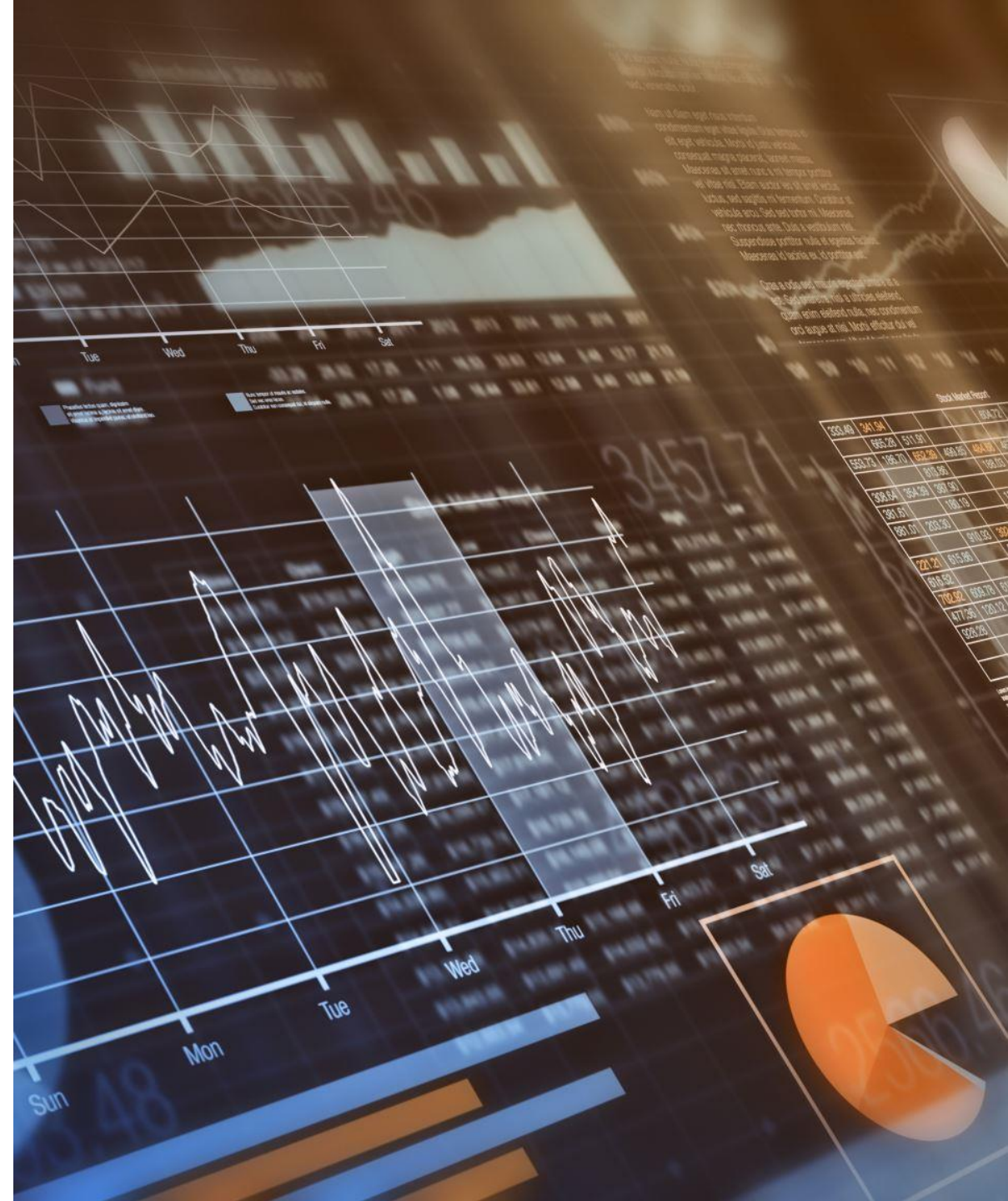# INTERNSHIP MARKET DYNAMICS ANALYSIS IN INDIA (2025)

Sector - EdTech

Data Analytics Capstone
Project | Group 7

CONTEXT & PROBLEM

In 2025, India's internship ecosystem spans thousands of opportunities across cities, industries, companies, and roles. However, students and job seekers often struggle to identify patterns in internship offerings such as which skills are most in demand, how internship duration and stipends vary by sector, and what geographical disparities exist in opportunity distribution. Although a large dataset of internship postings is available, it remains underutilized due to a lack of structured analysis and visualization frameworks. This project aims to transform raw internship posting data into an interactive **dashboard and analytical report** that reveals key trends, compares industries and cities, highlights high-demand skills, and enables students and academic institutions to make data-driven decisions for career planning and curriculum alignment.

