insight and sales format	
Day - 3 10/7/24	Power query and transformation operations	clearify about Etc tools	
Day - 4 11/7/24	Tools present in Power BI Desktop	clear view on each and every Tool presents	
Day - 5 12/7/24	Analytics the data in different types	Learned about practicality on data usage.	
Day - 6			

WEEKLY REPORT  
WEEK-2 (From Dt. 8/7/2024 to Dt. 12/7/2024...)

**Objective of the Activity Done:** Functions and power BI Service

**Detailed Report:**

The functions of power BI includes all no Blank Row, Calculate, filters, match by, order by and calculate table.

→ sales analytics: It provides valuable insights into customer behaviour, sales performance, and areas where process can be improved.

→ Defined key performance indicators (KPIs) such as sales growth, customer acquisition, and product performance.

→ Built a sales dashboard to visualize the KPIs and identify trends, outliers and areas for improvement.

→ Created a comprehensive sales dashboard that highlighted crucial business insights.

→ Used data story telling techniques to communicate findings effectively.

→ Received positive feedback from mentors on the practical application of power BI skills.

→ Finally the focus of this week was on applying power BI skills to a real world sales analytics.



### ACTIVITY LOG FOR THE THIRD WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In - Charge Signature
Day - 1 15/7/24	Data Collection and data cleaning	learned about the process in DA	
Day - 2 16/7/24	Difference between story board , Dashboard and report	learned the difference about Constant of represents	
Day - 3 18/7/24	Data Structuring and its usage with power BI	Learned the Usage of data structure	
Day - 4 19/7/24	Received on topics as for Completes	clear view with usage of power BI	
Day - 5			
Day - 6			

**Objective of the Activity Done:**

Data Visualization with power BI

**Detailed Report:**

From the Visualization plan, select the type of chart or graph you want to create.

- Drag fields from your data model (located in the Fields pane) into the appropriate areas in the Visualization pane.

- Use the Format pane to customize your Visual, including Colors, labels, titles, and more.

- you can add multiple Visualization to a single report page.

- By default Visualization on the same page are interactive. clicking on one Visual will filter or highlight related data in other Visuals

- slicers are a great way to add interactive filters to your report, allowing users to filter data by specific criteria (e.g. data range, categories)

- Once your report is reduced can publish it to the power BI service by clicking publish in the Home Tab.



# ACTIVITY LOG FOR THE FOURTH WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In - Charge Signature
Day - 1 22/7/24	Researched the additional information	additional into about power BI	
Day - 2 23/7/24	Revised about data Collection and data cleaning	Learned about starting power in DA	
Day - 3 24/7/24	Received about the data Visualisation	clear view on Visualisation Part	
Day - 4 25/7/24	DAX and DAX function	clear view on DAX function	
Day - 5 26/7/24	All the function present in power BI	learned about the function to Apply	
Day - 6			

Objective of the Activity Done: Analytics and Dax

Detailed Report:

Focuses on understanding past data and what has happened.

- Examines data to understand why something happened
- Uses statistical models and machine learning techniques to predict future outcomes based on historical data.
- Suggests actions you can take to affect desired outcomes.
- Dax has a wide range of functions including date/time, filter, logical, and math functions.
- These include arithmetic operators (+, -, \*, /), Comparison operators (>, <, =), and text Concatenation (&).
- Dax operators in two main contexts, Row Context and Filter Context. Understanding these contexts is crucial for creating accurate Dax formulas.



# ACTIVITY LOG FOR THE FIFTH WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In - Charge Signature
Day - 1 29/7/24	Explained more factors in DAX	learned about expression and function in DAX	
Day - 2 30/7/24	Mose about filter function in DAX	clear View on different Views	
Day - 3 31/7/24	R Preparation for grand assisment	prepare for test	
Day - 4 1/8/24	Preparation for grand assisment	prepared for test	
Day - 5 2/8/24	Grand assessment test	Gave the assisment	
Day - 6			

**WEEKLY REPORT**  
**WEEK-5 (From Dt. 29/7/2024. To Dt. 2/8/2024.....)**

**Objective of the Activity Done:** Functions and power BI Service

**Detailed Report:**

The functions of power BI includes all, All No BLANK Row, Calculate, filters, match by Order by and Calculate table.

→ Sales Analytics received a data set representing sales data from a functional Company.

