



SHORT-TERM INTERNSHIP



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Acknowledgements

I would sincerely like to thank APSCHÉ for providing me with this short-term immersion Internship which helped me gain practical experience and knowledge on data Analytics.

I thank our respected principal Sir Dr. G.S.K. Chakravarthy for giving me this wonderful opportunity

I would also like to thank our Head of the Department Mr. A.K.

for being a wonderful mentor throughout my project.

I thank Almighty / god, my parents and my friends without whose help this project would not have been completed.

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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.

Executive Summary

This report presents a summary of my internship experience focussed on improving retail success and driving sales within the retail sector.

The goal of this internship was to gain potential insights into retail operations, customer engagement strategies and sales optimization techniques.

Understanding retail operations helps to develop a comprehensive understanding of retail operations and sales processes. It gained hands-on experience in managing store layout, inventory control and daily sales, operations, ensuring a seamless customer experience.

During the internship period, I was involved in a wide range of activities that contributed to the overall success of the retail operations:

Analyzed sales data to identify trends and helped to create reports that informed decision making process and team collaboration.

Overall, the internship provided valuable insights into the retail sector, offering practical experience in driving sales and improving customer engagement.

Chapter-2:- Overview of the organization

Smart Bridge is a platform that offers virtual internships 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. The internships 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
- 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 skill development and 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 practical knowledge and hands on training to learn skills of these future. Therefore the main objectives of smart bridge is providing internship for every students promote industry approved professional electives become a talent factors of India by 2026.

Chapter-3: Internship Part

Description of the Activities/Responsibilities undertaken:

- Registering with apsche smartbrintern & enrolling for Smartbridge's Data analytics course i.e. live training sessions as per the Pre-scheduled training calendar.
- Participating weekly quiz & completing weekly Assignment with respect to data Analytics.
- Team formation & selection of project topic "Student performance Analysis" on "Global Malnutrition".
- Gathering, cleansing & Analyzing the Excel data sets of the project topic on "A student in Global malnutrition Analysis".
- Attending project - Mentoring sessions and designing and developing interactive dashboard, story, Report on the project topic using IBM cognos Analytics.
- web integration of above project deliverables with team's webpage using visual studio code, drafting a project video demonstration and preparation of final report.
- Submission of team project via uploading the project files in Github repository of the team.

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 | Introducing of data analysis and interpreted data visualization | Analysis of the topic | |
| Day - 2 4/7/24 | Agenda and understanding consumers | Clear view of business problem and its solution | |
| Day - 3 5/7/24 | Types of analytics, proves and download of power BI | Clear Analytics on DA tools and process regarding it | |
| Day - 4 | | | |
| Day - 5 | | | |
| Day - 6 | | | |

WEEKLY REPORT

WEEK - 1 (From Dt. 3/7/24 to Dt. 5/7/24...)

Objective of the Activity Done: Introduction to Data Analytics and Power BI

Detailed Report: In the first week, we were introduced to the fundamentals of data analytics, emphasizing the role of data-driven decision-making in Modern businesses. The sessions covered the basics of data analysis, Different types of data, and the importance of data visualization.

We also explored power BI, understanding its interface, features, and how it integrates with other Microsoft products.

The week concluded with a hands-on session on loading and transforming data in power BI.

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 | Features and components of Power BI | Clear view on Every component required | |
| Day - 2 9/7/24 | Power BI in action and its architecture | Visible insights and sales format | |
| Day - 3 10/7/24 | Power query and transformation operations. | Clarity about Etc tools. | |
| Day - 4 11/7/24 | Tools present in Power BI Desktop | Clear view on each and every tool present. | |
| Day - 5 12/7/24 | Analysing the data in different types | Learned about practicality on data merge. | |
| Day - 6 | | | |

WEEKLY REPORT
WEEK-2 (From Dt. 8/1/24 to Dt. 18/1/24)

Objective of the Activity Done:

Data transformation and modeling

Detailed Report:

The second week focused on data transformation and modeling within Power BI.

We learned to clean, reshape, and prepare data using Power Query Editor. The training covered essential functions like filtering, merging, and appending datasets.

Additionally, we were introduced to data modeling concepts such as relationships, cardinality, and data hierarchies.

The practical sessions helped reinforce these concepts by allowing us to create and manage data models effectively.

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 DI | |
| Day - 2 16/7/24 | Differentiation between storyboard, Dashboard and report | Learned the differences about contents to represent. | |
| Day - 3 18/7/24 | Data structuring and its usage with power BI | Learned the usage of data infrastructure | |
| Day - 4 19/7/24 | Revised on topics. as far completed. | clear view with the usage of powerBI | |
| Day - 5 | | | |
| Day - 6 | | | |

Objective of the Activity Done:

Data Visualization Techniques

Detailed Report:

In the third week, the emphasis was on data visualization techniques using power BI.