DATA PIPELINE & CLEANING

Data was sourced from the Kaggle dataset **"Internship Opportunities in India (2025)"**, which contains **8,485 internship postings** scraped from Internshala across major Indian cities, including Bangalore, Mumbai, Delhi, Hyderabad, and others. The dataset includes attributes such as company name, role, location, stipend, duration, required skills, work mode (remote/on-site), and posting date.

Data cleaning involved:

- Handling missing stipend and duration values by categorizing them into structured ranges (e.g., "Unpaid", "₹0–5K", "₹5K–10K", etc.)

- Standardizing inconsistent location names (e.g., "Bangalore", "Bengaluru") into unified city categories

- Normalizing stipend formats (fixed, performance-based, lump sum) into numeric or categorized ranges

- Extracting and cleaning skill keywords from text fields for frequency analysis

KEY PERFORMANCE INDICATORS

8483

Total Internships listings (India, 2025)

Work from Home (Remote)

Most preferred work mode

₹ 7101- ₹ 140151

Average Monthly Stipend Range

Creative

Most in-demand Skill category

MAJOR MARKET INSIGHTS

Delhi, Chennai, and Gurgaon dominate internship postings, contributing over **22%** of total opportunities, indicating strong concentration in Tier-1 cities.
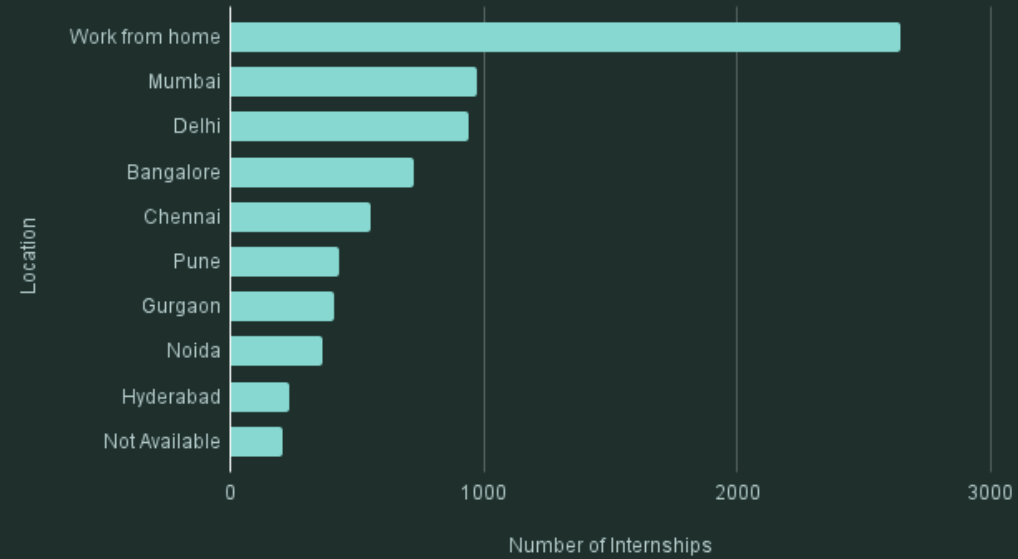
City Wise Distribution

Most internships fall within the 13–26 month range, showing employer preference for long-term engagement.
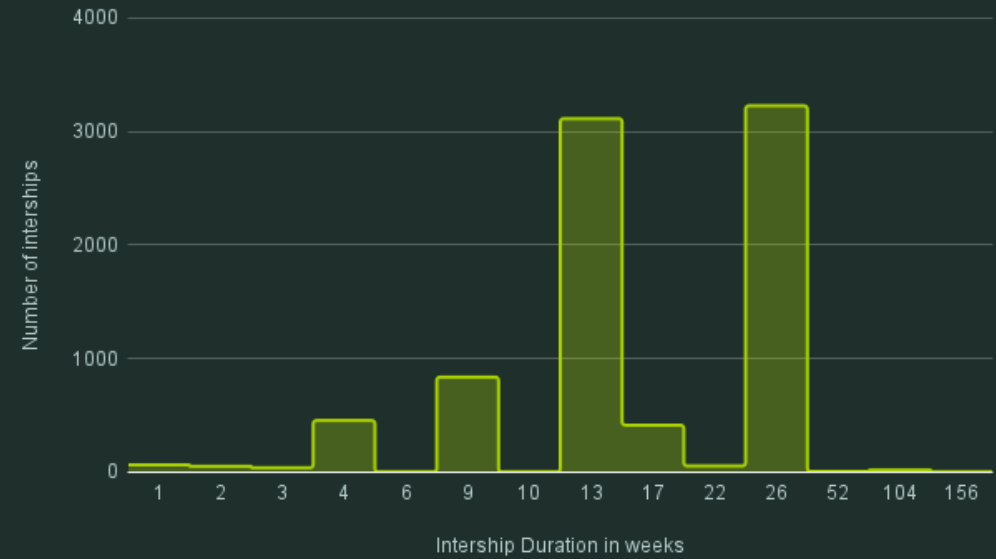
Duration Analysis

