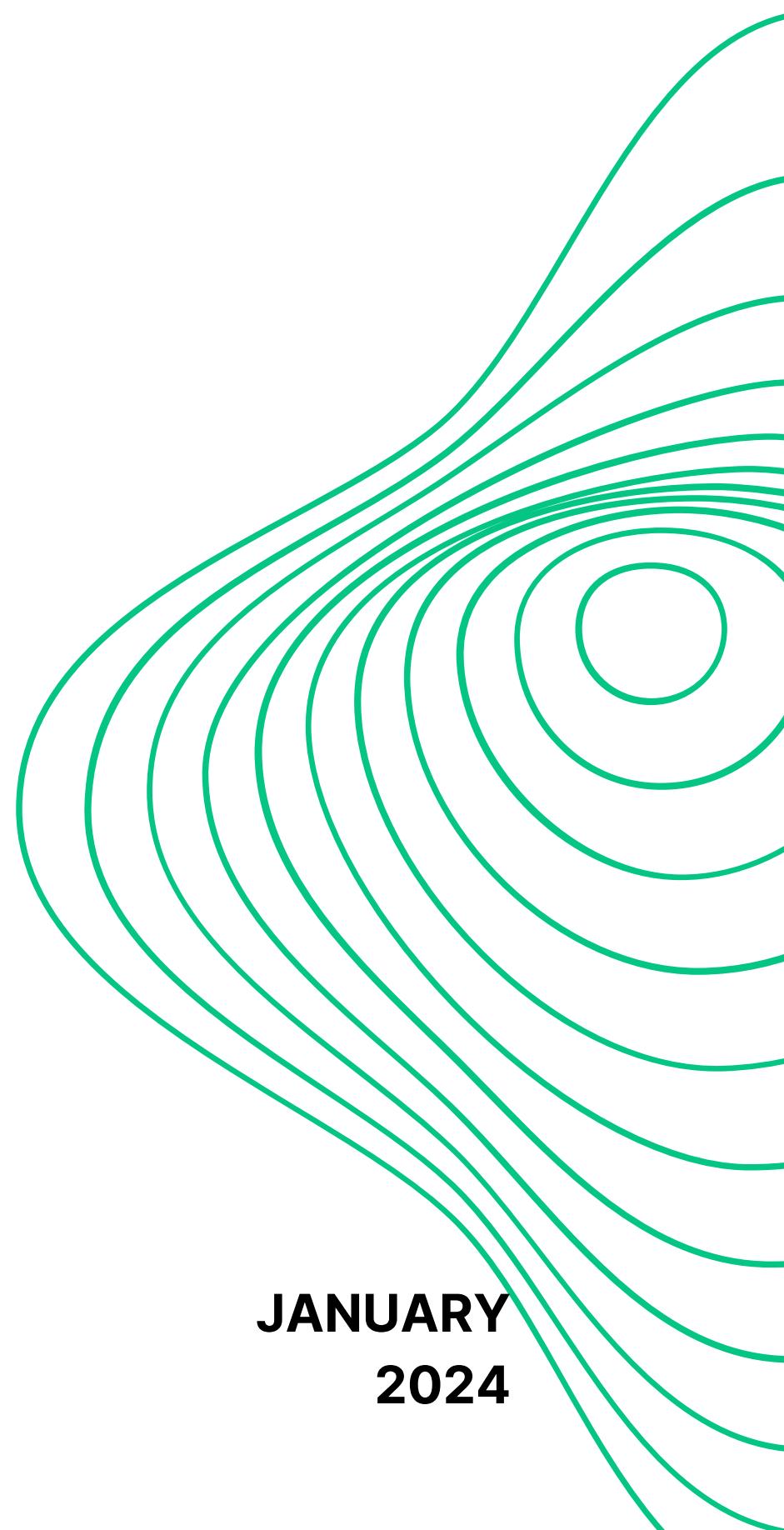




JANUARY  
2024



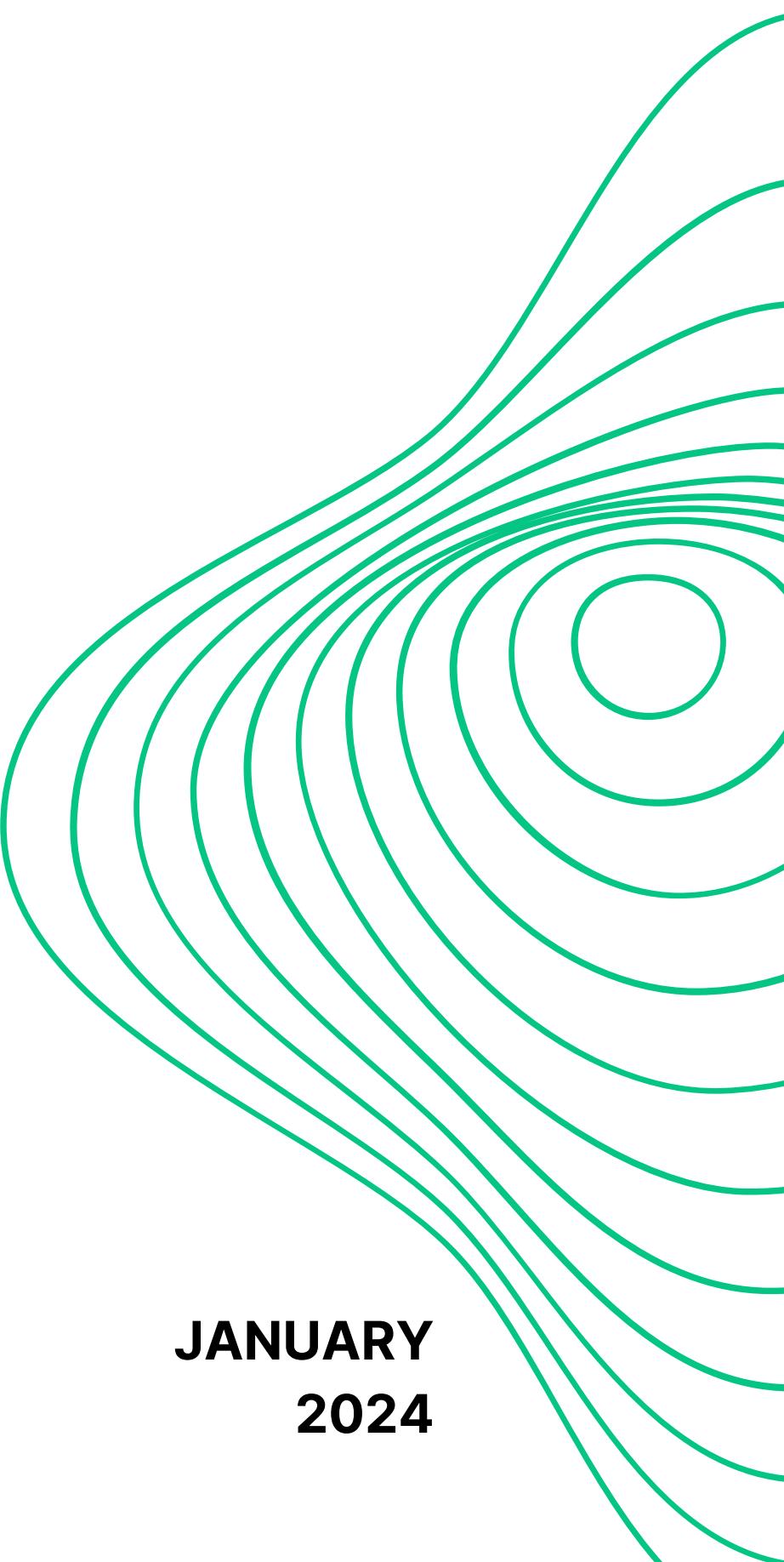


Society of  
Business

CONSULTING | PRODUCT | ANALYTICS

# Recruitment Talk

JANUARY  
2024

A series of thin, light green concentric arcs or circles that curve upwards and outwards from the bottom right corner of the slide, creating a dynamic, radiating effect.

