Here’s some suggested advice on the article and the modifications needed:

1. The paragraphs need to split shorter and crisper
2. The use of italics, bold and underline at certain places is desired
3. Addition of pictures, minimum of 2 or 3 ideally.

We can add pictures from IISc lush green campus to the authors pictures

1. The application advice would be more appealing if it’s spilt into sections of paragraph of GPA, Sop and so on with a paragraph dedicated to each
2. The P.S section is too huge and chunky and I feel most of it can be added in the actual article instead of being in P.S section.
3. The whole article can be split into two with the actual IISc internship experience deserving its own complete piece.
   1. This would be ideal because the reduced Medium estimated read time (which it shows near the heading by default) would drive the article views higher

Some suggestions regarding the account itself

1. The account needs a proper makeover and other revamps as it’s currently blank white empty with no banner.
2. Use of Keywords and tags when posting to drive the SEO or Search Engine Optimization higher would be desired.