



PROJECT REPORT

DATA ANALYTICS  
  
DATA ANALYSIS INSIGHTS

|  |  |  |  |
| --- | --- | --- | --- |
| **Created By:** | Abhiram Raghunathan | **Approved By:** | Harshada Topale |
| **Created On:** | 28-03-2024 | **Approved On:** | 29-02-2024 |

Page left blank intentionally

**INDEX**

[**1** **PROJECT DETAILS** 2](#_Toc143445375)

[**2** **SUMMARY** 2](#_Toc143445376)

[**3** **INTRODUCTION** 2](#_Toc143445377)

[3.1 Background 2](#_Toc143445378)

[3.2 Stakeholders 2](#_Toc143445379)

[3.3 Objectives 2](#_Toc143445380)

[**4** **METHODOLOGY** 2](#_Toc143445381)

[4.1 Considerations & Assumption 3](#_Toc143445382)

[4.2 Approach 3](#_Toc143445383)

[4.3 Activities 3](#_Toc143445384)

[**5** **TARGETTED V/S ACHIEVED OUTPUT** 3](#_Toc143445385)

[**6** **CONCLUSION** 3](#_Toc143445386)

[**7** **APPENDICES** 4](#_Toc143445387)

[7.1 Appendix A – Title 4](#_Toc143445388)

**General Instructions for using the Live Project Report Template**

* This template and the subsequent document created using this template is a confidential document and is the intellectual property of Cloud Counselage Pvt. Ltd. Circulating it outside of the organisation without the consent of Cloud Counselage Pvt. Ltd. is the breach of company policies and will lead to legal actions
* This template is a guideline document to communicate the implementation of design ideas and the results of the work to the stakeholders.
* The **text between inequality (< >) is to be replaced** by relevant text
* Please **remove the yellow highlight on the Text** between the inequality (< >). This is done to help you notice the text to be changed/replaced
* The text in *italics* highlighted in grey is just for reference and should be removed after adding the relevant text

# **PROJECT DETAILS**

|  |  |  |  |
| --- | --- | --- | --- |
| **Project Name** | DATA ANALYSIS INSIGHTS | | |
| **Project Sponsor** | Tushar Topale | | |
| **Project Manager** | Harshada Topale | | |
| **Start Date** | 29-02-2024 | **Completion Date** | 28-03-2024 |

# **SUMMARY**

*The project was expected to deliver a comprehensive analysis of student interns, shedding light on the intricate relationship between academic performance, event participation, career aspirations, and the factors influencing their success. It aimed to provide valuable insights for educational institutions, employers, and policymakers to enhance internship programs and support the professional development of student interns.*

*This project was needed to address the growing importance of internships in the educational and professional landscape. With internships serving as crucial stepping stones for students' careers, understanding the factors that contribute to intern success is vital for optimizing internship experiences and ensuring students are adequately prepared for the workforce.*

*The long-term benefits of this project include:*

*1. \*\*Enhanced Internship Programs:\*\* Insights gained from the analysis can help educational institutions tailor internship programs to better meet the needs and expectations of students, thereby enhancing the quality of intern experiences.*

*2. \*\*Improved Student Preparation:\*\* By identifying the factors that positively influence intern success, educational institutions can better prepare students for their future careers, equipping them with the necessary skills and experiences to thrive in professional settings.*

*3. \*\*Informed Decision-Making:\*\* Employers can use the findings to make informed decisions when selecting and supporting interns, ultimately leading to more successful and productive internship placements.*

*4. \*\*Policy Development:\*\* Policymakers can leverage the insights to develop policies that promote equitable access to high-quality internships and support mechanisms for students from diverse backgrounds.*

*Overall, this project serves as a valuable resource for stakeholders invested in the success of student interns, contributing to the ongoing efforts to bridge the gap between education and the workforce and foster a more robust talent pipeline.*

# **INTRODUCTION**

## Background

Millions of students apply for internships/jobs every year, resumes play an important role In playing the first impression. The recruiters spend a max of 2-3 minutes reviewing resume after it landed in their mailbox or Job board, ATS application: Surprising more than 70% of resumes get rejected in the initial screening.

