

**Data & Tech Analytics Intern**

# **GroupM Media India Pvt. Ltd.**

**A Training Report**

**Submitted in partial fulfillment of the requirements for the award of degree of  
MCA**

**Submitted to**

**LOVELY PROFESSIONAL UNIVERSITY  
PHAGWARA, PUNJAB**



**L** OVELY  
**P** ROFESSIONAL  
**U** NIVERSITY

**From 12/01/2024 to 11/07/2024**

**Submitted by:**

**Name of student: Arunoday Singh**

**Registration Number: 12210682**

**Name of Supervisor: Sravya Allam**

**Designation: Tech Lead**

**Signature of the student:**

A photograph of a piece of paper with a handwritten signature in blue ink. The signature appears to be "Arunoday Singh".

**Submitted to:**

**Dr. Wasiur Rahman**

## **To whom so ever it may concern**

This is to certify that Arunoday Singh, 12210682 from Lovely Professional University, Phagwara, Punjab, has worked as an intern in GroupM Media India Pvt. Ltd. as a Software Developer Intern” under my supervision from January 2024 to now. It is further stated that the work carried out by the student is a record of original work to the best of my knowledge for the partial fulfillment of the requirements for the award of the degree, degree name.

**Name of External Supervisor:**

**Sravya Allam.**

**Designation of the External Supervisor:**  
**Tech Lead.**

**Name of Internal Supervisor:**

**Dr. Wasiur Rahman**

**Designation: Technical**  
**Assistant Professor**

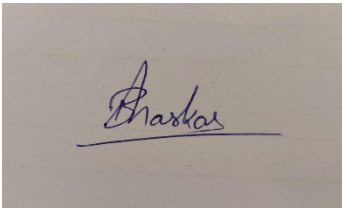
## **To whom so ever it may concern**

I, Arunoday Singh, 12210682 hereby declare that the work done by me as “Software Developer Intern” from January 2024 till today, under the supervision of Sravya Allam, Tech Lead – Biddable Reporting & Automation, GroupM Media India Pvt. Ltd., and Dr. Wasiur Rahman, Assistant Professor, Lovely Professional University, Phagwara, Punjab, is a record of original work for the partial fulfillment of the requirements for the award of the degree, MCA.

**Name of Student: Arunoday Singh**

**Registration No.: 12210682**

**Signature of Student:**

A photograph of a piece of paper with a handwritten signature in blue ink. The signature appears to be 'Arunoday Singh' written in a cursive style.

**Dated: 05/06/2024**

## **ACKNOWLEDGMENT**

The internship opportunity I had with GroupM Media India Pvt. Ltd was a great chance for learning and professional development. Therefore, I consider myself a very lucky individual as I was provided with an opportunity to be a part of it. I am also grateful for having a chance to meet so many wonderful people and professionals who led me through this training period.

Bearing in mind the previous I am using this opportunity to express my deepest gratitude and special thanks to Sravya Allam Tech Lead – Biddable Reporting & Automation, who despite being extraordinarily busy with her/his duties, took time out to hear, guide, and keep me on the correct path and allowing me to carry out my project at their esteemed organization and extending during the training.

I express my deepest thanks to Dr. Wasiur Rahman, Assistant Professor for taking part in useful decisions & giving necessary advice and guidance and arranging all facilities to make life easier. I choose this moment to acknowledge his/her contribution gratefully.

**Arunoday Singh**

**12210682**

**05/06/2024**

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# Offer Letter

4-January-2023

To,  
Arunoday Singh

Dear Arunoday,

## Sub: Internship Program Letter

We are pleased to offer Arunoday Singh ("you" or "your") a limited term internship program ("Internship Program") with GroupM Media India Private Limited ("Company" or "us" or "we") in GroupM Nexus India division as Intern. By signing this Internship Program Letter ("Letter"), you confirm your acceptance to these terms.

