



SHORT-TERMINTERNSHIP



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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 focused on improving retail success and driving sales within the retail sector.

The Goal of this internship was to gain practical 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. I gained hands-on experience in managing store layout, inventory control and daily sales, operations, ensuring a seam-less 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 create reports that informed decision making processes and Team collaboration.

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

OVERVIEW OF THE ORGANIZATION

Smart Bridge is a platform that offers virtual internship to the students. The platform's goal is to prepare students for job market by establishing a cooperative relationship between industry & academic. Smart Bridge partners with companies such as Google to offer virtual internships.

The internship 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 & training to the young talent before on boarding 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 the future. Therefore the main objectives of Smart bridge is providing internship for every student become a talent factor of India by 2026.

INTERNSHIP PART

Working conditions:

- Fast-paced and dynamic retail environment
- Collaborative and open communication culture
- Modern and well-maintained facilities.

Weekly Work Schedule:

- 40 hours per week, Monday to Friday
- Flexible scheduling to accommodate business needs.

Tasks Performed:

- Assisted in visual merchandising and store displays.
- conducted market research and analyzed sales trends
- Developed and implemented social media marketing.
- collaborated with sales team to achieve sales targets.

Skills Acquired:

- Developed strong communication and interpersonal skills.

- Improved problem-solving and analytical skills
- Gained experience in marketing and sales strategies.
- Enhanced customer service and relationship-building skills.
- Learned time management and adaptability in a fast-paced environment.
- Acquired knowledge of retail operations and management.

Overall, the internship provided valuable hands-on experience in improving retail success and driving sales, with a focus on developing skills in marketing, sales, customer service, and teamwork.

ACTIVITY LOG FOR THE FIRST WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day - 1 03-07-24	Introduction of data analysis and interpreted data visualization	Analysis of the topic	
Day - 2 04-07-24	Agenda and understanding consumers	Clear view of business problem and its solutions	
Day - 3 05-07-24	Types of analytics, process and download of Power BI	Clear analysis on DA tools and process Regarding it	
Day - 4			
Day - 5			
Day - 6			

WEEKLY REPORT

WEEK - 1 (From Dt 02-07-24 to Dt 05-07-24.....)

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

Detailed Report: Agenda of Data Analytics includes, understanding the fundamentals of Power BI and the importance of data analytics in business decision-making.

- Attended an orientation session on the internship objectives and deliverables.
- Completed introductory modules on Power BI, including its interface, key features, and capabilities.
- Learned about the various types of data sources that can be connected to Power BI.
- Developed a foundational understanding of Power BI.
- Connected to different data sources and performed basic data cleaning.
- Created a simple report showcasing basic visualizations such as bar charts and line graphs.
- Participated in a workshop on basic data cleaning and transformation techniques.

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 operation	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	Learning about practicality on data usage	
Day - 6			

Objective of the Activity Done:

Data Importing and Modeling

Detailed Report:

This week dedicated to mastering

data importing and modeling within Power BI

- Explored different data connectors available in Power BI, such as Excel, SQL databases, and online services.

- Learning about the ETL (Extract, Transform, Load) process within Power BI.

- Practiced data modeling techniques, including creating relationships between tables, using DAX (Data Analysis Expressions) functions, and designing calculated columns.

- Successfully imported datasets from multiple sources into Power BI.

- Built a robust data model with well-defined relationships.

- Used DAX to create calculated columns and measures for enhanced analysis.

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 DA	
Day - 2 16/7/24	Differentiated between storyboard, Dashboard and report	learned the difference about contents to represent	
Day - 3 18/7/24	Data structuring and its usage with power BI	learned the usage of data structure	
Day - 4 19/7/24	Revised on topics as for completed	Clear view with the usage of Power BI	
Day - 5			
Day - 6			

WEEKLY REPORT
WEEK-3 (From Dt. 15.07.2024 to Dt. 19.07.2024.....)

Objective of the Activity Done:

Data Visualization Techniques

Detailed Report:

This week focused on creating effective and interactive data visualizations in Power BI.

- Studied various visualizations options available in Power BI, including advanced charts, maps, and custom visuals.
- Participated in a hands-on session to design interactive dashboards with slicers, filters, and drill-throughs.
- Learned best practices for choosing appropriate visualizations for different data types and insights.
- Designed a comprehensive dashboard featuring key metrics using a mix of visuals.
- Implemented interactivity through slicers and filters to allow users to explore the data dynamically.
- Presented the dashboard to peers for feedback.

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 visualisation	Clear view on visualization part	
Day - 4 25/7/24	DAX and DAX functions	Clear view on DAX functions	
Day - 5 26/7/24	All the functions present in power BI	Learned about the functions to apply	
Day - 6			

WEEKLY REPORT

WEEK-4 (From Dt..25-07-2024... To Dt..26-07-2024.....)

