

## STEP-II: MARKET RESEARCH

(Your Target)

Knowing where you want to go in your career makes planning the next steps much easier. Having a goal in mind also helps you identify and take advantage of opportunities at work that might take you closer to your career aim. Gather information about the career options in your field of interest/specialization. Look at job advertisements in your field in newspaper or LinkedIn or popular job portals like Naukri.com etc. and record the minimum and ideal job requirements.

### Desired Industry Sectors to work in after MBA

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| 1. Banking and securities     | This sector can contain more set of data like transactions and accounts of the people. It will help me to providing data in large amount. Then I can improve knowledge in manipulating data. |
| 2. Retail and Wholesale trade | This sector will contain data of customer and their frequently purchasing product. Then I can predict what the customer will buy product on their next purchase.                             |
| 3. Healthcare Providers       | This sector also contains data of patient and their prescriptions. I would like to provide my service to this sector to help patient with their health.                                      |

### Desired organizations for Internship

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|--------------------------------------|--|
| 1. Amazon                            | If I complete my internship in the reputed company.I will get more recognition more than anyone else. I m eager to know how the company is working in providing product with data. |
| 2.Iotech design                      | It is a startup kind of company. From this type of company, I will learn about business statistics and analyst kind of work and how the company is working in that fields.         |
| 3.Integra Capital Management Limited | I will know to analyze the funds to provide clients high returns with low risk and work on financial stock advisory for clients  |

### Desired organization to work for after MBA

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| 1. Mu Sigma | Mu Sigma is one of the most renowned decision sciences and business analytics organizations that assist businesses to boost intelligent |
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|                      | decision-making through Mu Sigma's best in class and accurate data analytics solutions. MuSigma is well known for providing solutions for various industries, specialized in-demand analytics, marketing analytics, network planning and optimization, and risk analytics among other services.   |
| 2. Fractal Analytics | Fractal has created more than 40 specialized and niche services for applications in different industries such as hospitality, healthcare, retail, BFSI, and technology. Backed by sophisticated analytics, the company's solutions assist in delivering smarter, faster, creative, and accurate decisions.  |
| 3. Absolut Data      | Absolut Data is upsetting the customary scientific methodology by following a diagnostic approach and combining innovation, complex information, and progressed analytics. Their image NAVIK has a line of amazing products for the advertising, sales, and examination experts, empowering them to harness the power of <u>artificial intelligence</u> . |
| 4. Tiger Analytics   | Tiger Analytics has been a trusted <u>data science</u> and data engineering partner. They bring about a great deal of expertise in customer analytics, marketing science, and operations and planning analytics.  |

#### Desired job titles/functional roles after MBA

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| 1. Financial Analyst | I will work to improve the financial performance by analyzing forecasts, variance, trends in financial results and Create activities and policies that will help boost financial growth                            |
| 2. Business Analyst  | I can analyze current business processes and devise improvement solutions and Identify areas for improvement and put technical solutions in place.   |
| 3. Data Analyst      | A data analyst collects, cleans, and interprets data sets to answer a question or solve a problem. They work in many industries, including business, finance, criminal justice, science, medicine, and government. |