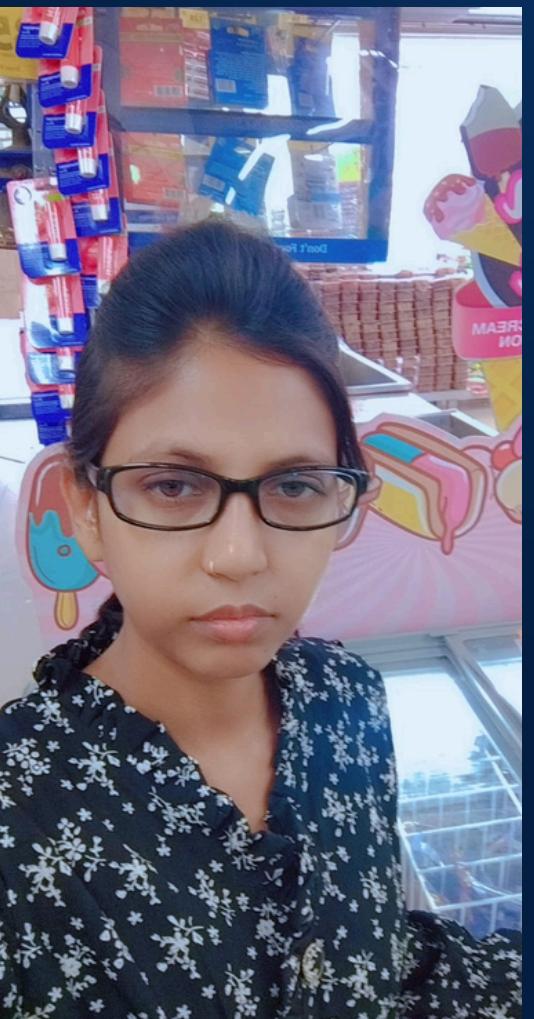


MY SALES INTERNSHIP AT HINDUSTAN UNILEVER LTD

SALES ANALYSIS PROJECT

presentend by:smridhi
shrivastava



THE REALITY OF MY ROLE



01

Field sales
experience

02

Data
collection
process

03

Key insights

04

sales analysis
project

05

Market Analysis

06

PowerBi
visuals

07

Learnings and
skills



Unilever

01 ABOUT ME



**THIS IS SMRIDHI SHRIVASTAVA
DATA ANALYST #**

IM MBA FINANCE AND MARKETING
STUDENT OF GL BAJAJ INSTITUTE OF
TECHNOLOGY AND MANAGEMENT

THE REAL CHALLENGES

02

CUSTOMER REJECTIONS

01

8-9 HOURS WORKING

02

PHYSICAL FATIGUE

03

HANDLING PRICE COMPARISONS AND
OBJECTIONS

04





MY KEY LEARNINGS

04



CUSTOMERS
PSYCHOLOGY



SALES PITCHING



DATA-DRIVEN
DECISION MAKING

05

MY REFLECTION

SALES = PEOPLE + DATA

DATA + EMPATHY = GROWTH



06

THANK YOU & LET'S CONNECT

OPEN TO DATA ANALYST, MARKETING ANALYST
ROLES