### 1 INTERNSHIP PROGRAM AND TERM

- 1.1 As part of the Internship Program, you would be provided an opportunity to work with us and avail training on various projects ("Internship Work"). While we understand that this is an opportunity for you to learn and grow, you are expected to deliver the Internship Work to the best of your abilities and with high level of integrity and due care.
- 1.2 Your Internship Program will start on **12-January-2024** and will be for a fixed term of **6 months** ("Term") and will be terminated automatically (without any separate notice) on **11-July-2024**.
- 1.3 The Company will be under no obligation to offer you any role/ permanent or temporary employment or extend your Internship Program.
- 1.4 You will conduct the Internship Work at such time(s) and/or at such location(s), including our/Group Company's premises, as may be required by the Company/ Group Company from time to time.

### 2 PROVISION OF THE INTERNSHIP WORK

- 2.1 You shall comply with the Applicable Laws, applicable internal rules, regulations, administrative instructions/guidelines and policies of the Company in force from time to time including but not limited to the health and safety, security, dress, smoking, email and internet and equal opportunities, anti-Bribery and corruption policies and WPP Policy Book (incorporating the Code of Business Conduct) as applicable to us or our Group Companies performing the Internship Work. You must also act in a polite, co-operative and non-discriminatory manner towards our and/or any Group Company's employees, clients, customers, suppliers and other business contacts.
- 2.2 You will be entitled to leave in accordance with the company leave policy.

### 3 STIPEND

- 3.1 As part of the Internship Program, you will be paid a stipend of **INR 35000/-** per month (the "**Stipend**"), subject to withholding of taxes as per the Applicable Laws. You shall comply with all the applicable tax regulations and shall solely be liable for any income tax and all other applicable taxes arising out of such payment benefits.
- 3.2 Subject to Clause 2.2 of this Letter, you will be paid the Stipend on a pro-rata basis calculated in accordance with the number of days for which the Internship Work has been provided in a month.

### 4 CONFIDENTIALITY AND OTHER COMPANY PROPERTY

- 4.1 During the course of providing the Internship Work, you will be exposed to and entrusted with information in respect of our business and the business of other Group Companies including but not limited to:
- (a) information about our or any Group Company's clients or customers and specific client or customer lists, employees, contractors and suppliers, whether these are actual or potential clients/customers, employees, contractors or suppliers;
  - (b) details of any tenders, pitches or presentations proposed or made by us or any Group Company;
  - (c) information about our financial position, or our future plans or those of any Group Company;
  - (d) information on any of our or any Group Company's databases which is not publicly available or is not publicly available in the form which it is stored;
  - (e) information regarding our or any Group Company's business methods, prices or pricing strategy, discounts, marketing or development plans or strategies or manpower plans;
  - (f) all Company IPR and any information relating to the same;
  - (g) all other information, whether technical, non-technical, scientific or non-scientific, which we or any Group Company considers might cause considerable harm were made available to and/or used by any person other than us or any Group Company or which is notified to you as being confidential.
- 4.2 You acknowledge and agree that all of the above information in Clause 4,1 above, and any other confidential information or trade secrets which you obtain in the course of providing the Internship Work (together, "**Confidential Information**"), is and will at all times remain our property and/or the property of any Group Company. It does not include any Confidential Information which, otherwise than through your default, becomes available to the public generally or is ordered to be disclosed by a court of competent jurisdiction.

4.3 You will not at any time whether during the Term of this Letter or after its termination, unless expressly authorised in writing to do so by us:

- (a) disclose to any person; or
- (b) use for your own purposes or for any purposes other than a purpose connected to performing of the Internship Work; or
- (c) cause or permit, whether directly or indirectly, any unauthorised disclosure of;

any Confidential Information and will at all times use your best endeavours to prevent the disclosure of any such Confidential Information.

4.4 You will notify us immediately when you become aware of any unauthorised use or disclosure of Confidential Information and will provide full details of the nature of the disclosure, the extent of the disclosure, how the disclosure occurred and any such other information relating to it as we may reasonably require.

4.5 If requested, you will confirm in writing that you have fully complied with your obligations under this Clause and agree that we may withhold any sums (including but not limited to any outstanding Stipend) due to you until the said undertaking is provided.