# Content

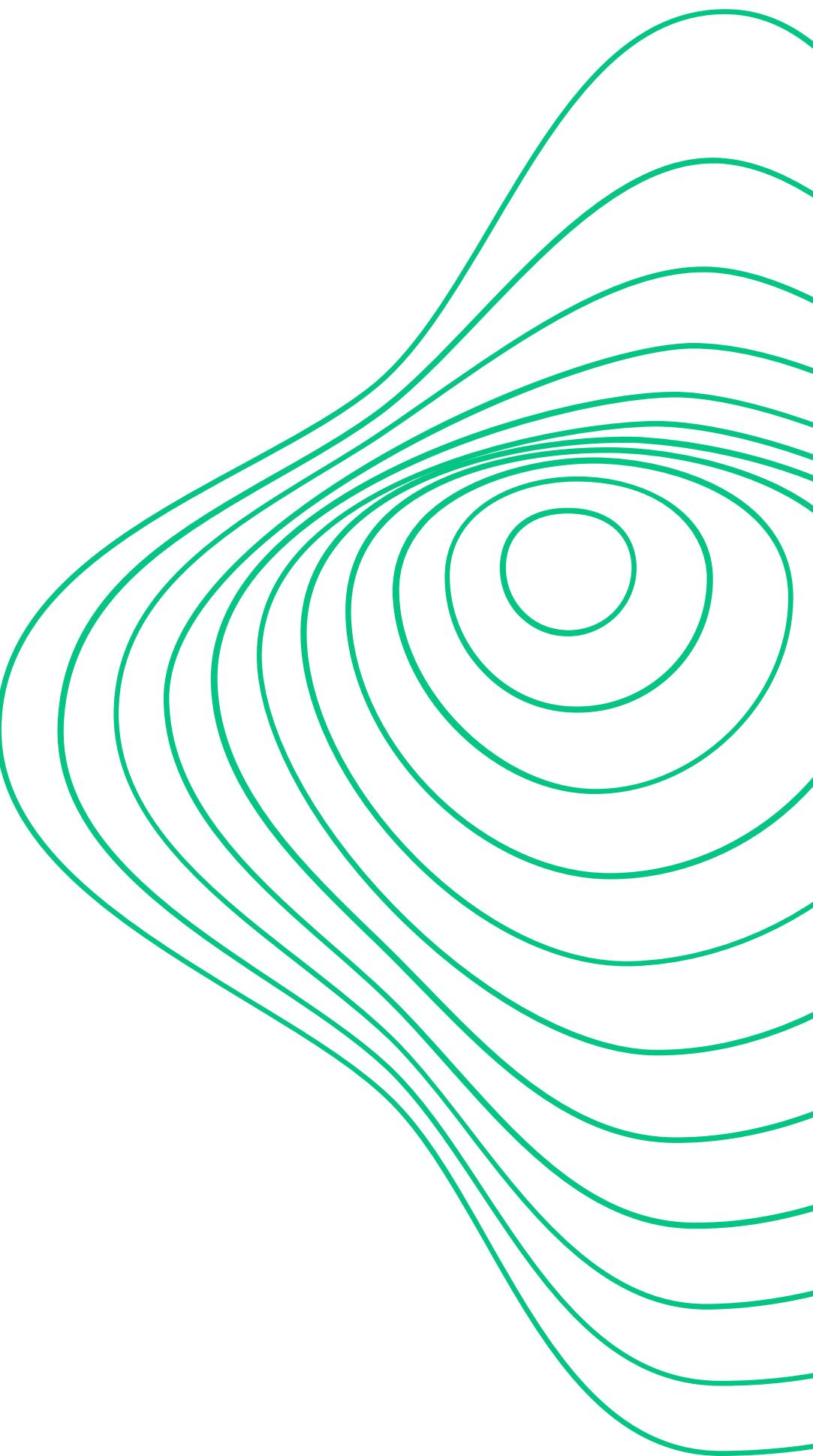
Introduction

Consulting

Product Management

Analytics

Test Details



# About Us

**Society of Business, IIT Roorkee, was established in 2009** (originally ShARE) and rebranded in 2023 to develop efficient problem-solvers in the institute.

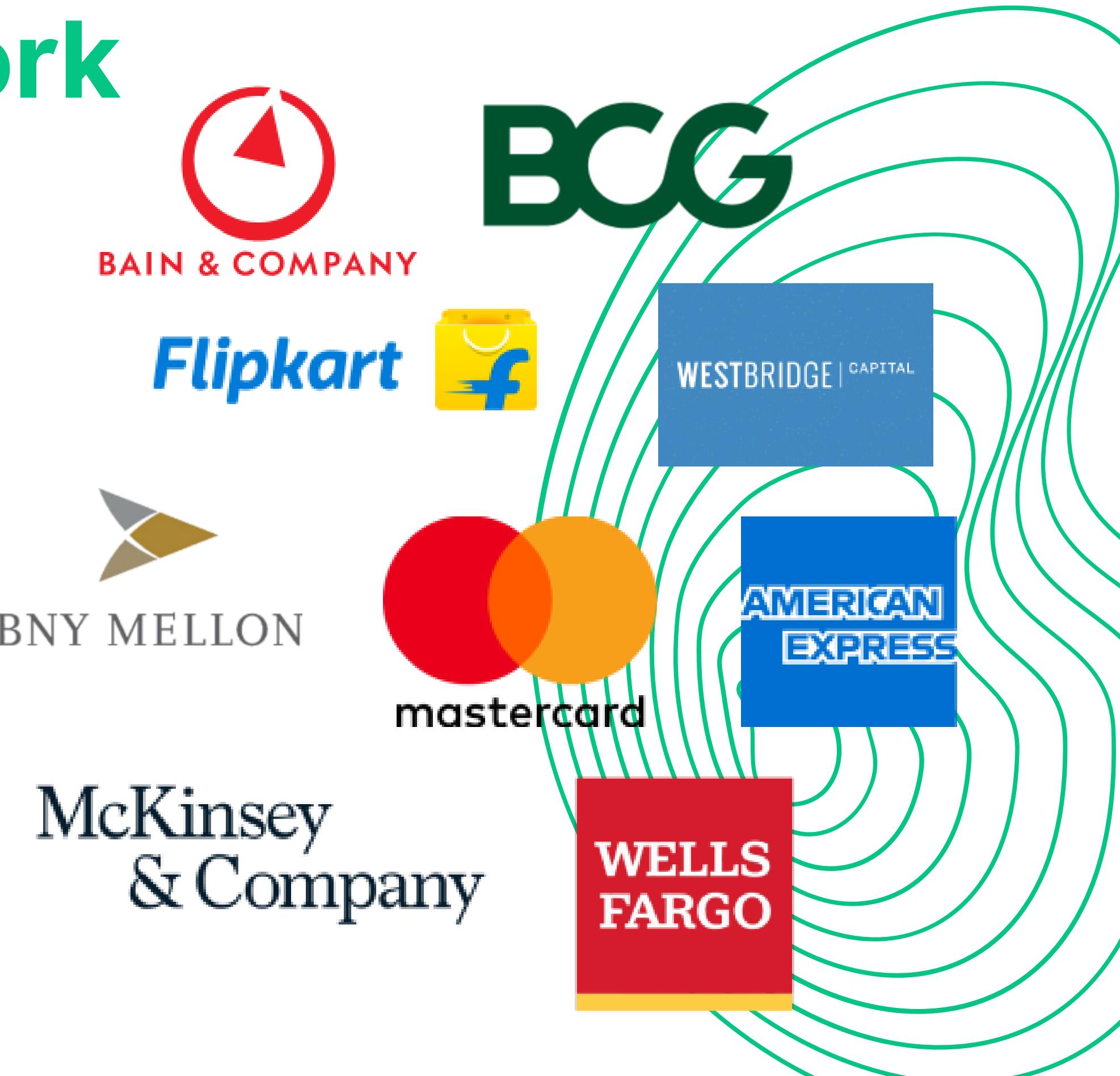
We work towards promoting the pursuit, discussion and exploration of consulting in the institute and are the primary contact for all consulting and management-related activities.