Remote internships are more common in Tech domains, while on-site roles dominate Creative & Sales roles
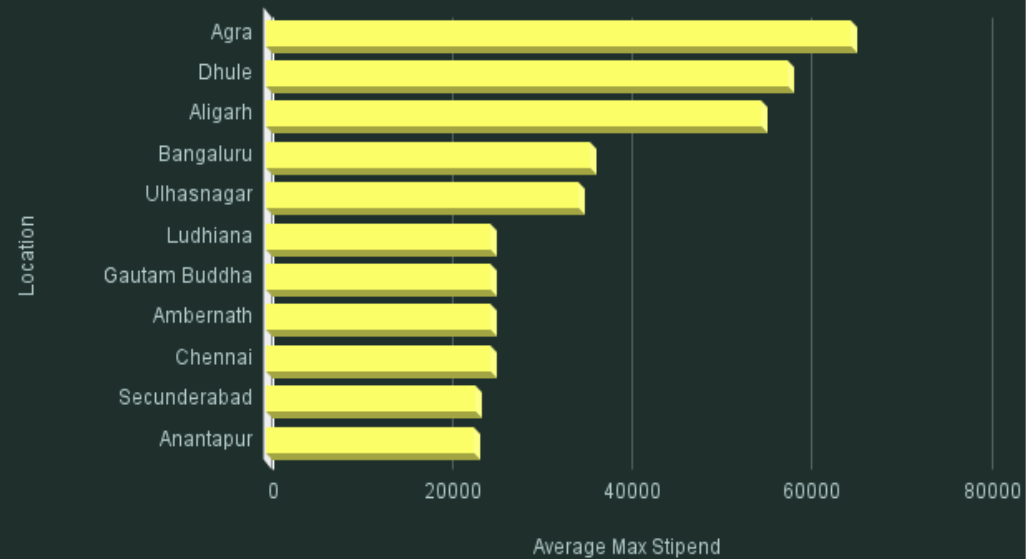
Remote vs On-Site Pattern
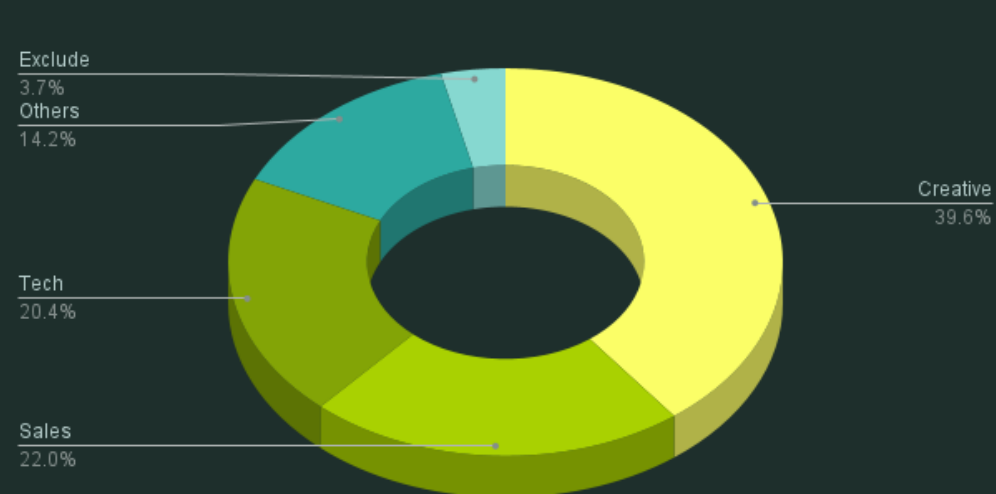
Number of Internships vs. Location