## **5 INTELLECTUAL PROPERTY**

5.1 In consideration of the Stipend, you assign to us (by way of present assignment of future rights where applicable) all rights, title and interest in the Company IPR (whether in existence now or coming into existence at any time in the future). You agree to waive all moral rights you may have in respect of the Company IPR.

5.2 You will promptly provide us in confidence with full particulars of any Intellectual Property Rights created or developed by you in the course of performing the Internship Work and you will not use, disclose to any person or exploit any Intellectual Property Rights belonging to us without our prior written consent. You will not make or retain a copy or record of any of our or any Group Company's Intellectual Property Rights and/or Company IPR.

5.3 You will, at our request and expense, do all such things and prepare and sign all such documents and instruments as may be necessary or desirable to enable us or our nominee to obtain protection of any Company IPR vested in us or in any part of the world and/or to enable us to exploit any Company IPR to the best advantage.

5.4 You hereby irrevocably appoint us to be your attorney to execute instrument or do such thing and generally to use your name for the purpose of giving us or our nominee the full benefit of this Clause 5 of this Letter. A certificate in writing, signed by any of our directors or our secretary, that any instrument or act falls within the authority conferred by this Letter shall be conclusive evidence that such is the case so far as any third party is concerned.



## 6 TERMINATION

6.1 Your internship will be terminated with immediate effect, without any notice if:

- (a) you commit a material breach of any of the terms of this Letter; or
- (b) you commit any repeated breach (whether or not such breach is minor or trivial) of any of the terms of this Letter; or
- (c) you are guilty of or accused of any conduct which in our opinion might bring us, the or any Group Company into disrepute; or
- (d) you do or omit to do anything which, in our reasonable opinion creates an actual or potential conflict of interest.
- (e) The company reserves the right to waive off the notice period given by you and may accept your resignation with a shorter notice period.

6.2 Upon termination of this Letter/Internship Program, you shall immediately return all the Confidential Information and the Company Property to the Company.

## 7 STATUS

7.1 You acknowledge and agree that nothing in this Letter and/or any individual terms applicable to any assignment is intended to give rise to a relationship of agency, partnership, joint venture, employer and employee or worker and hirer between you and us and/or any Group Company under any circumstances.

7.2 You have no authority to bind us or any Group Company and warrant that you will not hold yourself out as having any such authority.

This Letter is governed in all respect by the laws of India. The parties submit to the exclusive jurisdiction of the English Courts save in respect of the enforcement of judgments where such jurisdiction shall be non-exclusive.

You consent to us and each Group Company to process data about you for the purposes of the applicable data protection regulations.

This Letter incorporates or refers to all the terms that apply to your engagement by us and represent the entire understanding of those terms between us and you.

## 8 DEFINITIONS AND OTHER GENERAL PROVISIONS

8.1 In this Letter, the following definitions apply:

**"Applicable Laws"** means, with respect to any person, any foreign, national, state or local constitution, treaty, convention, statute, law, regulation, ordinance, code, rule, judgment, rule of law, order, decree, ruling, by-law, approval of any competent authority, directive, guideline,

policy, clearance, requirement or other governmental restriction or any similar form of decision or determination by, or any interpretation or administration having the force of law of any of the foregoing by, any governmental authority, that is binding upon or applicable to such person, whether in effect as of the date of this Letter or at any time thereafter.

**"Company IPR"** means any Intellectual Property Rights in and to the project material(s) and any other material(s) developed in the course of providing the Internship Work and any similar rights which are invented, edited, developed, created, or acquired by you (whether alone or jointly with any other person) in the course of providing the Internship Work.

**"Company Property"** means all property belonging to us or any Group Company including (without limitation) all and any documents, records, papers, reports price lists, customer lists, correspondence, materials including any Company IPR (in both hardcopy and electronic format) and any other property of or relating in any way to our business or that of any Group Company which you may have prepared or which have come into your possession or under your power or control, including copies, drafts, reproductions, notes, extracts or summaries, howsoever stored or made of all such documents, materials and/or software.