Our group has been instrumental in the vision to build a strong community of efficient problem solvers and strengthen the growing culture of **Consulting, Product Management, and Data Analytics**.

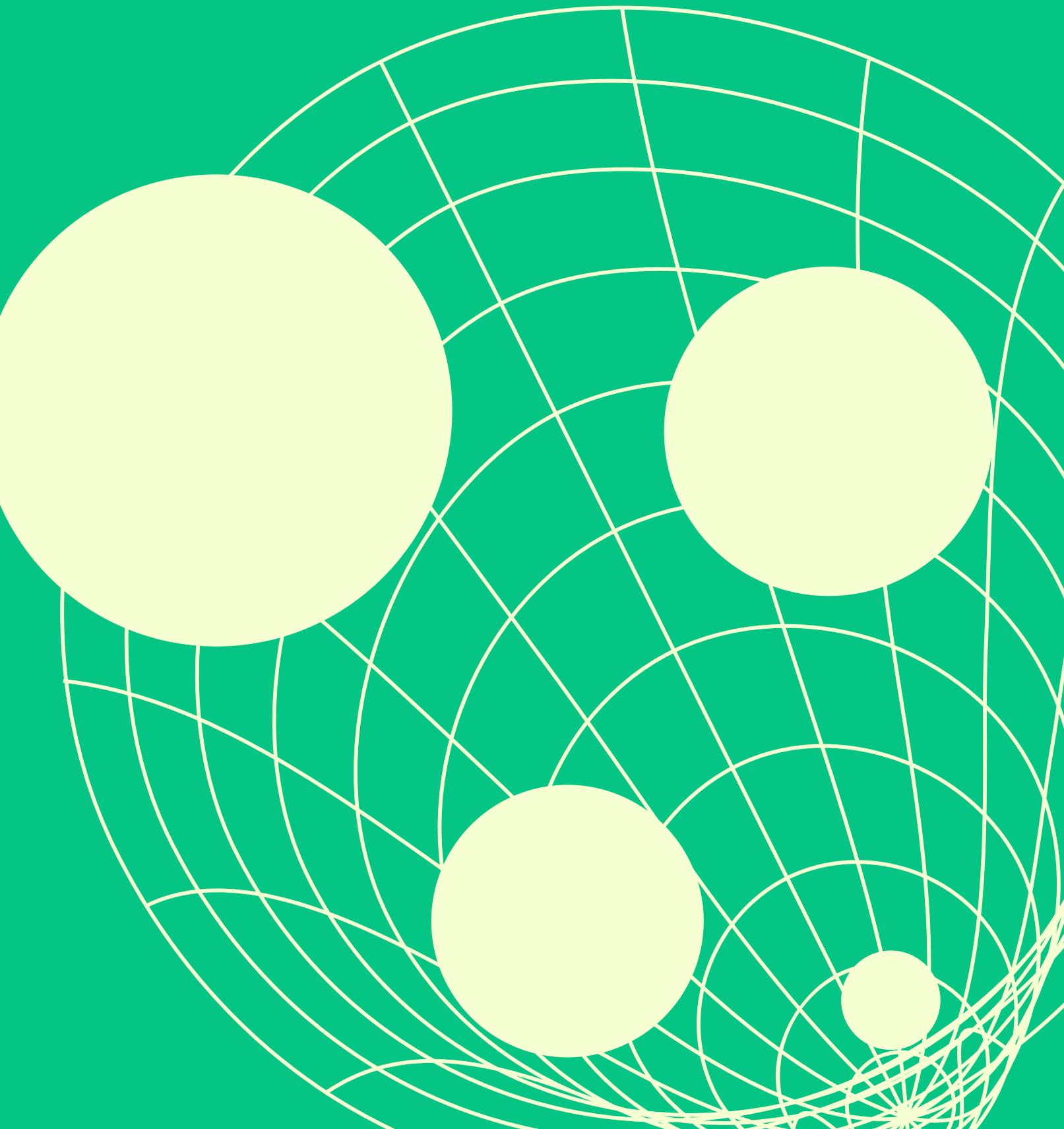


# Our Alumni Network

American Express  
Wells Fargo  
BNY Mellon  
BCG  
Bain & Company  
Flipkart  
Westbridge Capital  
McKinsey & Company  
JP Morgan  
Mastercard



# How we work?



# Activities & Initiatives

Training Modules

Group Projects

Guest Lectures

Intra SocBiz Competitions

Start-up Projects



# Startup Projects

**Tvelp:** An innovative platform that aims to redefine the world of international shopping.

Developed marketing strategies to increase brand recognition, user satisfaction, reduce customer acquisition costs and implemented trust-building measures



**CoverSure:** An AI-first InsurTech built to redefine the insurance landscape for Indians

Performed market research and developed features to increase DAU and MAU, along with enhanced user session duration and frequency and improve user feedback and app ratings



# Global Projects

**SYSTRA:** Multi-national mobility company based out of France specialising in mass-transit systems.

Identified and analyzed decarbonisation trend and its impact on the business. Assessed factors like government expenditure, demand, market share to compute opportunity size.

**Saint Gobain:** Multi-national industrial manufacturing company, specialising in glass production.

Studied organisational structures of global manufacturing giants through expert interviews. Compared footprints and R&D spend of major competitors.



# Aeonea

As a part of IIT Roorkee's 175th anniversary celebrations a Pan India Case Competition in collaboration with "GeeksForGeeks".

**848**

number of institutions

**3000+**

number of participants



# Business Baazigar

Tri-level annual business trivia event for the IITR junta with winners get brownie points for their recruitment interviews.



# Consulting



# What is Consulting?

Consulting is the job of giving advice to corporates to solve business problems. Consultants work on a wide range of problems in diverse domains.

Strategy/Management Consulting



IT Consulting



Social/Impact Consulting

McKinsey  
& Company

Monitor  
**Deloitte.**



## FUNCTIONING

### Work done by Consultants

#### Primary research

Client interviews,  
surveys, etc.

#### Secondary research

Reports, Company  
documents, etc.

#### Data analysis

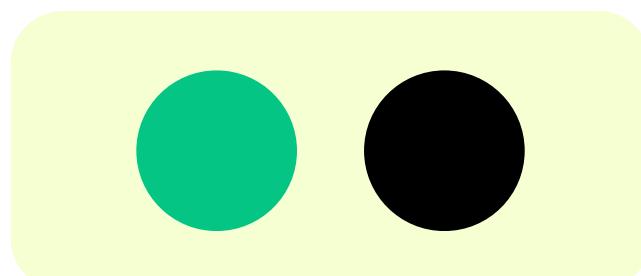
Analyzing data  
using tools.

#### Brain storming

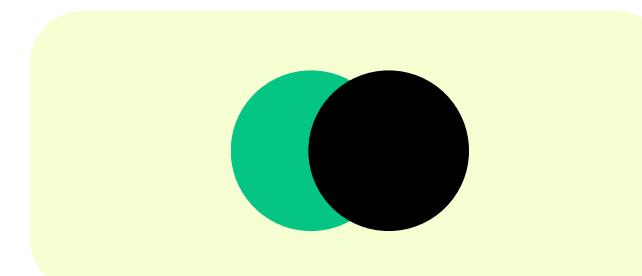
Solutions on the  
lines of insights.