We explored various types of charts, graphs, and maps that can be created in power BI to visualize data insights.

The sessions included best practices for selecting the right visualizations based on the type of data and the message we want to convey. We also learned about customizing visual elements, using themes, and enhancing reports with interactive features like slicers and drill-throughs.

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 info about power BI | |
| Day - 2 23/7/24 | Revised about data Collection and data cleaning | learned about starting process in DA. | |
| Day - 3 24/7/24 | Revised about the data visualization | clear view on visualisation part. | |
| Day - 4 25/7/24 | DAX and DAX functions | clear view on DAX function | |
| Day - 5 26/7/24 | All the functions present in power BI | learned about the function to apply. | |
| Day - 6 | | | |

Objective of the Activity Done:

Advanced Analytics and DAX

Detailed Report:

Week four delved into advanced analytics and Data Analysis Expression (DAX) in power BI.

We learned how to create calculated columns, measures, and custom tables using DAX. The training covered complex DAX functions such as time intelligence, filtering, and aggregation.

We also explored advanced analytical techniques like trend analysis, forecasting, and what-if scenarios.

The week ended with exercises to build dynamic reports using DAX-driven insights.

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 max factory in DAX | learned about expressions and functions in DAX. | |
| Day - 2 30/7/24 | Max about filters functions in DAX | clear view on different views | |
| Day - 3 31/7/24 | Preparation for grand assessment | Prepared for test | |
| Day - 4 1/8/24 | Preparation for grand assessment | Prepared for test | |
| Day - 5 2/8/24 | Grand Assessment test | gave the assessment | |
| Day - 6 | | | |

WEEKLY REPORT
WEEK-5 (From Dt. 29/7/24 To Dt. 02/8/24)

Objective of the Activity Done:

Power BI Service and Collaboration

Detailed Report:

The fifth week covered the Power BI Service and its collaborations features.

We learned how to publish reports to the power BI service, share dashboards and collaborate with team members in real time. The sessions emphasized data security, row-level security (RLS), and managing workspaces.

We also explored power BI's integrations with other Microsoft tools like Excel, Teams, and SharePoint, making it easier to collaborate and share insights across the organization.

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 | optimizing power AI report | clear view on optimization | |
| Day - 2 6/8/24 | Implementation of incremental data | learned about AI with huge dataset | |
| Day - 3 7/8/24 | Application in business scales | clear view on evaluation application | |
| Day - 4 8/8/24 | Application of technique to size data models | learned about sizing data model. | |
| Day - 5 9/8/24 | learned about views information with reports | clear view on report based data. | |
| Day - 6 | | | |

Objective of the Activity Done:

Best practices and industry applicat^{-ions}

Detailed Report:

In the final week of intern-ship classes, we focused on best practices in data analytics and real-world applications of Power BI across various industries.

We discussed key strategies for optimizing data models, enhancing report performance, and maintaining data governance.

The sessions also included case studies showcasing how companies use Power BI for Business Intelligence, sales analysis, financial reporting, and operational efficiency. The week wrapped up with an overview of the upcoming project work.

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 | clear view on team | |
| Day - 2 13/8/24 | Project scope and objectives | clear view on project assigned | |
| Day - 3 14/8/24 | Aggregation of Public reports | segregation of data analysis | |
| Day - 4 15/8/24 | configured Public | Reviewed self on dataset | |
| Day - 5 16/8/24 | feedback on accessibility with Published reports | clear view on outcomes of reports | |
| Day - 6 | | | |

WEEKLY REPORT

WEEK-7 (From Dt...12/8/24..... to Dt...16/8/24.....)

Objective of the Activity Done:

Project work - data analysis and visualization.

Detailed Report:

The seventh week marked the beginning of the project phase. We started by defining the project scope, objectives, and deliverables.

The project involved analyzing a dataset provided by Smart Internz, cleaning and transforming the data, and building a data model.

Our team focused on identifying key metrics, trends, and patterns that could drive business decisions.

The initial reports and dashboards were created to visualize these insights, using the skills and techniques learned over the past six weeks.

ACTIVITY LOG FOR THE EIGHT WEEK

| Day & Date | Brief description of the daily activity | Learning Outcome | Person In-Charge Signature |
|--------------------|---|--|----------------------------|
| Day - 1 19/8/24 | Presenting actionable insight | clear view on pictorial representation | |
| Day - 2 20/8/24 | Presenting the dashboards and reports | Representing the final output | |
| Day - 3 21/8/24 | Collaborations 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 mentor | |
| Day - 6 | | | |

Objective of the Activity Done:

Finalization and presentation.

Detailed Report:

In the final week, we completed the project by refining our reports and dashboards, ensuring they met the project requirements.