→ Defined Key performance indicators such as Sales growth, customer and product performance

→ Built a Sales dashboard to visualize the identify trends, outlines and areas for improvement

→ We learned have to publish reports to the power BI service, sphase Dashboards and with terms members in real time.

→ A windows applications Used to Create and design reports and data models. Users and Connect to Various data Sources, clean and transform data, Create Visualization and write DAX functions to perform Calculations.

→ A cloud-based services where users can publish and share power BI reports and dashboards Created in power BI Desktop. key features include.



# ACTIVITY LOG FOR THE SIXTH WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In - Charge Signature
Day - 1 5/8/24	Operating power as report	clear View on optimisation	
Day - 2 6/8/24	Implementation of incremental data	learned about DA with huge data set	
Day - 3 7/8/24	Application in business scales	clear View on equal time application	
Day - 4 8/8/24	Application of technique to size data models	Learned about sizing data models	
Day - 5 9/8/24	Learned about user information with reports	clear view on represent based data	
Day - 6			

**Objective of the Activity Done:**

Report and performance training.

**Detailed Report:**

Gathering quantitative and data on employee performance.

→ Using tools like Surveys assessments, and performance reviews.

→ Analyzing performance data to identify trends strengths and areas for improvement.

→ Comparing actual performance against set goals and bench marks.

→ Creating reports that Summarize performance data and provide actionable insights.

→ sharing reports with relevant stake holders, including management HR, and Employees.

→ Training on specific tools, technologies, or methodologies relevant to the Job.

→ Enhancing Communication, teamwork leadership and problem - solving abilities.

→ Focused on the particular tasks and responsibilities associated with an employees role.

→ Setting clear, measurable goals for performance improvement.



# ACTIVITY LOG FOR THE SEVENTH WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In - Charge Signature
Day - 1 12/8/24	formation of Team	learn view on Team	
Day - 2 13/8/24	Project Scope and objectives	clear view on Project assignment	
Day - 3 14/8/24	Aggregation of Public reports	suggestion of data analytics	
Day - 4 15/8/24	Configured public refusions	Reviewed self on data set	
Day - 5 16/8/24	feedback on accessibility with published reports	clear view on outcome of reports	
Day - 6			

### WEEKLY REPORT

WEEK-7 (From Dt.....12/8/2024..... to Dt.....16/8/2024.....)

#### Objective of the Activity Done:

Assignment of project work.

#### Detailed Report:

- Assign tasks based on each team member's strengths and areas of expertise
- Give tasks that allow team members to grow in their roles or learn new skills.
  - clearly define what is expected from each task, including deadlines and deliverables.
  - Explain how each task fits into the Over all project and how team member's work effects others.
  - Includes key milestones, deadlines, and check in critical tasks are scheduled early to avoid bottle necks.
  - Ensure team members have the tools, information and sport they need.
  - Encourage team members to reach out with questions or concerns.
  - sechedule regular check in to discuss progress and address challenges
  - Use project management tools for tracking tasks and deadlines.



# ACTIVITY LOG FOR THE EIGHTH WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In - Charge Signature
Day - 1 19/8/24	Presenting actionable in sight	clear view on factorial representation	
Day - 2 20/8/24	Presenting the dashboard and reports	Representing the final out put	
Day - 3 21/8/24	Collaboration file, uploading	Alloting work to all members in team	
Day - 4 22/8/24	Reviewing on dashboard report	clear view on work done in DA	
Day - 5 23/8/24	Submission of Project	Submitted to mention	
Day - 6			

### WEEKLY REPORT

WEEK-8 (From Dt.....19/8/2024..... to Dt.....23/8/2024.....)

#### Objective of the Activity Done:

Final submission of project work

#### Detailed Report:

Gather all documents, reports, and any other deliverables into a single file or folder.

→ Include a table of Contents if the project is length or has multiple sections.

→ Add any additional materials, like raw data or supplementary document, to be appendices

→ Save the project in the required format (e.g - PDF, word document)

→ Name the files according to the guidelines provided (e.g "project Name, Team Name, Date").

→ Ensure that the layout is clean, with proper margins, headlines and page numbers.

→ If required prepare a presentation summarizing the key points of the project.

→ Ensure all supporting documents such as references are complete and properly cited

→ Upload the report to the specified and portal or send it via, Email as instructed.

→ Save a copy of the submitted project and any related materials.