Objective of the Activity Done:

Advanced Data Analysis with DAX

Detailed Report:

This week was dedicated to deepening our understanding of DAX for advanced data analysis.

- Completed advanced DAX training modules covering topics such as time intelligence, advanced filtering, and context management.
- Worked on a case study that required creating complex measures to calculate year-over-year growth and rolling averages.
- Collaborated with peers to troubleshoot DAX-related issues in our data models.
- Developed proficiency in writing complex DAX expressions.
- Applied time intelligence functions to analyze trends over time.
- Improved the accuracy and efficiency of data models using advanced DAX.

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 more factors in DAX	learned about expressions and functions in DAX	
Day - 2 30/7/24	More about filter functions in DAX	clear view on different viewers	
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 07-07-2024. To Dt 08-07-2024.....)

Objective of the Activity Done:

Detailed Report:

Real-World Case Study : Sales Analytics

The focus this week was on applying Power BI skills to a real-world sales analytics case study.

- Received a dataset representing sales data from a fictional company.
- Defined key performance indicators (KPIs) such as sales growth, customer acquisition, and product performance.
- Built a sales dashboard to visualize the KPIs and identify trends, outliers, and areas for improvement.
- Created a comprehensive sales dashboard that highlighted crucial business insights.
- Used data storytelling techniques to communicate findings effectively.
- Received positive feedback from mentors on the practical application of Power BI skills.

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	Optimising Power BI report	clear view on optimisation	
Day - 2 6/8/24	Implementation of incremental data	learned about DA with huge dataset	
Day - 3 7/8/24	Application in business scales	clear view on real-time application	
Day - 4 8/8/24	Application of techniques to size data models	learned about sizing data models.	
Day - 5 9/8/24	learned about user information with reports	clear view on report based data.	
Day - 6			

WEEKLY REPORT

WEEK-6 (From Dt.05-08-2024 to Dt.09-08-2024)

Objective of the Activity Done:

Report Optimization & Performance Tuning

Detailed Report:

This week focused on optimizing Power BI reports for performance and scalability.

- Learned about Power BI report optimization techniques, including data reduction, efficient use of DAX, and query optimization.
- Implemented incremental data refresh to improve report load times.
- Explored best practices for managing large datasets and reducing memory usage.
- Optimized existing reports to load faster and handle larger datasets.
- Applied techniques to reduce the size of data models without losing critical information.
- Improved the overall performance and user experience of Power BI reports.

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 objective	clear view on project assigned	
Day - 3 14/8/24	Aggregation of Public reports	Seggregation of data analysis	
Day - 4 15/8/24	Configured public references	Reviewed self on dataset	
Day - 5 16/8/24	Feedback on accessibility with published reports	Clear view on outcome of reports	
Day - 6			

WEEKLY REPORT

WEEK-7 (From Dt...12-08-2024..... to Dt....16-08-2024.....)

Objective of the Activity Done:

Publishing and Sharing Reports

Detailed Report:

This week was dedicated to learning how to publish and share Power BI reports with stakeholders.

- Explored different Power BI service features, including workspaces, sharing options, and security settings.
- Published reports to the Power BI Service and configured scheduled refreshes.
- Created and shared an app in Power BI that aggregates multiple reports into a single, easy-to-access package for stakeholders.
- Successfully published reports to the Power BI Service and shared them with the internship.
- Configured role-based security to control access to sensitive data.
- Received feedback on the accessibility and usability of the published reports.

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 insights	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	Allotting work to all members in team	
Day - 4 22/8/24	Reviewing on dashboard , reports.	clear view on work done in DA	
Day - 5 23/8/24	Submission of Project	Submitted to mentor .	
Day -6			

WEEKLY REPORT

WEEK-8 (From Dt...19-08-2024..... to Dt....23-08-2024.....)

Objective of the Activity Done:

Final Project and Presentation

Detailed Report:

The Final week was focused on completing a capstone project and presenting it to the internship supervisors.

- It worked on a final project that involved analyzing a complex dataset and presenting actionable insights to a mock client.
- Developed a comprehensive Power BI report that included data exploration, advanced visualizations, and key recommendations.
- Presented the final report to the internship supervisors, showcasing the skills and knowledge gained throughout the internship.
- Successfully completed the capstone project, demonstrating a strong understanding of data analytics using Power BI.
- Received positive feedback on the quality of analysis and presentation skills.

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.)

Here's a descriptive note on the work environment for improving overall success and driving sales:

The work Environment is dynamic and fast-paced, with a focus on collaboration and open communication. People interactions are frequent and productive, with clear roles and responsibilities defined. Facilities are modern and well-maintained, with state-of-the-art technology and tools to support sales growth.

Protocols and procedures are established and followed, with an emphasis on discipline and time management.