We focused on enhancing the visual appeal and usability of the dashboards by adding interactive elements and ensuring the data was accurately represented. The week culminated with a presentation to the Smart Internz team, where we showcased our findings, explained the methodologies used, and demonstrated how the insights could be applied to solve real business problems.

The project was well received, marking a successful conclusion to the internship.

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.)

Description of work environment.

The internship at Smart Bridge has been a transformative experience, equipping me with practical skills in Data-Analytics and a deep understanding of the role of IBM Cognos Analytics in the industry. The hands-on experience & exposure to real-world projects has not only sharpened my technical abilities but has also honed my communication skills and project management skills. The work environment fostered a collaborative atmosphere with clear task-roles, well defined protocols & structured procedures. The facilities were equipped with necessary tools for data Analysis. Team members exhibited mutual support and teamwork, contributing to a harmonious relationship. Overall, the internship provided a comprehensive experience in data Analytics within a well-organized and supportive work environment.

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

Description of the technical skills Acquired.

- * Data Analysis :- Proficiency in examining and Interpreting complex datasets.
- * Statistical Analysis :- Understanding and applying statistical methods to derive insights.
- * Data Visualization :- Mastery in creating compelling visualizations for effective communication of data.
- * Analytics tools proficiency :- Proficiency with web based tools like MS Excel, Power BI, Google colab for analytics & visualization.
- * Programming language :- Knowledge & expertise in Python programming language.
- * Visualization Generation :- skills in developing interactive dashboards, comprehensive reports, narrative stories in cognos Analytics.
- * Problem solving :- Developing solutions to challenges encountered during data analysis.
- * Data cleaning and preprocessing :- proficiency in data cleaning & preparing data for analysis.

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.

Description of the Managerial Skills Acquired.

- * **Project Management** :- Coordinating tasks, setting goals and ensuring the timely completion of the data analytics project.
- * **Team Collaboration** :- Working effectively in a group setting, delegating tasks, & fastening and collaborative environment.
- * **Leadership Skills** :- Taking initiative, guiding the team and making decisions to achieve project objectives.
- * **Time Management** :- prioritizing tasks, meeting deadlines, and efficiently allocating resources.
- * **Problem solving as a team** :- Addressing challenges collectively and finding solutions through group discussions (&) collaboration.
- * **Adapatability** :- Being flexible & adapting to changes in Project scope or requirements
- * **Quality Assurance** :- Ensuring the accuracy & quality of the data analytics project deliverables produced by team.
- * **feedback & Improvement** :- providing constructive feedback to team members & actively participating in continuous improvement process.

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.,)

Description of the Communication Skills Acquired.

- * **Technical Communication**:- Effectively conveying complex data analytics concepts & findings.
- * **Presentation Skills**:- Creating & delivering engaging presentations to communicate insights, dashboards, Visualizations & projects.
- * **Team Collaboration**:- Collaborating with team members to share information, discuss project progress & updates.
- * **Written Communication**:- Drafting clear & concise reports, documentation and emails related to data analytics processes.
- * **Conflict Resolution**:- Addressing & resolving conflicts within the team to maintain a positive and productive environment between team members.
- * **Feedback Delivery**:- Providing constructive feedback to peers, mentors & trainers and receiving feedback,
 ∴ fostering a culture of continuous improvement.
- * **Clarity in instructions**:- Clearly communicating Project, tasks, goals & expectations, Roles to every team member.

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

Reflecting on my experience in the data analysis at smartbridge interns, I've identified key areas for enhancing my abilities in group discussions, team participation and leadership.

Team To improve my contributions in group discussions, I aim to actively listen to others, ask insight full questions and share my opinions, perspectives clearly & effectively. As a team member, I plan to strengthen collaboration by proactively offering support, leveraging my technical skills and embracing different view points of team members. Lastly to enhance my leadership capabilities. I plan to focus on taking initiative, creating a positive team environment and effectively coordinating team activities. Through these measures, I am committed to continuous growth and excellence in my role within the team.

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

Description of the Digital technologies

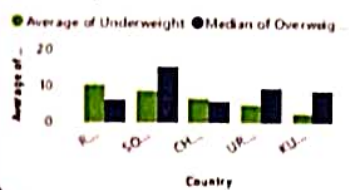
- 1) IBM Cognos Analytics :- IBM Cognos Analytics is a business intelligence tool for managing and analyzing data. It integrates reporting, modeling, analysis, dashboard, stories and event management to efficiently organize data for effective decision making.
- 2) Python :-
- 2) video based learning :- Interactive videos, 360 degree views and live streaming.
- 3) Visual Studio Code :- Visual Studio Code AKA VS Code is a source code editor software developed by Microsoft for Windows, Linux, MacOS. It is used for Program Code editing like debugging, task running and version control, code refactoring.
- 4) Artificial Intelligence :- personalized learning, adaptive assessments and intelligent tutoring.
- 5) cloud computing :- scalable infrastructure, collaborative tools and remote access.
- 6) Gamification :- Engaging learning experiences, rewards and competition