Consultants commonly deliver their final deliverables in the form of a presentation

### MECE Approach



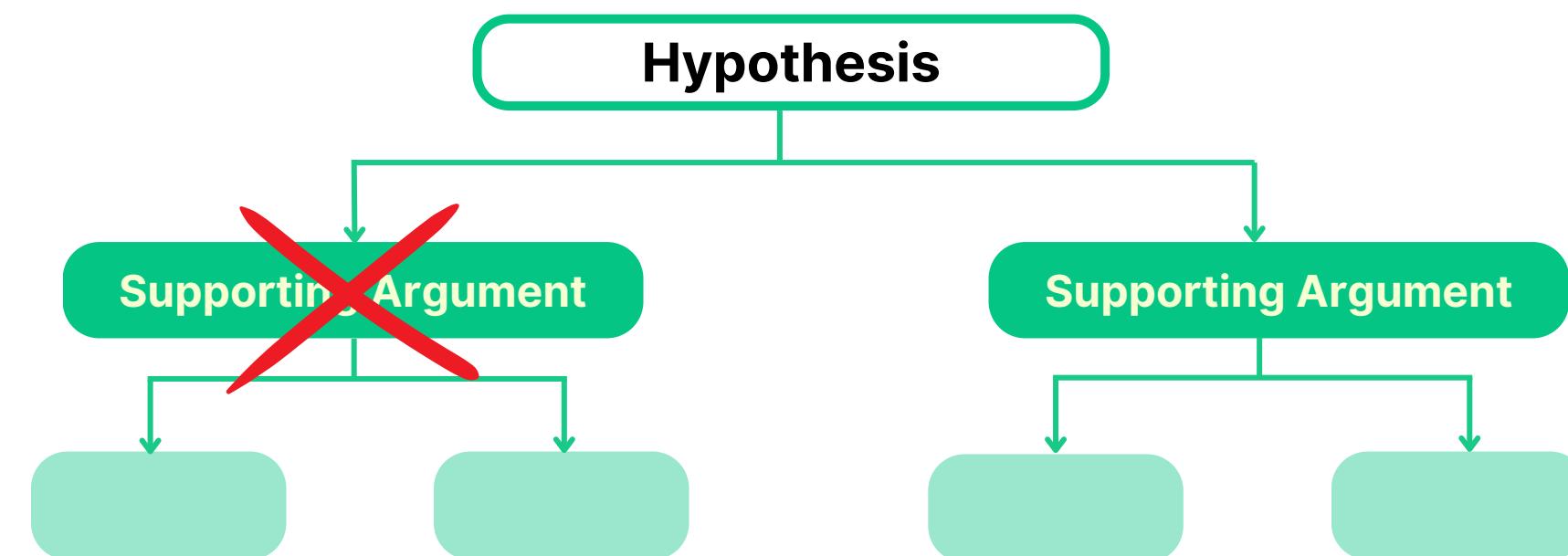
non-exhaustive



non-exclusive

MECE

### The Hypothesis Approach



Supporting arguments with facts

# Why Consulting?

**Skills** built

Structured problem solving

**Exposure** to diverse industries

Lucrative **exit options**

Working with higher level management of clients

Bain



**John Danahoe**  
CEO, Nike

BCG



**Susan Wojicki**  
Ex-CEO, YouTube

McKinsey



**Benjamin N.**  
Ex-PM, Israel



**Indra Nooyi**  
Ex-CEO, PepsiCo



**Sheryl Sandberg**  
Ex-COO, Meta



**Sundar Pichai**  
CEO, Google

# Achievements & Activities

1. **Winner**, Global Case Comp (I-Batch), 2023
2. **Gold Medal**, Inter-IIT Tech Meet 2023, I-Batch 2023
3. **Bronze Medal**, Inter-IIT Tech Meet, 2018, 2022
4. **National finalist**, KPMG Ideation Challenge, 2022



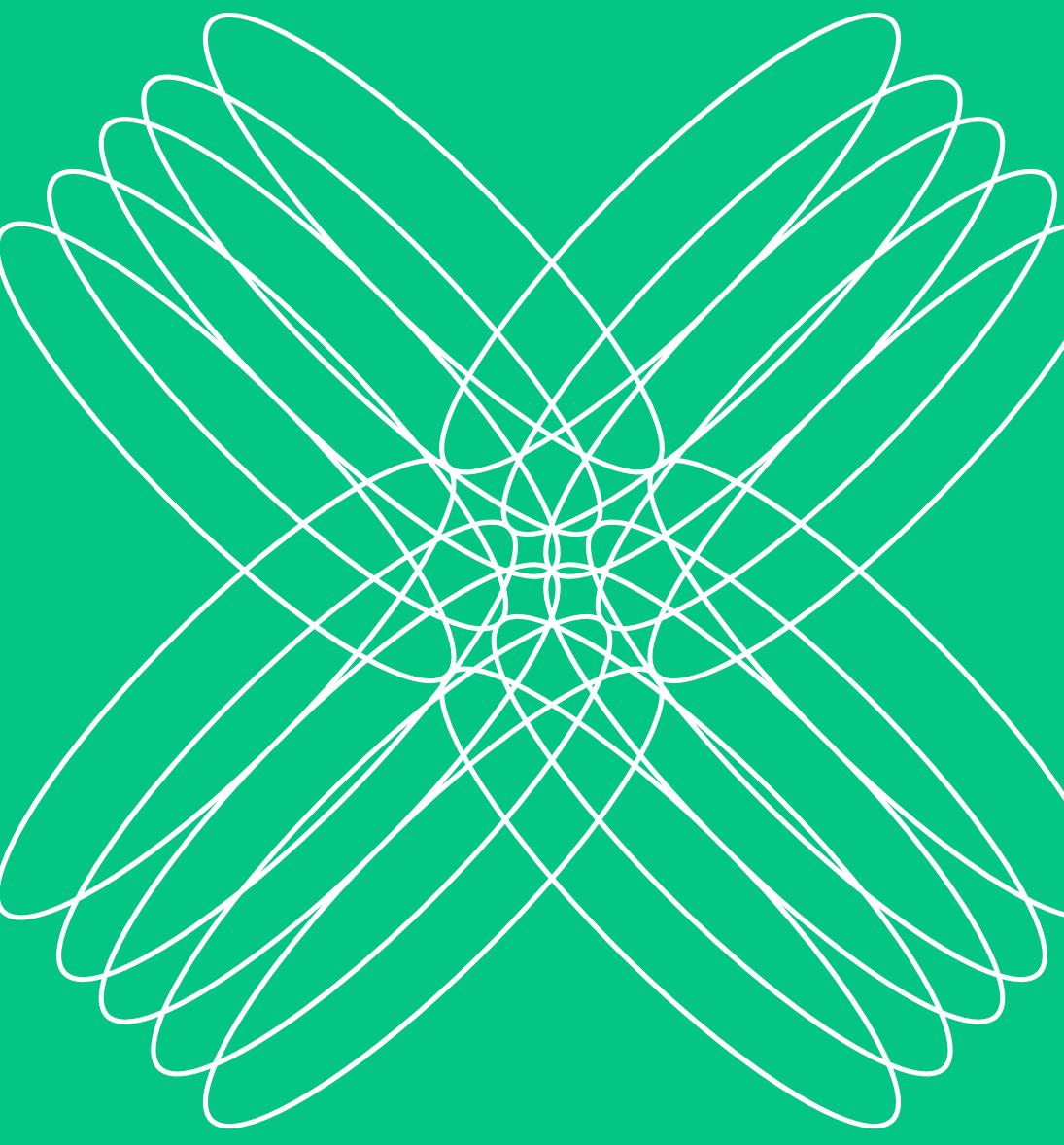
Analysis of Fiber Cement Board Market in India - **Saint Gobain**

Analysing the Automotive R&D sector in India – **Valeo**

Tech for Good, Market Research for the Ghee industry – **Neenopal**

Report on the Recent Rise of Tier I cities in India - **Ernst & Young**

# Product Management



# What is PM?

Product Management is a process of discovering, ideating, developing and at the end of the day shipping a quality product for your users

A Product Manager oversees the development, strategy, and success of a product. They work with cross-functional teams to meet customer needs and business goals.

"The honest truth is that the product manager needs to be among the strongest talent in the company."