## CHAPTER 6: OUTCOMES DESCRIPTION

**Describe the work environment you have experienced** (in terms of people interactions, facilities available and maintenance, clarity of job roles, protocols, procedures, processes, discipline, time management, harmonious relationships, socialization, mutual support and teamwork, motivation, space and ventilation, etc.)

Based on my training data I can describe a typical social media Company's work environment.

→ people interactions :

- Collaborative and dynamic team environment
- open communication and feedback encouraged.
- Diverse and inclusive workforce.

→ Facilities and maintenance :

- modern and comfortable office spaces
- Access to latest technology and tools
- well-maintained and clean facilities.

→ Clarity of Job Roles :

- Established workflows and Approved processes
- Regular meetings and progress updates.
- emphasis on innovation and adaptability.

→ Discipline and time management :

- Flexible working hours and remote work options
- Self-motivated and disciplined team members
- prioritization and effective time management encouraged.

→ Harmonious relationships and socialization :

- Strong emphasis on teamwork and collaboration
- Regular social events and team-building activities.
- open and respectful Communication.

→ mutual support and teamwork :

- Collaborative problem-solving and idea sharing
- Supportive and encouraging team environment.

→ motivation :

- opportunities for growth and professional developments
- Competitive Compensation and benefits packages.

→ space and ventilation :

- modern and well-designed office spaces
- Comfortable and ergonomic workstations
- Access to natural light and fresh air.



**Describe the real time technical skills you have acquired (in terms of the job- related skills and hands on experience)**

Here are some real-time technical skills live acquired in the real time of social media.

→ Job-related skills :

- social media management creating and scheduling posts managing campaigns and analysing engagement metrices.
- Content creation : writing, editing and optimizing content for various social media platforms.
- Graphic design : Designing visual content using tools like Canva Adobe creative and editing videos for social media.
- paid social media Advertising : creating and managing and Campaign on Facebook, Instagram, Youtube.
- Social media Analytics : Analyzing engagement metrics, tracking performance and providing data driven.
- Influencer marketing : Identifying collaborating and managing influencer partnerships.

→ Hands-on experience :

- social media management tools : Hootsuite, Sprout Social media and Agorapulse.

- Graphic Design Tools : Canva , Adobe , creative cloud (photoshop illustrator in design)
- paid social media Advertising platforms : Facebook Ads manager instagram Ads, youtube Ads.
- Analysis Tools : google Analytics and Hootsuite Insights
- Influence marketing platforms aspitela, upfluence and Grain.

→ programming skills :

- HTML and CSS for creating and customizing social media contents.
- python for data analysis and automation tasks.



Describe the managerial skills you have acquired (in terms of planning, leadership, team work, behaviour, workmanship, productive use of time, weekly improvement in competencies, goal setting, decision making, performance analysis, etc.

Here are the managerial skills I've acquired in the realm of social media:

→ planning:

- Strategic planning for social media campaigns and content calendars.
- Setting goals and objectives for social media presence and engagement.

→ leadership:

- Leading cross-functional teams for social media project and campaigns.
- Encouraging innovation and creativity in social media content and strategy.

→ Team work:

- Collaborating with designers, writers, and videographers for content creation.
- Coordinating with other departments.

→ workmanship:

- Ensuring high-quality content and engagement on social media platforms.
- Continuously monitoring and improving social media performance metrics.

→ productive use of time :

- prioritizing tasks and managing time effectively for multiple social media projects.
- Allocating time for on going learning and professional development.

→ performance Analysis:

- Tracking and analysis social media performance metrics
- providing regular reporting and insights to stakeholders on social media performance.



**Describe how you could improve your communication skills** (in terms of improvement in oral communication, written communication, conversational abilities, confidence levels while communicating, anxiety management, understanding others, getting understood by others, extempore speech, ability to articulate the key points, closing the conversation, maintaining niceties and protocols, greeting, thanking and appreciating others, etc.,)

Improving communication skills is essential for effective social media management. Here are some ways I could enhance my communication skills.

→ Oral Communication :

- practical clear and concise speech.
- Record myself speaking and identify areas for the improvements.

→ written Communication :

- write clear concise and engagement content
- proofread and edit my writing for grammar and the clarity,

→ Conversational Abilities :

- engage in active listening and ask clarifying questions.
- use open-ended questions to encourage conversation,
- practical empathy and understanding in online interactions.

→ Confidence levels :

- prepare thoroughly for presentations or discussions
- Encourage positive self talk and self-reflection.