Location (top to bottom): Work from home, Mumbai, Delhi, Bangalore, Chennai, Pune, Gurgaon, Noida, Hyderabad, Not Available

X-axis: Number of Internships (0, 1000, 2000, 3000)

Intership Duration in weeks vs. Number of interships

Y-axis: Number of interships (0, 1000, 2000, 3000, 4000)

X-axis: Intership Duration in weeks (1, 2, 3, 4, 6, 9, 10, 13, 17, 22, 26, 52, 104, 156)

Average Max Stipend vs. Location

Location (top to bottom): Agra, Dhule, Aligarh, Bangaluru, Ulhasnagar, Ludhiana, Gautam Buddha, Ambernath, Chennai, Secunderabad, Anantapur

X-axis: Average Max Stipend (0, 20000, 40000, 60000, 80000)

Work Profile Wise Internship Share

- Exclude 3.7%
- Others 14.2%
- Creative 39.6%
- Tech 20.4%
- Sales 22.0%

SEGMENTATION & DOMAIN DISTRIBUTION

Work Profile Wise Internship Share

Exclude
3.7%
Others
14.2%
Creative
39.6%
Tech
20.4%
Sales
22.0%
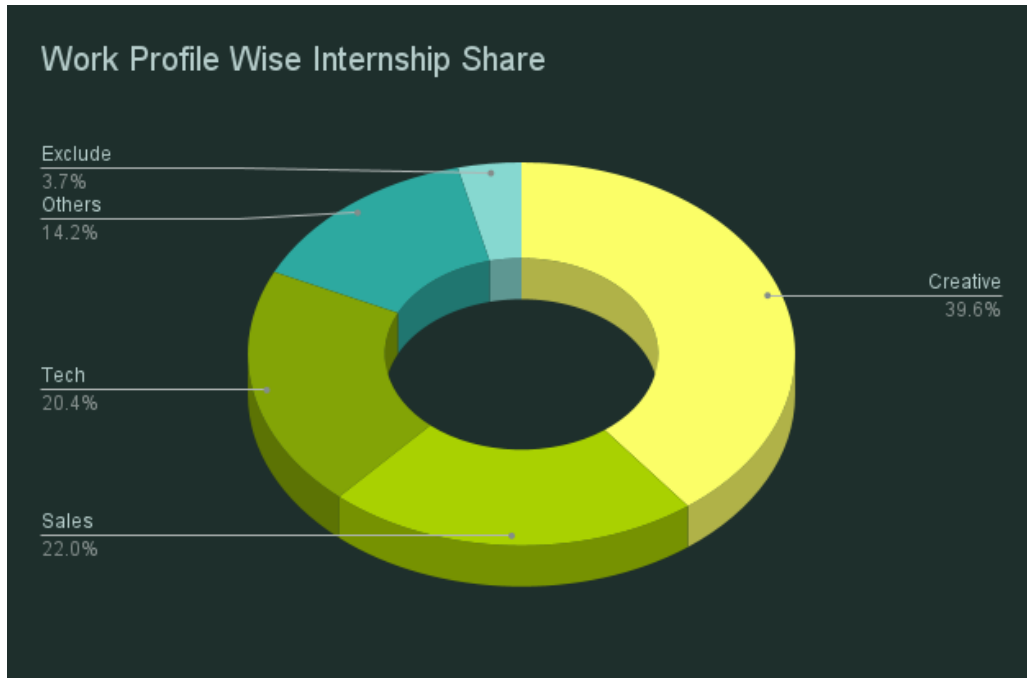
Creative roles dominate the internship market, contributing 39.6% of total listings, making it the largest opportunity cluster across India.

Sales (22.0%) and Tech (20.4%) together account for over 42% of internships, indicating strong demand in revenue-generating and technical functions.

The **"Others" category (14.2%)** reflects emerging or niche domains, while only **3.7% fall under excluded/specialized roles**, showing limited concentration outside core categories.