## Stakeholders

In the project, various stakeholders are involved, each with a vested interest in the outcomes and insights derived from the comprehensive analysis of student interns. The key stakeholders include:

1. \*\*Educational Institutions:\*\* These include universities, colleges, and vocational schools that offer internship programs as part of their curriculum. Educational institutions are interested in understanding how internship experiences impact student learning and career readiness. They aim to use the insights to improve internship program offerings and better support students in their professional development.

2. \*\*Employers:\*\* Companies and organizations that host student interns are vital stakeholders in the project. They seek to understand how to effectively mentor and integrate interns into their workforce. Insights derived from the analysis can help employers optimize their internship programs, attract top talent, and foster a pipeline of skilled professionals.

3. \*\*Students:\*\* Interns themselves are significant stakeholders in the project. They are interested in gaining valuable experiences, developing skills, and advancing their careers through internships. Understanding the factors that contribute to intern success can empower students to make informed decisions about their internship opportunities and maximize their learning outcomes.

4. \*\*Career Services Offices:\*\* These offices within educational institutions provide support to students in securing internship placements and preparing for their professional careers. Career services offices are invested in ensuring that students have access to high-quality internship opportunities and resources to succeed in their internships and future careers.

5. \*\*Policy Makers:\*\* Government agencies and policymakers are stakeholders concerned with workforce development and education policy. They may use the insights generated from the analysis to inform policy decisions aimed at improving internship accessibility, quality, and equity.

6. \*\*Industry Associations and Professional Bodies:\*\* Associations representing various industries and professional bodies within specific fields have an interest in the professional development and preparedness of future workforce members. They may utilize the findings to develop standards, guidelines, and best practices for internships within their respective industries.

7. \*\*Community Partners:\*\* Non-profit organizations, community groups, and other entities collaborating with educational institutions and employers to provide internship opportunities may also be stakeholders in the project. They are interested in ensuring that internships align with community needs and provide meaningful experiences for students.

By engaging with these diverse stakeholders, the project aims to foster collaboration, promote knowledge sharing, and generate insights that benefit all parties involved in the internship ecosystem.

## Objectives

We aim to conduct a comprehensive analysis of student interns to gain insights about relationship between their academic performance, event participation, career aspiration and factors influencing their success.

# **METHODOLOGY**

These conventions are all about the positions of line breaks, how many characters should go on a line, and everything in between.

## Considerations & Assumption

1. **Data Availability:** One of the primary challenges was the availability and accessibility of data related to student interns. Gathering comprehensive data on factors such as academic performance, event participation, career aspirations, and internship success may require collaboration with educational institutions, employers, and other stakeholders. Limited access to relevant data sources could impede the depth and accuracy of the analysis.
2. **Data Quality:** Ensuring the quality and reliability of the data collected is crucial for generating meaningful insights. Data may be subject to errors, inconsistencies, or biases, particularly if sourced from multiple sources. Addressing data quality issues requires rigorous validation, cleaning, and preprocessing techniques to mitigate potential inaccuracies.
3. **Privacy and Ethics:** Protecting the privacy and confidentiality of student information is paramount in conducting research involving human subjects. Adhering to ethical guidelines and obtaining necessary approvals from institutional review boards or ethics committees may introduce constraints in data collection and analysis processes. Safeguarding sensitive data while still extracting valuable insights poses a significant challenge.
4. **Sample Representativeness:** The project's findings and conclusions may be influenced by the representativeness of the sample population. Ensuring diversity and inclusivity in the selection of student interns and data sources is essential for generalizing findings to broader contexts. However, achieving sample representativeness can be challenging due to factors such as self-selection biases, sample size limitations, and demographic variations.
5. **Assumptions:** Several assumptions underpin the project's methodology and analysis framework. Assumptions may include the homogeneity of internship experiences across different industries or regions, the validity of self-reported data from student interns, and the generalizability of findings to diverse student populations. Acknowledging and validating these assumptions are critical for interpreting results accurately and mitigating potential biases.
6. **Resource Constraints:** Limited resources in terms of time, budget, and expertise may impose constraints on the scope and scale of the project. Balancing the need for comprehensive analysis with resource constraints requires strategic prioritization, efficient utilization of available resources, and potentially leveraging external collaborations or partnerships.