**"Group Company(ies)"** means and includes WPP and its subsidiaries and any holding company of WPP and any subsidiary of such holding company (all as defined in the Companies Act 2006) and any associated company (which expression shall mean any other company of which we, WPP and any holding company of WPP or any subsidiary of ours, WPP or any holding company of WPP beneficially holds not less than 20% (Twenty Percentage) of the equity share capital).

**"Intellectual Property Rights"** means (without limitation) any process, invention, improvement, utility model, trade mark, service mark, business name, copyright, design right, patent, know-how, trade secret and any other intellectual property right of any nature whatsoever throughout the world (whether registered or unregistered and including all applications and rights to apply for the same).

**"WPP"** means WPP Plc.

**IN WITNESS** whereof, the parties hereto have caused this Letter to be duly executed and delivered by their duly authorized representatives as of the day and year hereinabove written.

**SIGNED** by **MAYUR PADALE** for and on behalf of **GroupM Media India Private Limited**:



Head – Talent Operations & Technology

**SIGNED** as a deed, and delivered when dated, by  
**ARUNODAY SINGH**

  
Arunoday Singh (Jan 5, 2024 01:15 GMT+5.5)

GroupM Media India Private Limited  
7th & 8th Floor, A Wing, The ORB, JW Marriott Sahar, Andheri (E), Mumbai- 400099. India  
CIN: U74300MH2001PTC134079 • [www.groupm.com](http://www.groupm.com)

groupm

# Code Of Conduct

## WPP Code of Business Conduct – Supplier Version

WPP and its companies operate in many markets and countries throughout the world. In all instances, we respect national laws and any other laws with an international reach, such as the UK Bribery Act, the US Foreign Corrupt Practices Act and the UK Modern Slavery Act, where relevant, and industry codes of conduct. We are committed to acting ethically in all aspects of our business and to maintaining the highest standards of honesty and integrity.

We expect and require all our business partners, including suppliers, to have the same commitment to ethical behaviour and therefore ask you to confirm your agreement with our Code of Business Conduct (in the first column) as amended where necessary for non-WPP entities (in the second column).

We expect all our suppliers to use appropriate systems to facilitate and monitor compliance with these standards and adherence to local and applicable international laws.

We expect our suppliers to demonstrate their commitment to the principles of this code and to have an on-going process of risk management to identify the environmental, health and safety, and labour practices and ethics risks associated with the suppliers' operations.

Suppliers should encourage staff to report concerns without fear of threat or reprisal. Suppliers should take appropriate action as required.

Suppliers should put in place equivalent standards to this Code for their own Supply Chain.

WPP's Code	What WPP expects from its suppliers
We, the officers and staff of all companies in the WPP Group ("the Group"), recognise our obligations to all who have a stake in our success including share owners, clients, staff and suppliers.	You confirm that you recognise our obligations and will not act detrimentally to these obligations.
Information about our business shall be communicated clearly and accurately in a non-discriminatory manner and in accordance with local regulations.	You confirm that you will treat information about the WPP Group as described.
We select and promote our people on the basis of their qualifications and merit, without discrimination or concern for race, religion, national origin, colour, sex, sexual orientation, gender identity or expression, age or disability.	You confirm that you have equivalent policies in your organisation.

WPP's Code	What WPP expects from its suppliers
<p>We believe that a workplace should be safe and civilised and that employment must be freely chosen; we will not tolerate sexual harassment, discrimination or offensive behaviour of any kind, which includes the persistent demeaning of individuals through words or actions, the display or distribution of offensive material, or the use or possession of weapons on WPP or client premises.</p>	<p>You confirm that you have equivalent policies in your organisation and for your supply chain, and that you will respect our workplace and people as described.</p> <p>In particular:</p> <ul style="list-style-type: none"> <li>• Employment must be freely chosen; forced or bonded labour or any other form of modern slavery must not be used;</li> <li>• Workers must not be forced to submit passports or government issued identities as a condition of employment;</li> <li>• Child labour is not to be used;</li> <li>• Compensation paid to workers must comply with all applicable wage laws;</li> <li>• Work weeks are not to exceed the maximum set by local law;</li> <li>• There is to be no inhumane treatment of workers including sexual harassment, sexual abuse, corporal punishment, physical coercion or verbal abuse;</li> <li>• WPP expects its suppliers to create and foster safe working conditions for all workers;</li> <li>• Worker exposure to physical hazards must be eliminated wherever possible, or, if not, must be controlled;</li> <li>• Suppliers must have adequate procedures in place to handle emergencies that may affect workers; and</li> <li>• Systems must be in place to manage, track and report occupational injuries and illness.</li> </ul>
<p>We will not tolerate the use, possession or distribution of illegal drugs, or our people reporting for work under the influence of drugs or alcohol.</p>	<p>You confirm that you have equivalent policies in your organisation and that you will respect our workplace and people as described.</p>
<p>We will treat all information relating to the Group's business, or to its clients, as confidential. In particular, "insider trading" is expressly prohibited and confidential</p>	<p>You confirm that you agree to our policy in respect of our information.</p>



