VISVESVARAYA TECHNOLOGICAL UNIVERSITY

Jnana Sangama, Belagavi, Karnataka – 590018

An

INTERNSHIP REPORT

Submitted in partial fulfillment for the Award of degree of

Bachelor of Engineering

in

INFORMATION SCIENCE AND ENGINEERING

Submitted By

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Carried Out at

HIMALAYA DRUG COMPANY PVT LTD

Makali, Makali Aluru, Main Road, Opp JCB, Bengaluru, Karnataka, India -562162.

Internal Guide   **External Guide**

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SRI KRISHNA INSTITUTE OF TECHNOLOGY

Department of Information Science and Engineering

No.29, Hesaraghatta Main Road, Chimney hills, Chikkabanavara P.O., Bengaluru – 560090

2020-2021

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<u>CERTIFICATE</u>

This is to certify that the **Internship Report** submitted by **Ms. Shubhashini Pal**, (1KT17IS019), a bonafied student of **Sri Krishna Institute of Technology**, Bengaluru in partial fulfillment for the award of **Bachelor of Engineering** in **Information Science and Engineering** of the Visvesvaraya **Technological University**, Belagavi during the year 2020-21. It is certified that all corrections / suggestions indicated for Internal Assessment have been incorporated in the report. The report of the Internship has been approved as it satisfies the academic requirements in respect of Internship prescribed for the said Degree.

Signature of the Guide	**Signature of the HOD**
Mrs. Shruti B.P.	**Dr. Hemalatha K.L**
Assistant Professor,	Professor and HOD,
Dept. of ISE, SKIT.	Dept. of ISE, SKIT.

<u>EXTERNAL VIVA</u>

<u>Name of the Examiners</u>   **<u>Signature with date</u>**

1.

2.

EXECUTIVE SUMMARY

Himalaya Drug Company Private Limited is a Private incorporated company, it's an Indian company. It is classified as Non-govt company and is registered at Registrar of Companies, Bangalore. Established by M Manal in 1930 and based in Bengaluru Karnataka India. Company produces health care products under the name Himalaya Herbal healthcare, whose product include ayurvedic ingredients. We are expertise Lead & Culture backed team to build memorability with our People, Customers and Society at large. We have demonstrated experience of building high performance teams to deliver value to our customers.

Himalaya Drug Company team is led by a group of business & technology professionals with a collective experience of over 90 years across Enterprise Architecture, Embedded Software, Sales & Marketing, Product Management, Leadership Development, Talent Acquisition, Development & Transformation, HR operations, Education Sector etc. Team brings in an outstanding management proficiency & in-depth national & international experience. It spread across location in India, United States, Middle East, Asia and Oceania while its products are sold in 106 countries across world. And the headquarters are located in Bengaluru, Karnataka, India area served worldwide.

ACKNOWLEDGEMENT

The completion of Internship work brings with a sense of satisfaction, but it is never complete without thanking the persons responsible for its successful completion.

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SHUBHASHINI PAL (1KT17IS019)

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ABOUT THE ORGANIZATION

Himalaya Drug Company with its Technologies has developed a unique learning assessment methodology, custom designed for students based on pre-assessment results. This will include customized curriculum, assessment patterns & improvement enablement. This content will be delivered by Himalaya Drug Company professionals for interns.

- Himalaya Drug Company is an Indian Multinational company established by Mohammed Manal in 1930. Based in Bengaluru, Karnataka, India. Under present CEO Philipe Haydon.

- Vision: Bring wellness and joy to every home via herbal solutions based on science.

- Mission: Establish Himalaya as a science-based, problem-solving, head-to-heel brand, harnessed from nature's wealth and characterized by trust and healthy lives.

- They follow method of dedicated IT infrastructure and Security and Data Centre to support the business objectives and to meet current and anticipated future needs, at Himalaya Drug.

- Their products are Health Care, Herbal, Consumer goods, ayurvedic medicine, nutrition, Personal Care, Child Care under the name Himalaya Herbal Healthcare whose products include ayurvedic ingredients.

Himalaya Drug Company has plans for continued engagement with student community through various communication channels such as online chat, skype, WhatsApp, micro blogging, Microsoft teams, email communication etc. This will provide an opportunity for students to continue to do the assessments for industry readiness & also will help Himalaya Drug Company to continuously measure the effectiveness of the program delivered.

Himalaya Drug Company has highly experienced facilitators in various streams having track record of delivering quality programs for multiple Institutes & corporate houses. Himalaya Drug Company is roaring for the last ninety years.