Work Profile Analysis

INTERACTIVE DASHBOARD OVERVIEW
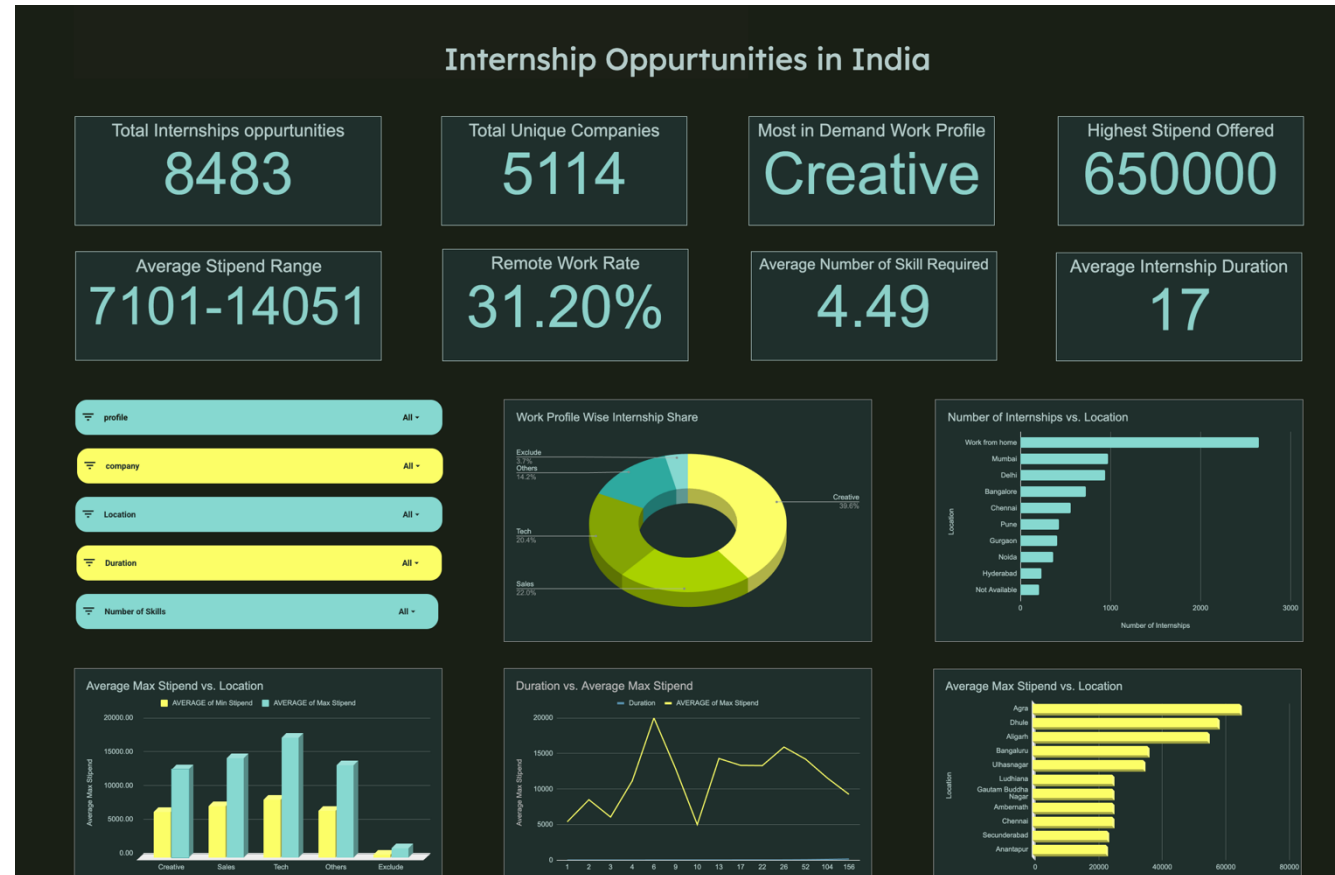
The dashboard delivers an executive overview of internship market trends, combining KPIs, city-wise opportunity distribution, stipend comparison, domain segmentation, duration-pay analysis, and skill demand insights. This integrated view supports data-driven career planning and informed internship selection.

Dashboard Overview

DATA ANALYTICS CAPSTONE PROJECT | GROUP 7

Aarush Gupta-	2401020001	(Report Writing, Data Cleaning)
Harshvardhan Gupta-	2401010185	(Dashboard)
Kanchan Rani-	2401010206	(Data Cleaning, Analysis)
Saman Iqbal Ansari-	2401010405	(KPI & Analysis)
Ashar Asif Shaikh-	2401010110	(KPI & Analysis)
Deepak Mishra-	2401010142	(PPT, Dashboard)