

📊 Data Analytics Internship Assessment

Welcome!

This is not a boring test — it's your chance to show us how your brain works with data, creativity, and AI. Imagine you are already part of our digital marketing agency. We want to see:

- How you can help us grow
- How you'll contribute with analytics & AI
- How you plan to grow with us

Please answer in detail, but feel free to make it creative, visual, and fun.

Part 1: Helping Our Agency Grow

1. Imagine you just joined our agency.

- Share 3 specific ways you would use data analytics to help us grow our clients' businesses.
- Mention AI or analytics tools/techniques you'd use (e.g., predictive analytics, clustering, dashboards, NLP, etc.).
- Explain with a real-world or hypothetical example of how your ideas would improve results.

Part 2: Data Detective – Analyzing Marketing Performance (30 Marks)

We have provided a sample dataset (or you can create one if not available). The dataset includes:

Ad Spend (₹)

Leads Generated

Conversions

CTR (Click-Through Rate)

Platform (Google, Instagram, Facebook)

Your Task:

Find insights: Which platform gives the best ROI? Which campaign needs optimization?

Visualize it: Create at least 2 graphs (bar chart, line graph, pie chart).

Explain in 150 words: What do these insights tell you?

(Bonus: If you use AI tools like ChatGPT or Python for quick analysis, mention it in your approach.)

Part 3: AI + Creativity

1. Propose one innovative AI-powered idea that could help our agency deliver more value to clients.

(Examples: automated competitor analysis, predictive ad budget optimizer, AI content performance forecaster.)

2. Explain how you'd use analytics to personalize marketing campaigns for different customer segments.

3. Fun Question ☑ – If Data were a superhero in our agency, what would their superpower be? How would you be their sidekick?

Part 4: Your Growth With Us

1. How do you see yourself contributing in the first 3 months of your internship?

2. In 6–12 months, how do you envision growing with us and what new skills would you like to bring?

3. Predict one major trend in digital marketing analytics for the next 2 years and how agencies should prepare.

Submission Format

- You can submit in essay style, slides, or even infographics/dashboards — make it engaging!

- Use visuals, mock-ups, or even fun analogies.

- Time expected: 2–3 hours of effort.

✔What we're looking for:

- Clear & structured analytical thinking

- Creative application of AI & analytics to marketing

- Fun + originality

- Growth mindset