WPP's Code	What WPP expects from its suppliers
information must not be used for personal gain.	
We are committed to protecting consumer, client and employee data in accordance with national laws and industry codes.	You confirm that you have equivalent commitments in your organisation that cover all information from and relating to our business and that of our partners in that business.
We will not knowingly create work which contains statements, suggestions or images offensive to general public decency and will give appropriate consideration to the impact of our work on minority segments of the population, whether that minority be by race, religion, national origin, colour, sex, sexual orientation, gender identity or expression, age or disability.	Wherever relevant, you confirm that you have equivalent standards for your work.
We will not undertake work which is intended or designed to mislead, including in relation to social, environmental and human rights issues.	Wherever relevant, you confirm that you have equivalent standards for your work.
We will consider the potential for clients or work to damage the Group's reputation prior to taking them on. This includes reputational damage from association with clients that participate in activities that contribute to the abuse of human rights.	This relates only to members of the WPP Group.
We will not for personal or family gain directly or indirectly engage in any activity which competes with companies within the Group or with our obligations to any such company.	This relates only to members of the WPP Group.
We will not give, offer or accept bribes, whether in cash or otherwise, to or from any third party, including but not restricted to government officials, clients and brokers or their representatives. We will collectively ensure that all staff understand this policy through training, communication and by example.	This applies directly to you.
We will not offer any items of personal inducement to secure business. This is not intended to prohibit appropriate entertainment or the making of	This applies directly to you.

WPP's Code	What WPP expects from its suppliers
occasional gifts of minor value unless the client has a policy which restricts this.	
We will not accept for our personal benefit goods or services of more than nominal value from suppliers, potential suppliers or other third parties	This applies directly to you.
We will not have any personal or family conflicts of interest within our businesses or with our suppliers or other third parties with whom we do business.	You should have equivalent policies in your organisation.
No corporate contributions of any kind, including the provision of services or materials for less than the market value, may be made to politicians, political parties or action committees, without the prior written approval of the WPP Board.	You should have your own policy regarding such contributions, together with appropriate authorisation procedures.
We will continue to strive to make a positive contribution to society and the environment by: maintaining high standards of marketing ethics; respecting human rights in our business, supply chain and through our client work; respecting the environment; supporting community organisations; supporting employee development; and managing significant sustainability risks in our supply chain. Our Sustainability Policy and Human Rights Policy Statement provide more detail about our commitments in these areas.	<p>You should have equivalent policies in your organisation.</p> <p>In particular:</p> <ul style="list-style-type: none"> <li>• Suppliers must comply with the requirements of the UK's Modern Slavery Act;</li> <li>• Suppliers must obtain all relevant environmental authorisations, including for waste and emissions;</li> <li>• Suppliers must endeavour to prevent pollution by implementing conservation measures in their facilities and processes, by recycling, reusing and substituting materials.</li> </ul>

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We confirm that we adhere to the WPP Code of Business Conduct as amended for our organisation. If we become aware of any breaches, particularly in respect of bribery or inappropriate gifts or services to or from your organisation or any other third party, or in respect of other matters that could harm WPP's reputation directly or by association, we will inform you immediately.

