**Internship Report**

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**Internship Enterprise Basics**

The Internship was conducted remotely at Tianjin Genhua Education Technology Co., Ltd., specifically in the Overseas Agency Department. I played the role as Junior Data Analyst. The Company specializes in providing education consulting services including study plans, university applications, visa processes, and career planning for students who intend to study abroad mainly in popular destinations such as Australia, the United States, the United Kingdom, and various European countries. It aims at offering tailored advice based on each student’s academic background, financial situation, and personal goal.

The company was founded in 2021. Its structure mainly consists of four key departments: Client Service Department, Overseas Agency Department, Marketing Department, Administrative Department.

The Client Service Department handles direct one-on-one consultations. The employees in this department plays the front role in getting close in touch with potential clients who plans to study abroad. The Overseas Agency Department works on offering more in-depth advice to clients about their study and further career choices. The marketing department main concerns about promoting company services. The Administration Department manages internal operations.

Previously, the consulting method was mainly conducted offline in face-to-face mode. Although it is highly personalized and offers personal touch, it was quite time-consuming and resource-intensive. Aligning with the digital transformation demands, the company plans to take advantage of the existing client data to build a more efficient, structured, and scalable consultation system, that could be more time-efficient and cost-saving. Meanwhile, lots of consultants would prefer to keep a balanced life and work more efficiently with a more effective working framework.

My major responsibility was to assist in this transformation by processing historical and ongoing client data, analysing trends, and creating visual representations to help the department develop strategic frameworks for consulting future students more efficiently.

My internship was conducted remotely under the supervision of Project Manager Ms. Chunyan Yu.

**Internship Obligations**

During my 128-hour internship at Tianjin Genhua Education Limited Company, I was required to complete several obligations, which targeted at enhancing my professional competencies, interdisciplinary thinking, and practical skills. As a master student in Digital Humanities, I am glad that I could make use of my knowledge obtained from python programming, big data analysis related courses in Riga Technical University to assist the company in making data-driven consulting decisions.

In brief, what I mainly do is to familiarize myself with the enterprise and its working procedures, complete data analysis tasks, individual professional tasks, and teamwork development tasks.

**1.Familarize with the Enterprise**

To meaningfully contribute to the company’s goal of data transformation, during the first week, I obtained company materials and had online Tencent Meetings to understand the working process of the company. Specifically, I fully understood the responsibilities of my department Overseas Agency Department. It mainly provides customized consulting services to students planning to study abroad.

The company operates as a legally registered private education consultancy in China, and obeys the national regulations regarding education advisory services. In recent years, the company has aimed to modernize its advisory services by adopting data analysis and digital profiling methods to increase efficiency and reduce costs as well. The whole working flow emphasizes responsiveness, client confidentiality, and data-driven decision making, which align well with my Digital Humanities background, especially in using digital tools for human-centered consulting.

**2.Data Analysis Tasks**

The company’s present overseas education consultation model relied heavily on case-by-case interviews, which is time-consuming, and inconsistent. In this case, the success rate of solving client’s problems would be highly dependent on the consultant’s professionalism and personal experience. However, this subjective method lacked clear strategies and structures, which could not always give the most satisfactory advice to clients in need. Considering this, the major task of my internship is to assist in the consultation with data-backed recommendations.

To be more specific, the company had a large volume of Chinese-language client records, including academic history, destination preferences, English test scores, and family background, stored in spreadsheets and databases. Due to Internship time limitations, I was able to handle over 5000 client data from February 2024 to February 2025. My role was to find common success patterns, classify students by profile, and generate destination recommendations based on data-driven clusters.

Firstly, I had to clean the data for further analysis. The original dataset was entirely in Chinese, which I successfully processed in Python using UTF-8 encoding, and Pandas libraries. I performed data cleaning, normalized inconsistent terms, converted qualitative categories such as income levels, and English scores into machine-readable format, and dealt with missing values.

When the dataset was properly handled, I tried to do customer segmentation based on family financial background(high/medium/low), GPA level, IELTS or TOEFL, preferred study-abroad country, application time and admission results. Luckily, with basic artificial intelligence knowledge and data analysis knowledge obtained through Riga Technical University, I could handle the task easily using KMeans clustering from scikit-learn and other similar tools.