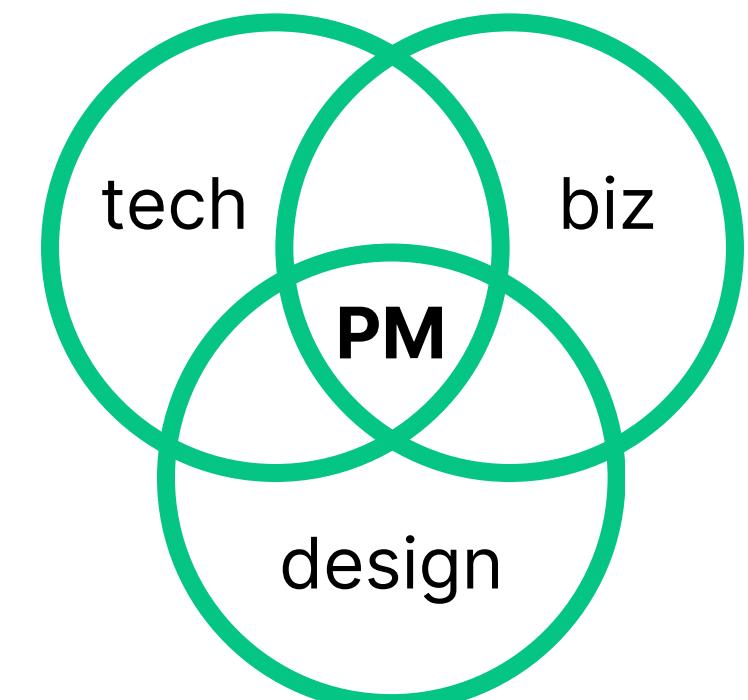
"The successful product manager must be the very best versions of smart, creative, and persistent"

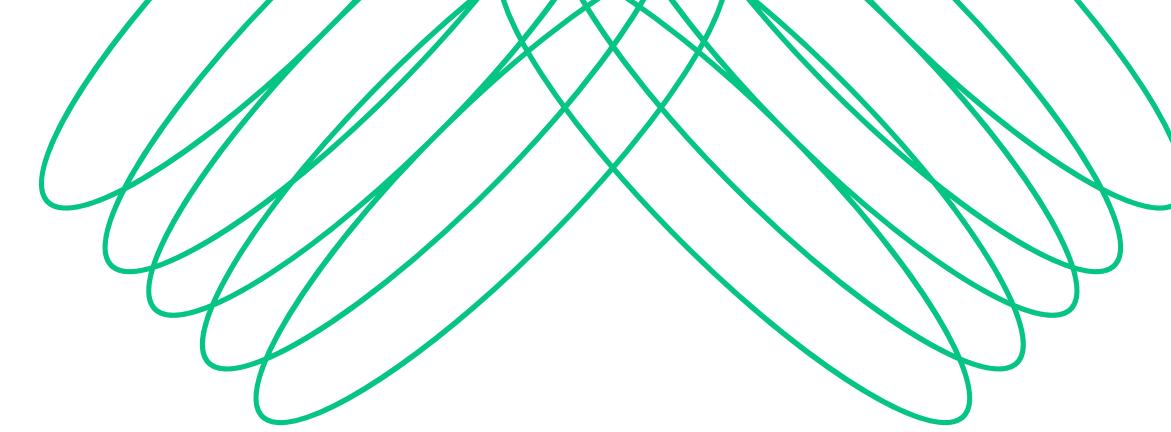


*Flipkart*



   
UrbanClap





# Responsibilities

There are four key responsibilities of a strong product manager; four things that the rest of your team is counting on you to bring to the party:

Acknowledged **expert on the customer**:

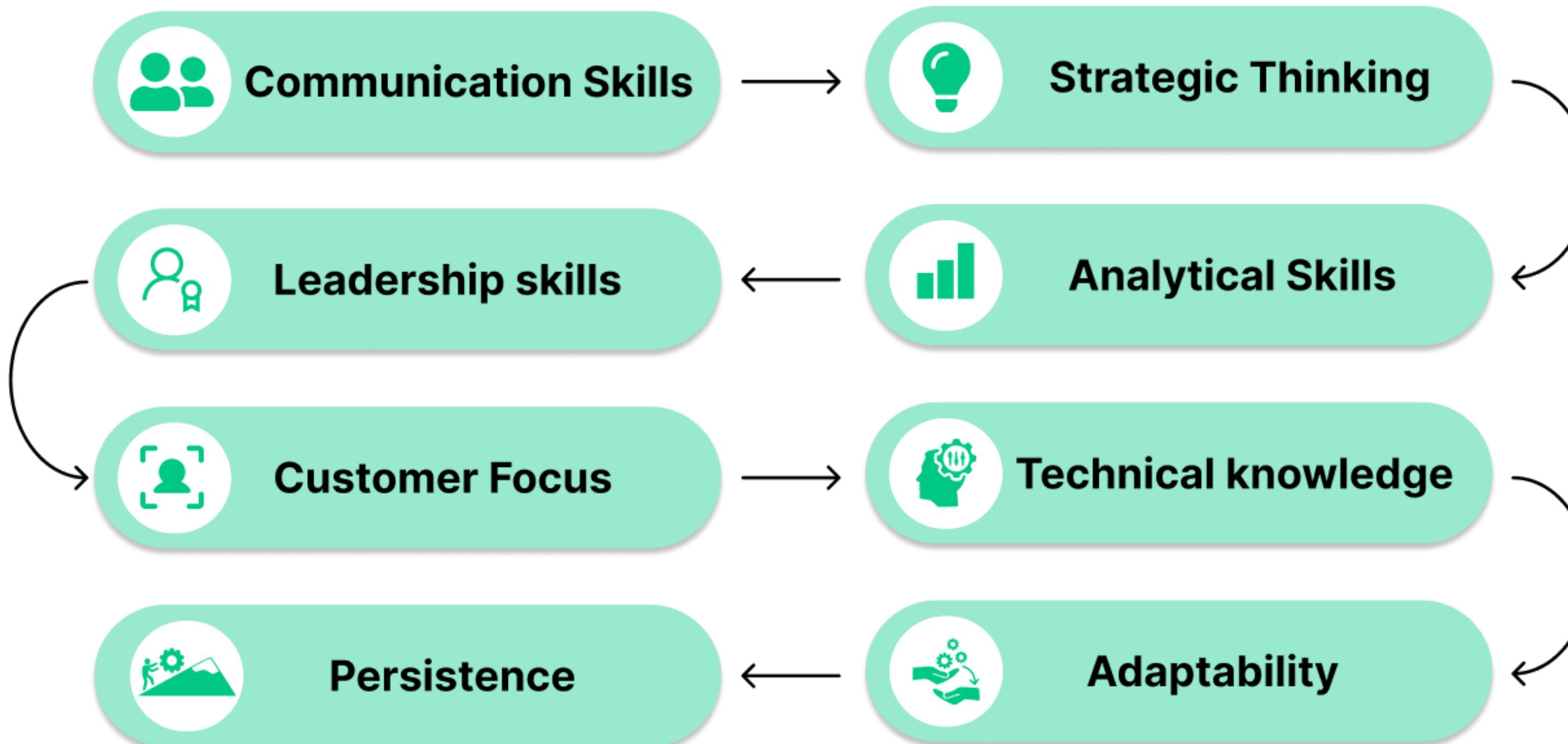
their issues, pains, desires, how they think—and for business products, how they work, and how they decide to buy

Product Managers are expected to be comfortable with **data and analytics**.

**Deep business understanding** to ensure that the product is loved by the consumers and business alike i.e. to have aligned goals.

**Market knowledge about your industry.** This includes not only your competitors but also key trends in technology, customer behaviors and expectations.