Team members enjoy harmonious relationships, with regular socialization and

mutual support. Motivation is high, driven by achievable targets and recognition of achievements.

The workspace is comfortable, with ample space and good ventilation. Teamwork is encouraged, with cross-functional collaboration to drive sales and improve customer experience. Continuous training and development opportunities are available, with a focus on upskilling and reskilling to stay ahead of the competition.

Its motivation is for regular recognition and rewards for individual and team achievements. And opportunities for growth and development through training and promotions. Positive and supportive work environment.

Overall, the work environment is conducive to driving sales growth, improving customer satisfaction and developing a high-performing team.

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

Technical Skills Acquired:-

Data Analysis: Utilized Power BI to analyze sales data, identifying trends, patterns, and correlation.

Data Visualization: Created interacted dashboards, reports and charts to present insights effectively.

SQL: Extracted and manipulated data from databases using SQL Queries.

Data Modelling: Designed and implemented data models to optimize sales data analysis.

Data Mining: Applied techniques to discover hidden patterns and relationships in sales data.

Machine learning: Implemented predictive models to forecast sales and identify opportunities.

Data Storytelling: communicated complex insights and recommendations to stakeholders through clear narratives.

Hands-on-experience :-

Data Preparation: Cleaned, transformed and formatted large datasets for analysis.

Data Exploration: Performed exploratory data analysis to understand sales trends and patterns.

Report Development: Created dynamic reports and dashboards for real-time sales monitoring.

Stakeholder Collaboration: Worked closely with business stakeholders to understand requirements and present findings.

Job Related Skills:-

Business Acumen: Developed understanding of retail sales dynamics and market trends.

Communication: Effectively presented complex data insights to non-technical stakeholders.

Problem Solving: Applied analytical skills to address business challenges and opportunities.

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.

Here are the managerial skills acquired:

Planning:

Learned to set sales targets, create visual merchandising plans, and develop marketing strategies.

Leadership:

Developed leadership skills by guiding sales teams, mentoring new employees, and leading by example.

Team Work:

Fostered strong relationships with colleagues, worked collaboratively to achieve sales goals, and supported team members.

Behaviour:

Demonstrated adaptability, resilience, and a customer-centric approach in a fast-paced retail environment.

Workmanship :

Ensured high-quality work, attention to detail, and maintained a clean and organized store environment.

Productive use of time :

Managed time effectively to meet deadlines, prioritize tasks, and balance multiple responsibilities.

Additional skills acquired :

- Effective communication and interpersonal skills
- Conflict resolution and negotiation skills.
- Ability to work under pressure and meet deadlines.
- Knowledge of retail operations, sales, and customer service principles.

These managerial skills have been essential in driving sales growth, improving customer satisfaction, and achieving retail success.

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.,)

To improve communication skills, I would focus on :

Oral communication:

- Practice active listening to understand customers' need.
- Clarify doubts and ask questions to ensure understanding.
- Speak clearly, concisely, and confidently

Written Communication:

- Write clear, concise, and compelling product descriptions.
- Craft engaging social media posts to drive sales.
- Respond promptly to customer inquiries via email or chat.

confidence level:-

- Prepare thoroughly for presentations and sales pitches.
- Focus on strengths and accomplishments
- Practise positive self-talk to boost confidence.

Anxiety Management:-

- Take deep breaths before high-pressure interactions.
- Visualize success and positive outcomes.

Getting understood by others:-

- Articulate key points clearly and concisely
- Use visual aids to support communication

By focusing on these areas, I can improve my communication skills to drive sales, build strong customer relationships, and achieve retail success.

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

To Enhance my ability in group discussions, team participation and leadership.

Group Discussion:

1, Active listening :-

Focus on understanding others , perspectives and ask clarifying questions.

2, Preparation :

Research topics and prepare thoughtful contributions.

3, Open- Mindedness :

Encourage diverse perspectives and consider alternative views.

4, Clear communication:

Articulate thoughts clearly and concisely.

5, Respectful Dialogue:

Foster a positive and inclusive atmosphere

Team Participation:

Collaborative Mindset:

Embrace teamwork and shared goals.

Clear Roles:

Establish and understand individual responsibilities.

Effective communication:

Share ideas, ask questions, and provide updates.

Adaptability: Be flexible and adjust to changing team needs.

Leading a team/activity:

Clear vision:

Establish a clear direction and goals.

Effective communication:

Delegate tasks and trust team members.

By developing these skills, I can enhance my abilities in group discussions, team participation and leadership ultimately becoming a more effective and valuable team player.

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

I have observed the following technological developments relevant to optimizing fitness class schedules based on attendance data:

Data Analytics Tools:

Advanced data analytics platforms (e.g., tableau, Power BI) enable detailed attendance data analysis, visualization and insights.