From the processed data, I observed and visualized the following preference clusters among students: Normally clients with high-GPA, high-income tended to select United States and United Kingdom as the study destination, those with moderate budget and solid English preferred to study in Canada and Australia, Singapore, Japan, South Korea were chosen for cultural proximity and strong technical programs, and those who chose to study in European countries aimed for scholarship and lower tuition fees.

The result was clearly illustrated with clear presentations via Tencent meeting in order to avoid any misunderstandings.

**3.Individual Professional Tasks**

Considering the data analysis had been done ideally as expected, the company would consider further cooperation and in-depth analysis with large database including data from the beginning of the company since 2021, which would provide more accurate results. The supervisor Ms. Chunyan Yu discussed the possible cooperation after my graduation. For this purpose, the supervisor also offered me chances of listening to three 45-minute online client consultancy periods for the sake of better understanding client data and made notes about what I have found about the client details and what could be improved. The process was informative and smooth.

Besides, the specific client data filled after consultancy were delivered to me for comprehending how the original data were created and asked me to offer some advice on better records in order to make future data analysis easier.

**4.Teamwork and Management**

Even though my internship was conducted remotely, I managed to engage in regular collaboration with colleagues and supervisors.

Every week I joined video calls to receive task adjustments, and present interim findings. In the process of working, I would also discuss with supervisors and other related colleagues if any problem related to client data was observed.

On two occasions, I was asked to generate special reports for campaigns targeting European Universities. I re-segmented the student data by scholarship eligibility, visa success rate, and tuition affordability and such, and the reports were delivered within 24 hours.

Furthermore, I shared well-documented python scripts within the department for possible reuse in the near future. For example, I updated cleaned datasets and the related script to a shared drive along with usage instructions, so that consultants without technical background could reproduce analysis using the same logic.

**Results and Conclusions**

For the main data analysis work, I compiled data-driven reports on a regular basis to communicate findings with Overseas Agency Department and Project Manager Chunyan Yu. Each report typically included a summary of weekly progress, key visuals with Chinese labels, insights from clustering or pattern discovery, and recommendations for updating students advising strategies. For example, consultants could prioritize Canadian programs for mid-income applicants with moderate English scores.

For other record keeping, consultancy listening, company vision comprehension task, I handed in reports as required and had Tencent meetings with my supervisor Chunyan Yu to make sure everything had been done correctly on time.

In general, over the 128-hour internship with Tianjin Genhua Education Limited Company, I successfully completed all assigned tasks in the Overseas Agency Department, contributing to the company’s efforts to improve its advisory services through data-driven methods. The main outcome of my work was the development of a structured analysis pipeline that can help the company better understand and classify its clients based on academic profiles, financial background, and destination preferences. I had cleaned and structured the client data, identified common patterns in destination choices, and categorized students into recommendation tiers based on factors such as GPA, income, and English proficiency. Python-based automation was used for future analysis, and the results were clearly presented and communicated to support management decisions.

The final results were presented to my supervisor, Ms. Chunyan Yu, and well-received for their potential to enhance client service efficiency, especially in preparing preliminary study-abroad plans based on historical patterns.

**Personal Assessment**

From my perspective, the internship was a rewarding experience. I was able to put many of my academic skills such as data analysis, natural language processing, and python programming into practice. I successfully used Pandas, Matplotlib, and Scikit-learn, to conduct data cleaning, visualization, and segmentation.

Besides, I developed a better understanding of international education consultancy, especially how client profiles influence study destination recommendations.

What is more, my background in the humanities helped me approach data not just technically, but with an understanding of social context, cultural reasoning, and ethical concerns.

Although I worked remotely, I maintained a consistent working routine, communicated clearly with my supervisor, and managed my time efficiently.

Overall, my supervisor spoken highly of my performance in this internship and discussed with me about possible further cooperation after my graduation.

The areas that I think could be improved are that with longer time frame, I might be able to handle larger database and obtain more accurate results that could help to build long-term advisory models for real-life sustainable usage. Moreover, if I could have more time to obtain real-time feedback from end-users such as education consultants, this might help me better tailor technical outputs to non-technical needs.

In conclusion, I am satisfied with my performance and growth during this internship. I contributed meaningfully to the organization and took away essential professional experience that might benefit my future career development.