# Skills



# Opportunities on campus!

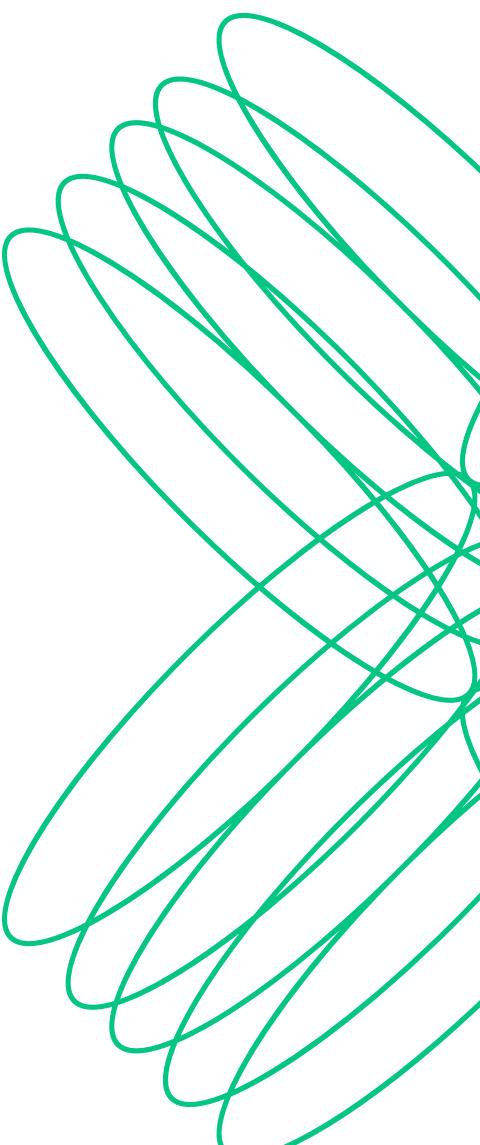


# Achievements & Activities

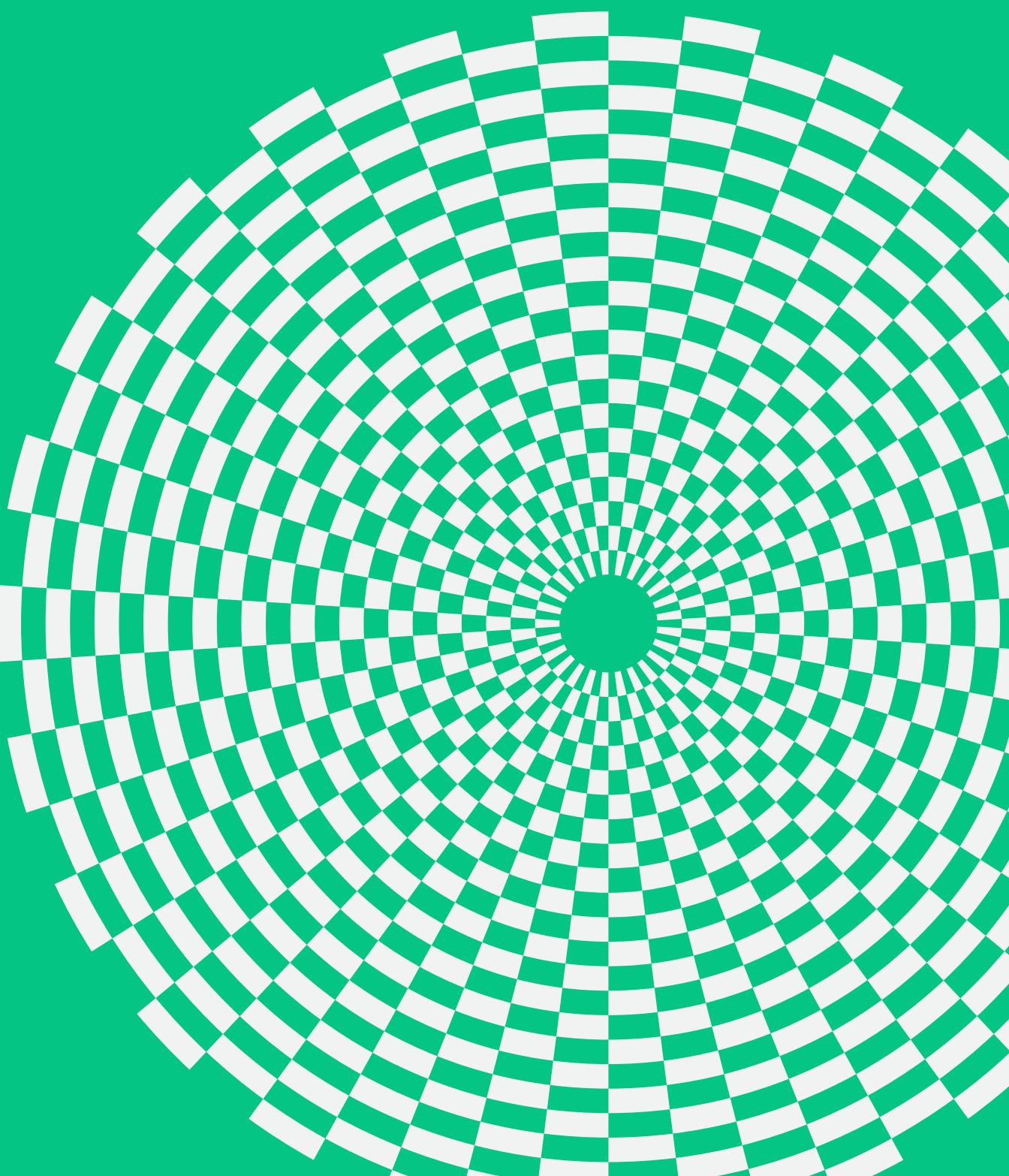
2 Silver Medal, Product Case Challenge, Inter-IIT 2023

3 Bronze Medal, Product Case Challenge, Inter-IIT 2021

Conducted **mock Product Interviews** for the batch graduating in 2023



# Data Analytics



# What is Data Analytics?

Process of discovering, interpreting, and communicating significant patterns in data.  
Analytics helps us see insights and meaningful data that we might not otherwise detect.



## Use of Data Analytics in real life



## Steps Involved in Analytics

Understand

Collect Data

Clean Data

Explore & Analyze Data

Interpret Results

# Skills

 **Strong analytical skills**

To collect, organize, and interpret large amounts of data

 **Technical skills**

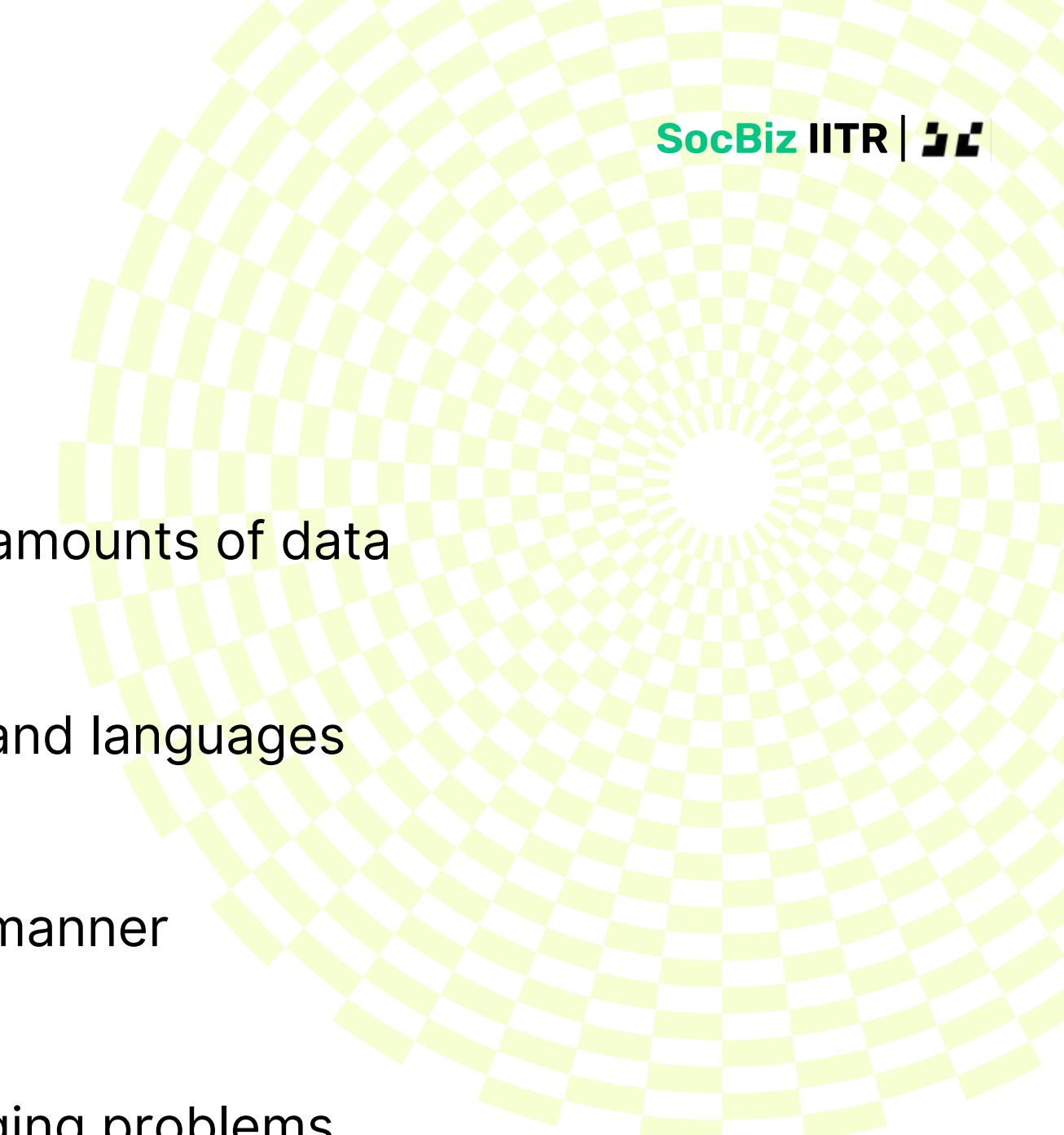
With familiarity to commonly used tools and languages