→ understanding others:

- Ask questions and seek clarifications.
- listen actively and empathetically.

→ getting understood by others:

- use clear and simple language
- Avoid jargon and technical terms.

→ maintaining niceties and protocols:

- use polite language and tone
- follow established communication protocols.

→ greeting thanking and appreciating others:

- use personalized greeting and salutations
- Express gratitude and appreciation sincerely
- Celebrate other successes and milestones.



Describe how could you could enhance your abilities in group discussions, participation in teams, contribution as a team member, leading a team/activity.

To enhance my abilities in groups discussions team participation and leadership. I would

→ Group Discussions :

- prepare thoughtly on the topic to contribute meaning
- listen activity and respond thoughtfully
- summarize key points to ensure everyone is on the same page.

→ Team participation :

- Volunteer for tasks and take ownership of responsibilities
- Collaborate with others to achieve common goals,
- provide constructive feedback and suggestions
- Be open to feedback and willing to adapt.

→ Contribution as a team members :

- Identify areas where I can add value and contribute
- share innovative ideas and solutions
- celebrate team success and learn from failures.

→ leading a Team/ Activity :

- clearly define goals, objectives and expectations
- Foster open communication and transparency.

- lead by example demonstrating a positive and inclusive attitude.

→ Additionally, I would :

- Develop my intelligence to better understand team dynamics.
- practice effective Conflict resolution and negotiation skills.
- Encourage diversity equality and inclusion in team settings.
- Reflect on my experience and seek feedback to continuously improve.



Describe the technological developments you have observed and relevant to the subject area of training (focus on digital technologies relevant to your job role)

I've observed significant technological developments in digital technologies relevant to my social media job role, including:

→ Artificial intelligence (AI):

- AI powered tools for content creation, curation and analytics.

→ machine learning (ML):

- Algorithms for personalized content recommendation and social media monitoring.

→ Natural language processing (NLP):

- NLP for social media listening sentiment analysis and chatbots.

→ cloud computing:

- Cloud based social media management tools for scalability and collaboration.

→ Internet of things (IoT):

- IoT devices for social media-enabled customer experiences.

→ Virtual and Augmented Reality (VR/AR):

- Immersive experience for social media engagement.

→ Block chain :

- Block Chain for secure social media data management and influencer marketing.

→ 5G Network :

- Faster data transfer rates for seamless social media experiences.

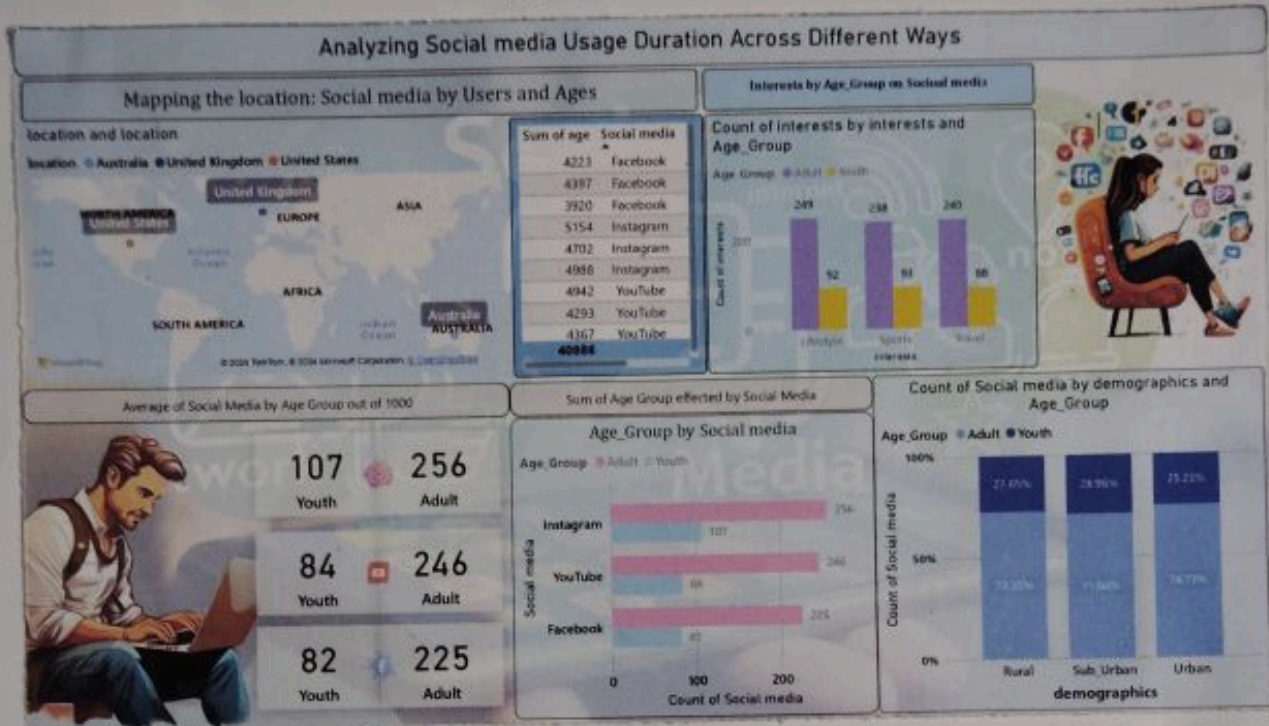
→ Social media Analytics tools :