Name

Arunoday Singh

Position

Intern

Organisation

GroupM Media India Pvt Ltd

Signature

*Arunoday Singh*

Arunoday Singh (Jan 5, 2024 13:23 GMT+5.5)

Date

05-Jan-2024

## About GroupM

GroupM is a U.S.-based media investment group of the multinational Holding company WPP plc. GroupM is the world's largest media buying agency, as of 2023.

GroupM's headquarters are located at 3 World Trade Center, in Lower Manhattan, and the company has subsidiaries in Asia, Australia, North America, and the Europe, Middle East and Africa (EMEA) region.

Businesses associated with GroupM include Essence Global, Mindshare, Wavemaker, as well as the defunct media agency Maxus. GroupM's Essence Mediacom is the world's largest media agency network.

GroupM Nexus is the data and technology division of GroupM, the world's largest media investment management company, part of WPP. GroupM Nexus specializes in leveraging data-driven insights and advanced technology to enhance advertising effectiveness and drive business outcomes for clients. As a strategic partner, GroupM Nexus collaborates with advertisers, agencies, and media owners to navigate the complexities of the digital advertising ecosystem and optimize media investments across channels.

[About GroupM](#)





## **Learning During Internship**

I am Arunoday Singh (Reg. No. 12210682) and I am currently completing an internship at GroupM Media India Pvt. Ltd., where I joined as a Software Development Engineer (SDE) Intern on January 12, 2024. During my tenure, I had the opportunity to work on various projects that enhanced my technical and professional skills.

### **Key Learnings:**

#### ***Backend Development:***

- Worked extensively with backend frameworks, particularly Node.js & Python Flask.
- Built and optimized scalable APIs for various applications.
- Utilized the Node.js framework to automate data pipelines.

#### ***Automation and Integration:***

- Explored No-Code/Low-Code platforms such as Microsoft's Power Platform for automation tasks.
- Leveraged Google Cloud Platform (GCP) features, including Cloud Functions, Cloud Run, App Engine, and BigQuery, to manage and automate ETL (Extract, Transform, Load) processes.
- Utilized APIs from various social media platforms to integrate diverse data sources.

#### ***UI Development:***

- Built fast and efficient UIs for organizations using Power Apps, significantly reducing development effort and time.

### ***Soft Skills Development:***

- Developed problem-solving, teamwork, and communication skills.
- Collaborated closely with clients and team members to bridge the gap between technological solutions and practical business problems.
- Transformed business requirements into actionable insights effectively.

### ***Advertisement Operations:***

- Acquired a foundational understanding of advertisement operations terminologies and processes.
- Gained insights into advertisement delivery, programmatic advertising, performance reporting, and the dynamics of promised versus delivered metrics in campaigns.

## **Project**

Note:

I am not allowed to mention project or client details due to the “Code of Conduct” signed with the company, I am unable to share any specific details of the project in the report.

As per the COC requirements, I have attached a copy of the COC in the report from pages no.11 to 15. This certificate affirms my commitment to maintaining the confidentiality of the project information and ensures compliance with the terms and conditions outlined in the COC.

# External Mentor Details

## Annexure- XII

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### Part- A Student Details

**Name:** Arunoday Singh

- **Registration No.:** 12210682
- **Batch =:**2024
- **Contact:** 8563808946
- **E-Mail:** arunoday.singh@groupm.com

**Duration of On-Job Training/Internship:** One Term



### Part- B External Supervisor Details

**Name:** Sravya Allam

- **Designation:** Tech Lead
- **Organization:** GroupM Media India Pvt. Ltd.
- **Contact:** 8500812457
- **E-Mail:** sravya.allam@groupm.com