## Approach

1. **Problem Definition:** Clearly defining the objectives and scope of the project was the initial step. This included identifying the specific research questions to be addressed, such as understanding the relationship between academic performance, event participation, career aspirations, and internship success among student interns.
2. **Literature Review:** Conducting a thorough literature review was essential to gain insights into existing research, theories, and best practices related to student internships, academic performance, and career development. This step helped to inform the project's methodology, identify relevant variables and frameworks, and build upon prior knowledge.
3. **Data Collection:** A systematic approach was adopted to collect relevant data from various sources, including educational institutions, employers, and student interns themselves. This involved designing surveys, interviews, or accessing existing databases to gather quantitative and qualitative data on the factors influencing internship success.
4. **Data Analysis:** Employing rigorous analytical techniques, such as statistical analysis, regression modeling, and qualitative coding, facilitated the exploration of relationships and patterns within the dataset. This step involved identifying correlations, trends, and insights that could elucidate the dynamics of internship experiences and their impact on students' career trajectories.
5. **Interpretation and Synthesis:** The findings from the data analysis were interpreted and synthesized to derive meaningful conclusions and actionable insights. This step involved triangulating quantitative and qualitative evidence, contextualizing results within theoretical frameworks, and drawing connections between variables to answer the research questions.
6. **Recommendations and Implications:** Based on the synthesized findings, actionable recommendations were formulated to address the identified challenges and leverage opportunities within the internship ecosystem. Recommendations may include strategies for educational institutions to enhance internship programs, guidelines for employers to support interns effectively, or policy suggestions to improve internship accessibility and quality.
7. **Iteration and Validation:** The structured approach allowed for iterative refinement of the analysis and recommendations based on feedback, peer review, and validation from stakeholders. This iterative process ensured the robustness and credibility of the findings and recommendations, enhancing their applicability and impact.

Adopting a structured approach was essential for several reasons:

* It provided a systematic framework for problem-solving, ensuring clarity, organization, and coherence throughout the project.
* It facilitated collaboration and communication among multidisciplinary team members, stakeholders, and partners involved in the project.
* It enhanced the rigor and reliability of the research process, minimizing biases, errors, and oversights.
* It enabled transparency and accountability in decision-making, allowing for traceability of assumptions, methodologies, and conclusions.
* It maximized the utility and relevance of the project outcomes by aligning research efforts with the needs and objectives of stakeholders and end-users.

## Activities

Project Scoping and Planning: This involved defining the project's objectives, scope, and deliverables in collaboration with stakeholders. Detailed project planning included establishing timelines, milestones, resource allocation, and budgeting.

Requirement Gathering: Engaging with stakeholders to gather requirements involved understanding their needs, expectations, and constraints. This step included conducting interviews, surveys, focus groups, or workshops to elicit requirements related to data collection, analysis, and reporting.

Literature Review: Conducting a comprehensive literature review was essential to familiarize the team with existing research, theories, methodologies, and best practices relevant to the project domain. This step informed the project's conceptual framework, methodology selection, and hypothesis formulation.

Data Collection Design: Designing data collection instruments such as surveys, questionnaires, interview guides, or observation protocols involved defining variables, constructs, and measurement scales aligned with the research objectives. Careful consideration was given to data privacy, confidentiality, and ethical considerations.

Data Collection: Actual data collection activities encompassed administering surveys, conducting interviews, extracting data from existing databases, or observing relevant events or phenomena. Quality assurance measures were implemented to ensure data integrity, completeness, and representativeness.

Data Preparation and Cleaning: Preparing and cleaning the collected data involved tasks such as data entry, coding, transformation, and validation. This step aimed to standardize formats, correct errors, handle missing values, and anonymize sensitive information while maintaining data quality.

Data Analysis: Analyzing the prepared data involved applying statistical techniques, qualitative coding methods, or machine learning algorithms to explore relationships, patterns, and trends. This step included descriptive analysis, inferential statistics, regression modeling, thematic analysis, or sentiment analysis, depending on the research questions and data characteristics.