- Advanced analytics for tracking engagements and sentiment and ROI.

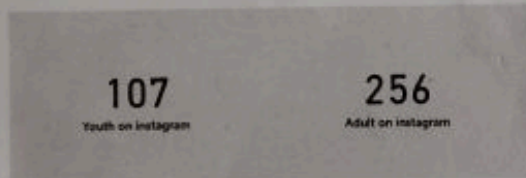


<https://drive.google.com/file/d/12FBew0PvAYIMJ-gDdBlN28clX9nGJxf4/view?usp=drivesdk>

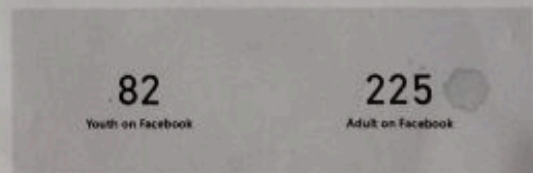
## PHOTOS & VIDEO LINKS



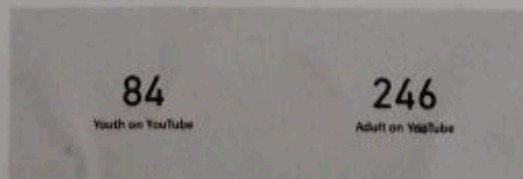
Instagram Use by Age Group



Facebook use by Age Group



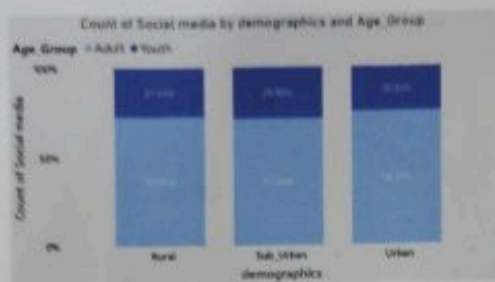
Youtube use by Age Group



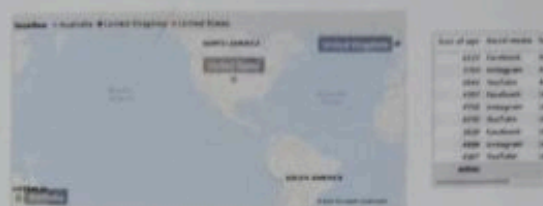
Count of Social media by demographics and Age Group

Age Group: Adult (dark blue), Youth (light blue)

Demographics	Youth (%)	Adult (%)
Rural	75.00%	25.00%
Sub_Urban	70.00%	30.00%
Urban	85.00%	15.00%



The screenshot shows a Google Maps interface. The main map area displays a portion of the United States, with a red location pin placed in the Northeast. A sidebar on the right side of the map lists nearby locations. The list includes 'New York City' and 'New York City, NY'. The sidebar also shows a 'Map data' section with a '© 2014 Google' copyright notice.



A horizontal bar chart titled "Age\_Group by Social media". The y-axis is labeled "Social media" and lists three categories: Instagram, YouTube, and Facebook. The x-axis is labeled "Count of Social media" and ranges from 0 to 200. For each social media category, there are two bars: a pink bar representing the "18-24" age group and a blue bar representing the "25-34" age group. The values for each bar are labeled at the end of the bar.

Social media	18-24	25-34
Instagram	254	100
YouTube	206	84
Facebook	225	82



Interests	Adult	Youth
Golfing	240	92
Sports	218	91
Swimming	240	88