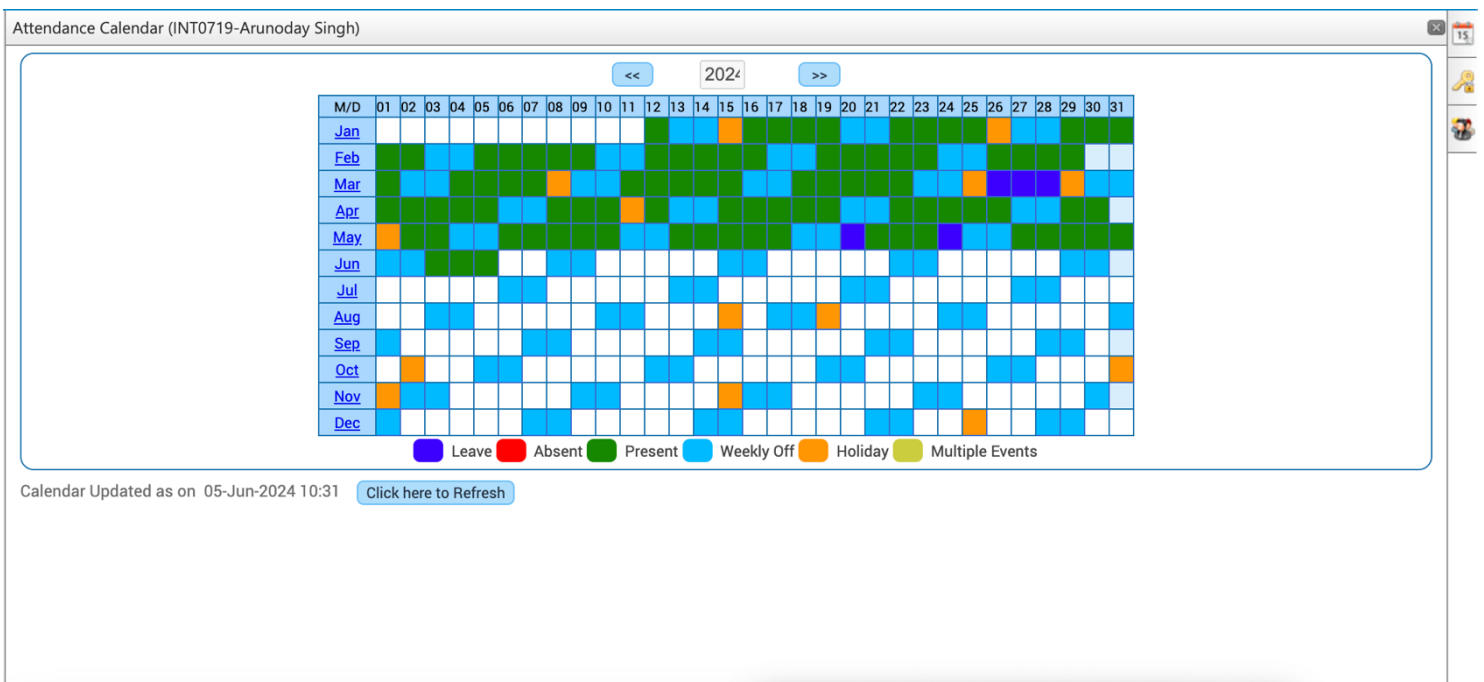
## MONTHLY ATTENDANCE (Industry Internship)

Name of the student: Arunoday Singh

Registration Number: 12210682

Project Title and Technology: Software Developer Intern

Name of Organization & Address: GroupM Media India Pvt. Ltd., DLF Cyber Park, Gurgaon



**Annexure-XIII (To be brought at ETP Viva only)**

**CONTINUOUS ASSESSMENT (CA) for INTERNSHIP/OJT**

(By external Supervisor from organization)

Name of the student: Arunoday Singh

Registration Number: 12210682

Internship Project Title (if/any): Software Developer Intern

Name of Organization: GroupM Media Pvt. Ltd.

Name of External Internship in-charge (with mobile number): Sravya Allam (8500812457)

S.No.	Criteria	Marks Obtained	Maximum Marks
1	Student conduct during internship	9	10
2	Punctuality and Enthusiasm	19	20
3	Technical Skill & Knowledge	19	20
4	Performance	49	50
	<b>Total</b>	<b>96</b>	<b>100</b>

Date 05/06/2024

Authorized Signatory: Sravya Allam (Digital Signature)

Name: **Arunoday Singh**

Designation: Tech Lead Reporting & Automation