Interpretation and Synthesis: Interpreting the analysis results and synthesizing findings involved deriving meaningful insights, drawing conclusions, and constructing narratives that address the research objectives. This step required triangulating quantitative and qualitative evidence, contextualizing findings within theoretical frameworks, and identifying implications for practice or policy.

Report Writing: Documenting the project findings, methodology, and recommendations in a comprehensive report or presentation format involved synthesizing information, organizing content logically, and communicating effectively to diverse audiences. This step included drafting, reviewing, and revising the report iteratively based on feedback.

Presentation and Communication: Presenting project findings and recommendations to stakeholders involved preparing and delivering presentations, workshops, or seminars. Effective communication strategies were employed to convey complex concepts, engage audiences, and facilitate discussions.

Feedback Incorporation: Incorporating feedback from stakeholders, peer reviewers, or experts involved revising the project deliverables to address comments, suggestions, or critiques. This step ensured the accuracy, relevance, and credibility of the final outcomes.

Project Evaluation: Evaluating the project's success and impact involved assessing achievement of objectives, adherence to timelines and budget, stakeholder satisfaction, and the extent to which project outcomes met intended purposes. Lessons learned were documented to inform future projects and continuous improvement efforts.

# **TARGETTED V/S ACHIEVED OUTPUT**

Targeted Output:

1. **Comprehensive Analysis Report:** The project plan aimed to deliver a detailed report summarizing the analysis of student interns, including insights into the relationship between academic performance, event participation, career aspirations, and factors influencing success.

Achieved Output:

1. **Executive Summary Report:** Due to time constraints and resource limitations, the project team was able to produce an executive summary report highlighting key findings and recommendations from the analysis. While the full comprehensive analysis report was initially planned, focusing on the executive summary allowed for timely dissemination of essential insights to stakeholders.

Reasons for Deviation:

1. **Time Constraints:** Limited time available for data collection, analysis, and report writing necessitated prioritization of deliverables. Producing a comprehensive analysis report within the project timeline proved challenging, prompting the team to focus on generating a concise executive summary to meet stakeholder needs promptly.
2. **Resource Limitations:** The project faced constraints in terms of human resources, expertise, and tools required for in-depth analysis and report writing. Scaling back the scope of the deliverable to an executive summary enabled efficient utilization of available resources while still delivering valuable insights to stakeholders.
3. **Stakeholder Requirements:** Feedback from stakeholders indicated a preference for a concise, actionable summary of findings rather than a lengthy, detailed report. Aligning the output with stakeholder expectations and needs influenced the decision to prioritize the executive summary as the primary deliverable.
4. **Iterative Planning:** As the project progressed, it became apparent that adapting the output format to focus on key insights would better serve the project's objectives and stakeholders' interests. Iterative planning and feedback incorporation facilitated flexibility in adjusting the project plan to accommodate changing requirements and constraints.

Lessons Learned:

1. **Prioritization:** Recognizing the importance of prioritizing deliverables based on stakeholder needs and project constraints is crucial for effective project management. Clear communication and alignment with stakeholders throughout the project lifecycle can help manage expectations and ensure successful outcomes.
2. **Resource Management:** Understanding resource limitations and proactively adjusting project plans to optimize resource utilization is essential for project success. Leveraging available resources efficiently, seeking alternative approaches, and managing dependencies can mitigate challenges arising from resource constraints.
3. **Flexibility and Adaptability:** Maintaining flexibility in project planning and execution allows for timely responses to evolving circumstances and stakeholder feedback. Embracing iterative approaches and being open to adjusting strategies as needed can enhance project resilience and adaptability.
4. **Communication:** Effective communication with stakeholders regarding project progress, constraints, and decisions made is critical for managing expectations and fostering collaboration. Regularly soliciting feedback and incorporating

# **CONCLUSION**

The project's output, despite deviations from the initially planned comprehensive report to an executive summary, remains valuable to stakeholders and presents significant future scope opportunities:

Usefulness for Stakeholders:

1. **Educational Institutions:** The executive summary provides insights into optimizing internship programs, enhancing student learning experiences, and aligning curricula with industry demands. Institutions can leverage these insights to tailor internship offerings, improve career services, and foster better student-employer partnerships.
2. **Employers:** The summarized findings offer employers actionable recommendations for optimizing internship experiences, mentoring interns effectively, and integrating them into the workforce seamlessly. Employers can use these insights to refine internship programs, attract top talent, and enhance workforce development efforts.
3. **Students:** The executive summary equips students with valuable insights into the factors influencing internship success, helping them make informed decisions about internship opportunities, career paths, and skill development initiatives. Students can leverage these insights to enhance their internship experiences and prepare for future career endeavors.
4. **Policy Makers:** Policy makers can use the synthesized findings to inform policies and initiatives aimed at promoting equitable access to high-quality internships, fostering workforce development, and addressing skill gaps in key industries. The executive summary provides a concise overview of actionable recommendations to guide policy formulation and implementation efforts.

Future Scope:

1. **In-depth Analysis:** While the executive summary provides a high-level overview, there is scope for conducting more in-depth analysis on specific aspects identified in the findings. Future research endeavors could delve deeper into the nuances of internship experiences, exploring factors such as industry-specific trends, demographic variations, and longitudinal impacts.
2. **Longitudinal Studies:** Conducting longitudinal studies to track the long-term outcomes of student interns could provide valuable insights into career trajectories, professional development, and post-internship success factors. Future projects could explore the sustained impact of internships on students' careers and contributions to workforce dynamics.
3. **Comparative Analysis:** Comparative analysis across different educational institutions, industries, or geographic regions could offer insights into variations in internship experiences, program effectiveness, and best practices. Future projects could explore benchmarking exercises to identify leading practices and areas for improvement.
4. **Advanced Predictive Modeling:** Leveraging advanced predictive modeling techniques such as machine learning algorithms could enhance the project's analytical capabilities. Future research endeavors could focus on developing predictive models to forecast internship outcomes, identify at-risk students, and tailor interventions to support student success proactively.
5. **Expanded Stakeholder Engagement:** Engaging a broader range of stakeholders, including alumni, community partners, and professional associations, could enrich future projects' perspectives and insights. Collaborative initiatives involving multiple stakeholders could foster knowledge exchange, innovation, and collective action towards enhancing internship experiences and workforce development initiatives.

# **APPENDICES**

## Appendix A – Title

Task Start Date End Date

Project Initiation 29-02-2024 02-03-2024

Literature Review 03-03-2024 10-03-2024

Data Collection 11-03-2024 20-03-2024

Data Analysis 21-03-2024 24-03-2024

Report Writing 25-03-2024 27-03-2024

Presentation and Communication 28-03-2024 28-03-2024

**7.2 Appendix B: Stakeholder Engagement Matrix**

Stakeholder Engagement Level Communication Frequency

Educational Institutions High Weekly

Employers High Bi-weekly

Students Medium Monthly

Career Services Offices High Weekly

Policy Makers Medium Quarterly

Industry Associations Medium Bi-annually

Community Partners Medium Monthly

**7.3 Appendix C: Data Collection Instruments**

Survey Questionnaire for Student Interns

Interview Guide for Employers

Focus Group Protocol for Career Services Offices

Observation Checklist for Events and Activities

**7.4 Appendix D: Glossary of Terms**

**Academic Performance:** Refers to the achievements and outcomes of students in their academic endeavors, typically measured through grades, assessments, and evaluations.

**Event Participation:** Involvement in extracurricular activities, workshops, seminars, conferences, or networking events relevant to students' professional development and career aspirations.

**Career Aspirations:** Students' goals, ambitions, and desired career paths, often influenced by personal interests, skills, values, and external factors such as industry trends and market demands.

Intern Success Factors: Various elements contributing to the successful completion of internships, including skills development, mentorship, networking, project outcomes, and overall satisfaction.

Stakeholders: Individuals, groups, or organizations with a vested interest or role in the project's outcomes, including but not limited to educational institutions, employers, students, policy makers, and community partners.