 **Good communication**

To present your findings in an effective manner

 **Out of box thinking**

To provide creative solutions to challenging problems



# Achievements & Activities

**1**

## Gold Medal, Analytics Challenge, Inter-IIT 2023

Work involved decision tree-based modelling to come up with a suspicion index for each suspect, aiding in formulating a case story which helped in automating criminal investigation process.

**1**

## Gold Medal, Datathon, NIUA

Used statistical models and machine learning with polynomial interpolation to correlate nightlight-based spatial data and regional GDP, offering a more inclusive and size-flexible approach than traditional methods.



## SocBiz x DSG IITR Collaboration

Worked on a “faculty research” project by collating multiple datasets given by ADCI IITR (Associate Dean of Corporate Interaction) by using python scripts and deploying an NLP model.

# Career Paths as Data Analyst

As a data analyst, unlock opportunities for career advancement in data science, management, consulting, or specialized roles, aligning with your goals and interests.

## Data Scientist

- Advance programming skills
- Learn advanced mathematics
- Develop understanding of machine learning
- Consider a degree in data science or related field

## Management

- Progress from data analyst to senior-level roles
- Develop leadership skills alongside data skills
- Consider a master's degree in data analytics or business administration

## Specialist

- Explore specialized roles in various industries
- Examples: Business Analyst, Financial Analyst, Operations Analyst, Marketing Analyst, Systems Analyst, Health Care Analyst

## Consultant

- Gain several years of experience as a data analyst
- Consider working as a freelance contractor or for a consulting firm
- Enjoy more variety in analysis and greater flexibility



**Deloitte.**



# Recruitment Test And Interviews



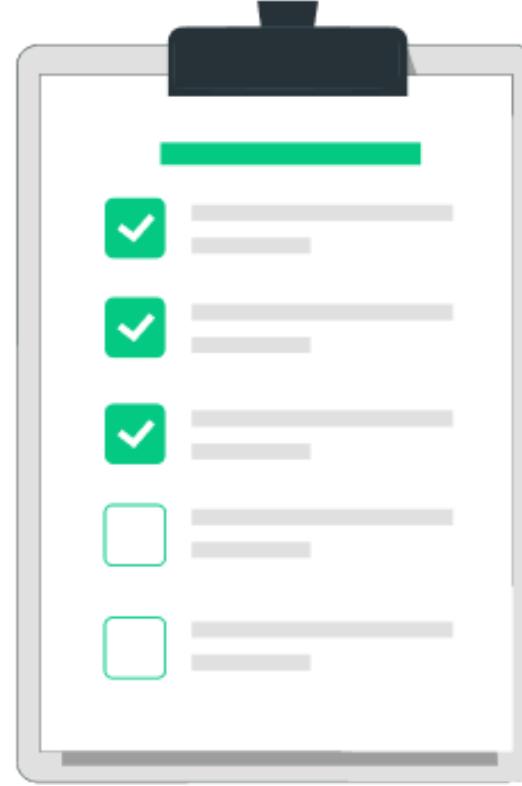
# How we are recruiting



## Business Baazigar



## Winter Analytics



## Recruitment Test

# Recruitment Test

## **Section 1 (Compulsory)**

Aptitude

## **Section 2 (Attempt min 2 parts)**

Product Management

Consulting

Data Analytics

# Product Management

The recruitment test is all about your basic knowledge of product management and thinking capabilities. The questions can be varied and can be related to various components of a product deck.

## 1. Problem Breakdown

Break down complex issues into manageable components for a systematic understanding and approach. .

## 2. User Segmentation

Identify and categorize user groups based on common characteristics to tailor products to specific needs.

..

### 3. Design Thinking

Apply a creative and collaborative problem-solving approach, emphasizing empathy and iterative processes.

### 4. Metrics

Utilize quantifiable measures to assess and evaluate the performance, progress, or success of the product, providing insights for informed decision-making and continuous improvement.

### 5. Comprehensive MCQ's

Customer segmentation is the process of categorizing a diverse customer base into distinct groups based on shared characteristics, enabling targeted and personalized marketing strategies.

### 6. Solution Optimisation

Solution optimization using frameworks involves systematically refining and improving a proposed resolution by applying established methodologies and structured approaches for enhanced efficiency and effectiveness.

# Consulting

The recruitment test is all about your basic knowledge of consulting and critical thinking and problem solving. The questions can be varied and can be related to various components of a product deck.

## 1. Guesstimate

Making an estimate based on incomplete or limited information, often relying on intuition or rough calculations, evaluating your approach over final number.

Ex: Estimating number of people visiting MGCL in a year.

## 2. Case Study

Analyzing and solving real-world business problems to provide actionable recommendations for a client for improvement of their business metrics.

Ex: Analyzing the competitive businesses of KB canteen on opening of SAC canteen.

## 3. Basic Finance

Analyzing and optimizing clients' financial strategies to enhance performance and achieve business objectives.

# Data Analytics

## Data Interpretation

Questions involving line charts, bar charts, pie charts, tables, tables with missing or incorrect values, connected data sets, Venn diagrams, and caselets.

## Excel

Questions will cover Excel basics, including functions, cell referencing, VLOOKUP, XLOOKUP, sorting, and filters, evaluating fundamental skills for practical data tasks.

## Python

Expect questions covering data types, variables, loops, operators, functions, and manipulation of lists, tuples, and dictionaries.

# Data Analytics

## Basics of Machine Learning

Expect questions about Machine Learning types, common algorithms (e.g., linear regression, decision trees, KNN), and evaluation metrics.

## Terminology in Data Analytics

Questions on Data Analytics terminology, covering key concepts and terms essential for understanding and communicating effectively in the field.

## Probability and Statistics

Questions will be aligned to the Probability and Statistics concepts you've studied up till 12th grade.

# Interviews Rounds

## Consult

Round 1: Basic Consult Understanding, Guesstimates, On-the-spot Business Case Studies, Freakonomics, General Questions  
Round 2: In-depth case studies and solving cases using frameworks, un

## Analytics

Round 1: Focus will be on understanding of data and intuition to analyze it, General Aptitude, and topics from recruitment test  
Round 2: In depth case studies with a mix of corporate knowledge, aptitude and economics

## Product Management

Round 1: Basic Product Understanding, Fundamentals of Product Management, Basic Economics and Finance.  
Round 2:In depth case studies and product understanding, new feature ideation and logical approach to on-spot business strategies.



