1. What does marketing mean to you?

Ans. I think marketing plays a very crucial role in any product development cycle. Because a good product can still be a financial failure for a company if enough consumers don't know about that product. Even if your product is very good, doing marketing increases your reach and may increase your sales, revenue, etc.

So, I think marketing means more growth, more revenue, more sales. But only spending blindly on a marketing campaign may prove to be fatal for your product. So, it is very much important to plan your campaign according to your needs and who you are targeting.

If consumers love your ad, they will remember your product and if your product is very useful for them; the product will grow. Hence, according to me doing right and apt marketing is very important.

2. What gets you excited about Data, Analytics & Marketing?

Ans. It was that very first time that I heard an example of how data analytics can be used to increase sales. In that example, they showed that how Walmart used data analytics to find inter-relation between products and then placed them near to each other in supermarket which increased their sales by a significant amount. After analysing this example, I was very intrigued by how data can change the world in many good ways.

In my first year I was introduced to 'Machine Learning', and it also intrigued me. Because simple mathematical equations are having an impact globally. So, I decided to pursue machine learning.

Data analytics is the practical application of machine learning. Today, almost every industry is using data analytics to improve their decision-making with the help of data.

So, I think impact and so many practical applications excite me.

3. This internship involves a lot of working with Business & Marketing teams – implying Market Research work too, which Marketing Teams do on a frequent basis. Are you up for this challenge – and using Data to solve these critical problems?

Ans. I love solving problems. So, yes, I am up for this challenge.

4. Find the names of 50 established companies & who work in the Hospitality/Retail/Banking/Insurance industry. Assume India to be region. Do specify your selections in the final answers provided.

Ans. **Hospitality: -**

1. Hyatt Hotels Corporation
2. HLV Ltd (Hotel Leela Venture)
3. InterContinental Hotels Group
4. Marriott International India Pvt Ltd
5. Radisson Blu Hotels

6. Shangri La Hotels & Resorts
7. Taj Hotels, Resorts & Palaces
8. The Lalit Hotels
9. The Oberoi Group
10. The Park Hotels
11. Fortune Select Trinity
12. Ascot Hotels & Resorts Pvt. Ltd.
13. The Residency Group of hotels
14. MGM Resorts International
15. The Raintree Hotels
16. Grand Residency Hotel & Service Apartment

Retail: -

1. Avenue Supermarts Ltd.
2. Aditya Birla Fashion and Retail Ltd
3. Trent Ltd
4. Spencer's Retail Ltd
5. Future Lifestyle Fashions Ltd
6. Shoppers Stop Ltd
7. Competent Automobiles Company Ltd
8. Reliance Retail
9. Titan Company
10. The Raymond Group
11. Godrej Consumer Products Limited
12. Provogue

Banking: -

1. ICICI Bank
2. HDFC Bank
3. Kotak Mahindra bank
4. Axis Bank
5. IndusInd Bank
6. Yes Bank
7. Punjab National Bank
8. Canara Bank
9. State Bank of India
10. Bank of Baroda

Insurance: -

1. LIC
2. HDFC Standard Life Insurance Co. Ltd.
3. Max Life Insurance Co. Ltd.
4. ICICI Prudential Life Insurance Co. Ltd.
5. Kotak Mahindra Life Insurance Co. Ltd.
6. Aditya Birla Sun Life Insurance Co. Ltd.

7. TATA AIG Life Insurance Co. Ltd.
8. SBI Life Insurance Co. Ltd.
9. Exide Life Insurance Co. Ltd.
10. Bajaj Allianz Life Insurance Co. Ltd.
11. PNB MetLife India Insurance Co. Ltd.
12. Reliance Nippon Life Insurance Company