

**AN INTERNSHIP REPORT
ON
DATA ANALYSIS ON CRM APPLICATION**

Submitted by,

Miss. MADHUMITA R ARADHYA-20211CAI0061

Under the guidance of,

Mr. JAI KUMAR B

in partial fulfillment for the award of the degree of

BACHELOR OF TECHNOLOGY

IN

**COMPUTER SCIENCE AND ENGINEERING
(Artificial Intelligence and Machine Learning)**

At



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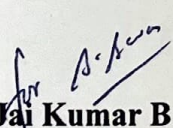
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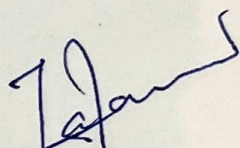
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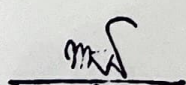
This is to certify that the Internship/Project report “**DATA ANALYSIS ON CRM APPLICATION**” being submitted by “**Madhumita R Aradhya**” bearing roll number “**20211CAI0061**” in partial fulfillment of the requirement for the award of the degree of Bachelor of Technology in Computer Science and Engineering (Artificial Intelligence and Machine Learning) is a bonafide work carried out under my supervision.



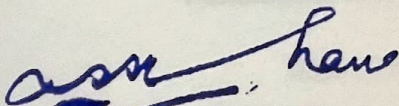
Mr. Jai Kumar B
Assistant Professor
PSCS
Presidency University



Dr. Zafar Ali Khan
Professor & HoD
PSCS
Presidency University



Dr. MYDHILI NAIR
Associate Dean
PSCS
Presidency University



Dr. SAMEERUDDIN KHAN
Pro-Vice Chancellor - Engineering
Dean -PSCS / PSIS
Presidency University

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DECLARATION

I hereby declare that the work, which is being presented in the report entitled “**DATA ANALYSIS ON CRM APPLICATION**” in partial fulfillment for the award of Degree of **Bachelor of Technology in Computer Science and Engineering (Artificial Intelligence and Machine Learning)**, is a record of my own investigations carried under the guidance of **Mr. Jai Kumar B, Assistant Professor, Presidency School of Computer Science and Engineering, Presidency University, Bengaluru.**

I have not submitted the matter presented in this report anywhere for the award of any other Degree.

Madhumita R Aradhya,

20211CAI0061,

Signature of the Student

Madhumita R

ABSTRACT

This report presents the internship experience at **BNP Paribas**, a leading international banking institution, where I worked within the **Data Integrity** team under the **Technology and Operations** function. The focus of the internship was on improving and maintaining the integrity of customer data stored in the organization's **Customer Relationship Management (CRM)** system. In large-scale financial organizations, CRM systems play a crucial role in managing client interactions, regulatory compliance, and strategic decision-making. Therefore, ensuring the accuracy, completeness, and consistency of CRM data is critical to both operational efficiency and customer satisfaction.

The primary responsibilities undertaken during the internship included analyzing CRM datasets, identifying anomalies such as missing values, duplicates, and format inconsistencies, and reporting these issues using visual analytics. **Oracle SQL** was employed extensively to extract and manipulate structured data from relational databases, allowing for deep inspection and validation of key data fields. Once cleaned and structured, the data was visualized using **Microsoft Power BI**, enabling the team to gain real-time insights through dashboards and reports. These visual tools not only highlighted areas of concern but also supported ongoing monitoring of data quality trends over time. Throughout the internship, close collaboration with data engineers and business analysts helped in understanding the underlying data architecture and the practical challenges associated with data governance. Iterative feedback from internal stakeholders was used to improve dashboard effectiveness and tailor reports to meet business needs. By the end of the internship, reusable SQL scripts and scalable Power BI dashboards were developed to support the Data Integrity team's long-term goals.

ACKNOWLEDGEMENTS

First of all, we indebted to the **GOD ALMIGHTY** for giving me an opportunity to excel in our efforts to complete this project on time.

We express our sincere thanks to our respected dean **Dr. Md. Sameeruddin Khan**, Pro-VC - Engineering and Dean, Presidency School of Computer Science and Engineering & Presidency School of Information Science, Presidency University for getting us permission to undergo the project.

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We are greatly indebted to our guide **Mr. Jai Kumar B**, Assistant Professor and Reviewer **Dr. Sivaramakrishnan**, Associate Professor, Presidency School of Computer Science and Engineering, Presidency University for their inspirational guidance, and valuable suggestions and for providing us a chance to express our technical capabilities in every respect for the completion of the internship work.

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We thank our family and friends for the strong support and inspiration they have provided us in bringing out this project.

Madhumita R Aradhya

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SL. No	ITEM	Give Completion Status as Yes/No. If No - Mention the problem you have.
1	Are the contents in the report arranged in the specified sequence?	yes.
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Guide Name: Mr Sai kumar B.

Guide Signature: *[Signature]*

Semester: 8

Reporting HoD Name: Dr. Zajar Ali Khan.

Date: 16/05/25

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