CONSULTING | PRODUCT | ANALYTICS

# Blog Series by your seniors!

## Stay Tuned!

# RECRUITMENT TEST

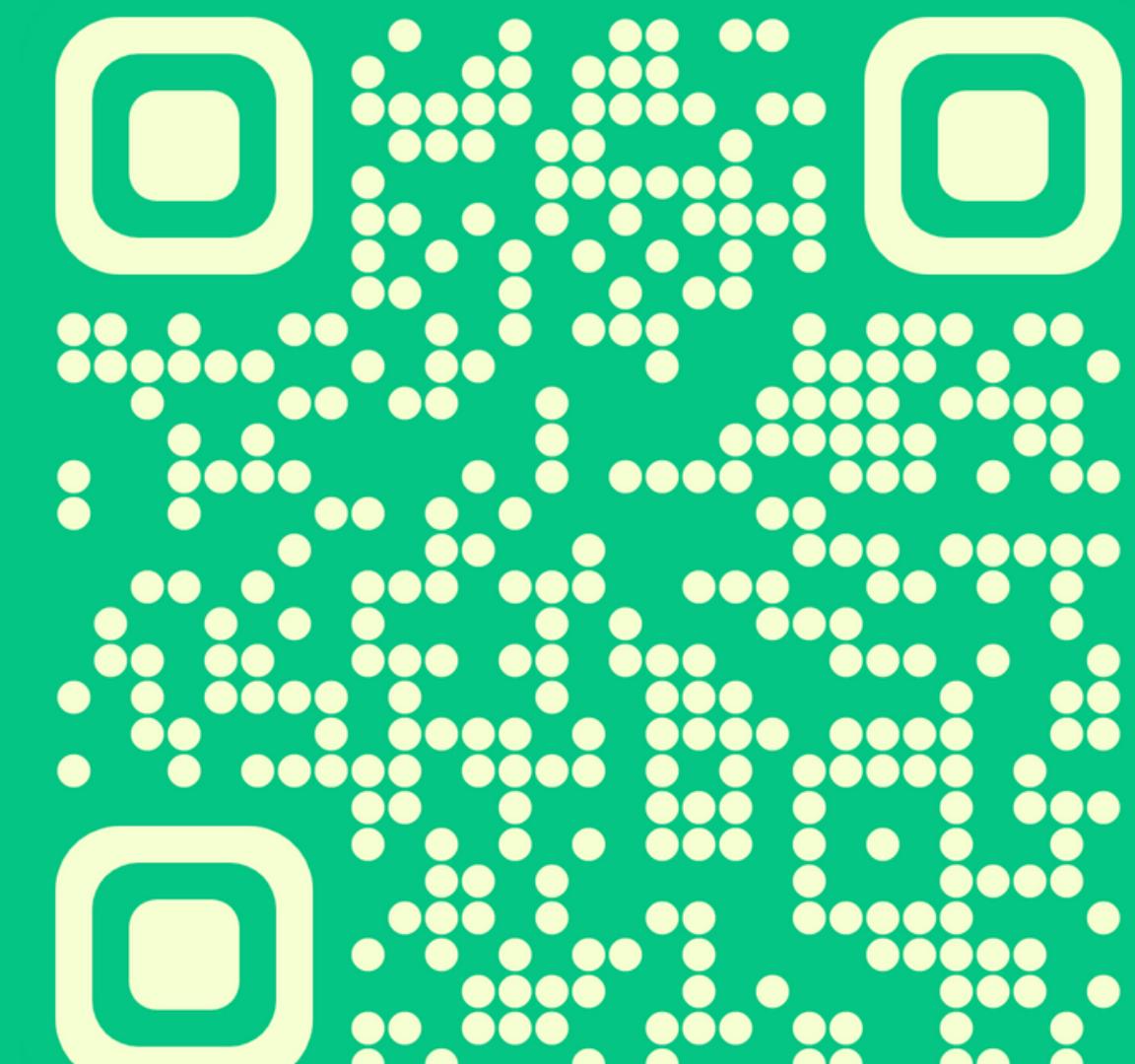
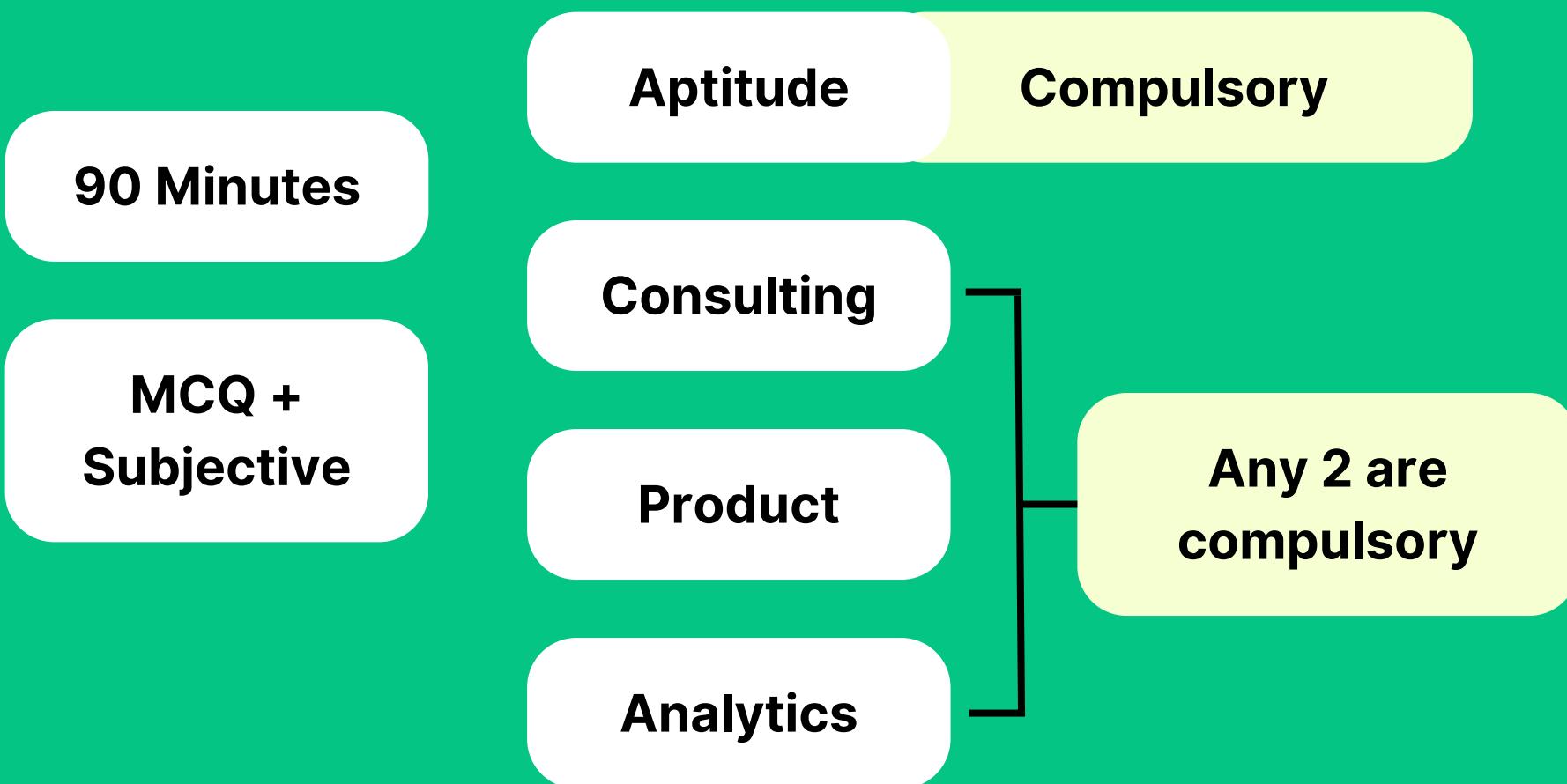


Scan QR to register  
for the test

7TH FEB

5 : 30 PM | APJAKB – 001

7th February 2024  
Timings and Venue  
will be circulated  
through info groups



WhatsApp Info Group ^