PHOTOS & VIDEO LINKS

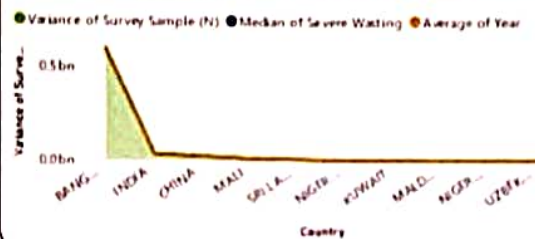
<https://drive.google.com/file/d/18a9SwqVcfZShzS-LeoASpwh58bv73BFU/view?usp=drivesdk>

GLOBAL MALNUTRITION TRENDS FROM 1983-2019

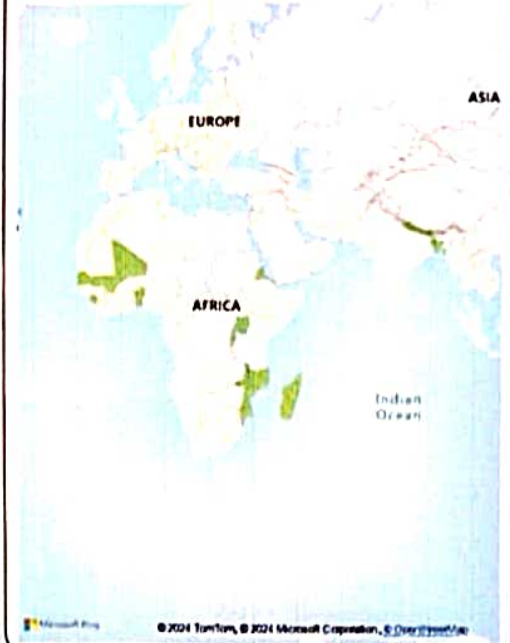
Average of Underweight and Median of Overweight by Country



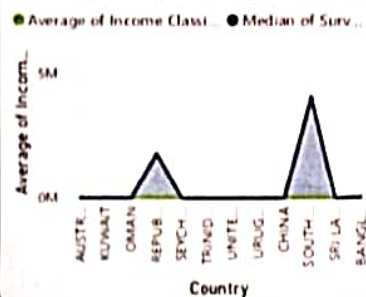
Variance of Survey Sample (N), Median of Severe Wasting and Average of Year by Country



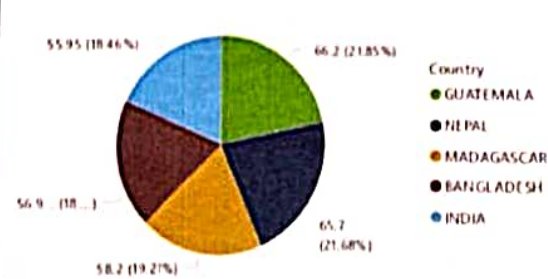
Median of LDC, Average of LIFD and Median of LLDC or SID2 by Country



Average of Income Classification and Median of Survey Sample (N) by Country

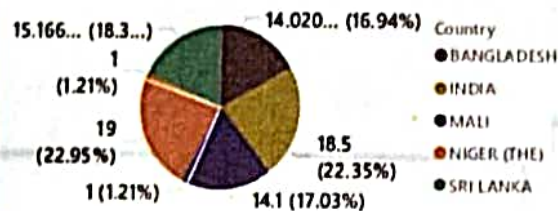


Average of Stunting and average of Severe Wasting by Country



GLOBAL MALNUTRITION TRENDS

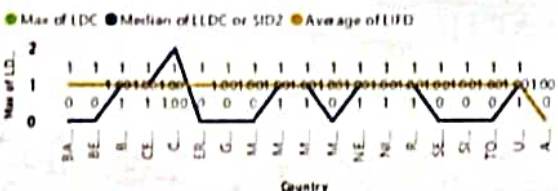
Average of Wasting and Min of LLDC or SID2 by Country



Average of U5 Population ('000s)



Max of LDC, Median of LLDC or SID2 and Average of LIFD by Country



1.89
Standard deviation
of Severe Wasting



Malnutrition is an imbalance between the nutrients your body needs to function and the nutrients it gets. It can mean undernutrition or overnutrition. You can be malnourished from an overall lack of calories, or you might have a protein, vitamin or mineral deficiency. there are 4 types of malnutrition: 1. Underweight , 2. Overweight 3. Severe Wasting 4.

5.12

Average of Overweight

30.82

Average of Stunting

271.50

Variance of Underweight

1.19

Variance of Income Classification

MALNUTRITION