Cloud-Based Scheduling Software:

Cloud-based scheduling system (e.g., mindbody, Acuity) allow for real-time schedule management, attendance tracking and data-driven insights.

Artificial Intelligence (AI) and Machine Learning (ML):

AI powered scheduling tools (e.g., Schedule HQ) use ML algorithms to optimize schedules based on attendance patterns and preferences.

Mobile Apps:

Custom mobile apps (e.g., gym members apps) enable easy attendance tracking, schedule access, and push notifications for members.

Digital Signage and Displays:

Digital signage (e.g., TV screens) display real-time schedules, attendance data and promotional content, enhancing member engagement.

Cyber Security and Data Protection:

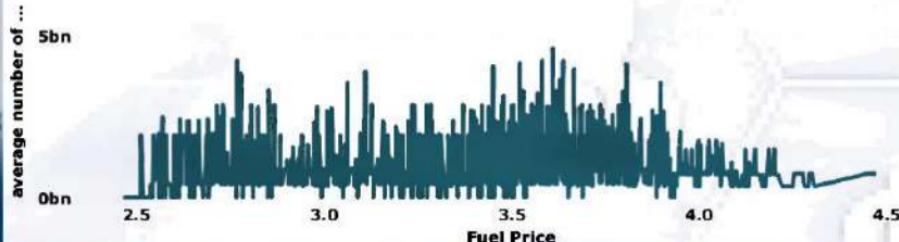
Advanced security measures protect sensitive member data and ensure compliance with regulations (e.g., GDPR, HIPAA).

These technological developments enhance my ability to optimize fitness class schedules based on attendance data, improving member experience, operational efficiency and business outcomes.

RETAIL PERFORMANCE ANALYSIS

Impact of fuel prices on sales

average number of Weekly_Sales by Fuel Price



Compare the average size of stores across different store types.

Average of Size by Store and Type

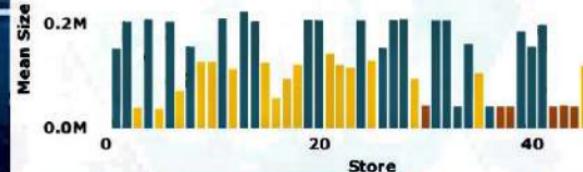
● Increase ● Decrease ● Total ● Other



Visualize the range and distribution of store sizes for each store type.

Mean Size by Store and Type

Type ● A ● B ● C



15.98K

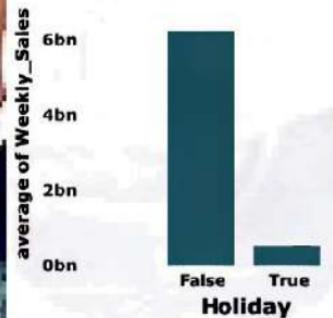
Average of Weekly_Sales

45

Max of Store

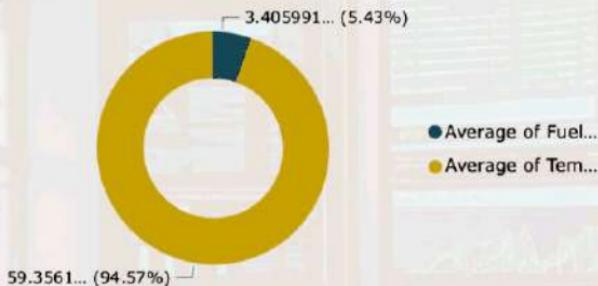
HOLIDAY SALES IMPACT

average of Weekly_Sales by Holiday

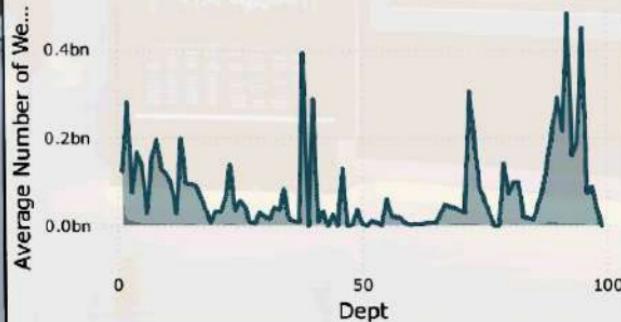


IMPROVING RETAIL SUCCESS - DRIVING SALES

Average of Fuel Price and Average of Temperature



Average Number of Weekly_Sales by Dept



45

Max of Store

2506

Count of CPI

Boost Retail Success: Drive Sales with These Strategies

1. Know Your Customer: Understand their needs, preferences, and shopping habits to deliver personalized experiences.
2. Optimize Product Offerings: Ensure relevant and in-demand products are stocked and prominently displayed.
3. Enhance Store Experience: Create an engaging atmosphere through visual merchandising, events, and excellent



1461

Count of Year

average number of Weekly_Sales by Fuel Price