Himalaya Drug Company firmly believes in diversity of skill levels & improvement needs. We design customized modules & delivery methods most suitable for a particular student community. This is in contrast to generic training programs which employ "One content fit all" approach. Our team has comprehensive understanding & assessment of current skill levels of the students at engineering colleges. This understanding has been derived from end-to-end experience of handling Campus Talent Acquisition & Development on real time basis for leading colleges &corporate houses.

CHAPTER 2

ABOUT THE DEPARTMENT

Himalaya Drug Company provided an internship in the department of SAS development division. The objective is the development of sales, products, retail and technology ensuring that the development of applications with the highest quality and profitable outcome for a wide business, worldwide.

- As mentioned earlier, dedicated IT infrastructure and Security and Data Centre to support the business objectives and to meet current and anticipated future needs everyday analysis is made through statistical analysis system.

- SAS Visual Analytics is an easy-to-use, web-based product that leverages SAS high-performance analytic technologies. SAS Visual Analytics empowers organizations to explore huge volumes of data very quickly to identify patterns, trends, and opportunities for further analysis.

- SAS Visual Analytics to explore and view data, interact with and create reports, and display reports using a native mobile app or on the web.

- Department explores data by using interactive visualizations such as charts, histograms, and tables. Report designers can easily point and click to query central sources of data.

- Report designers can add filters and design the layout using tables, graphs, and gauges.

2.1 SAS Application Development

SAS Visual Analytics is an easy-to-use, web-based product that leverages SAS high-performance analytic technologies. SAS Visual Analytics empowers organizations to explore huge volumes of data very quickly to identify patterns, trends, and opportunities for further analysis. SAS Visual Data Builder (the data builder) enables users to summarize data, join data, and enhance the predictive power of their data. Users can prepare data for exploration and mining quickly and easily.

The highly visual, drag-and-drop data interface of SAS Visual Analytics Explorer (the explorer), combined with the speed of the SAS LASR Analytic Server, accelerate analytic computations and enable organizations to derive value from massive amounts of data. This creates an unprecedented ability to solve difficult problems, improve business performance, predict future performance, and mitigate risk rapidly and confidently. SAS Visual Analytics Designer (the designer) enables users to quickly create reports or dashboards, which can be viewed on a mobile device or on the web. Starting in the 7.2 release, the explorer enables us to create, test, and compare models based on the patterns discovered during exploration of the data. The explorer enables us to explore, discover, and predict using our data. we can export the score code, before or after performing model comparison, for use with other SAS products and to put the model into production. SAS Visual Analytics empowers business users, business analysts, and IT administrators to accomplish tasks from an integrated suite of applications that are accessed from a home page. The central entry point for SAS Visual Analytics enables users to perform a wide variety of tasks such as preparing data sources, exploring data, designing reports, as well as analyzing and interpreting data. Most important, reports can be displayed on a mobile device or in the SAS Visual Analytics Viewer (the viewer).

2.2 Benefits of Using SAS Visual Analytics

Using SAS Visual Analytics, users can enhance the analytic power of their data, explore new data sources, investigate them, and create visualizations to uncover relevant patterns. Users can then easily share those visualizations in reports. In traditional reporting, the resulting output is well-defined up-front. That is, we know what we are looking at and what we need to convey. However, data discovery invites us to plumb the data, its characteristics, and its relationships. Then, when useful visualizations are created, we can incorporate those visualizations into reports that are available on a mobile device or in the viewer.

SAS Visual Analytics provides users with the following benefits:

- Enables users to apply the power of SAS analytics to massive amounts of data.
- Empowers users to visually explore data, based on any variety of measures, at amazingly fast speeds.

- Enables users to quickly create powerful statistical models if SAS Visual Statistics is licensed at our site.
- Enables users to quickly create reports or dashboards using standard tables, graphs, and gauges.
- Enables users to quickly create customized graphs.
- Enables users to share insights with anyone, anywhere, via the web or a mobile device.

2.3 Working of SAS Visual Analytics

We can use SAS Visual Analytics to explore and view data, interact with and create reports, and display reports using a native mobile app or on the web. we can explore our data by using interactive visualizations such as charts, histograms, and tables. Report designers can easily point and click to query central sources of data. we can add filters and design the layout using tables, graphs, and gauges. we can use drag and drop to create a well-formatted report. The following figure illustrates how the different pieces of SAS Visual Analytics work together. It shows how users interact with the different interfaces.
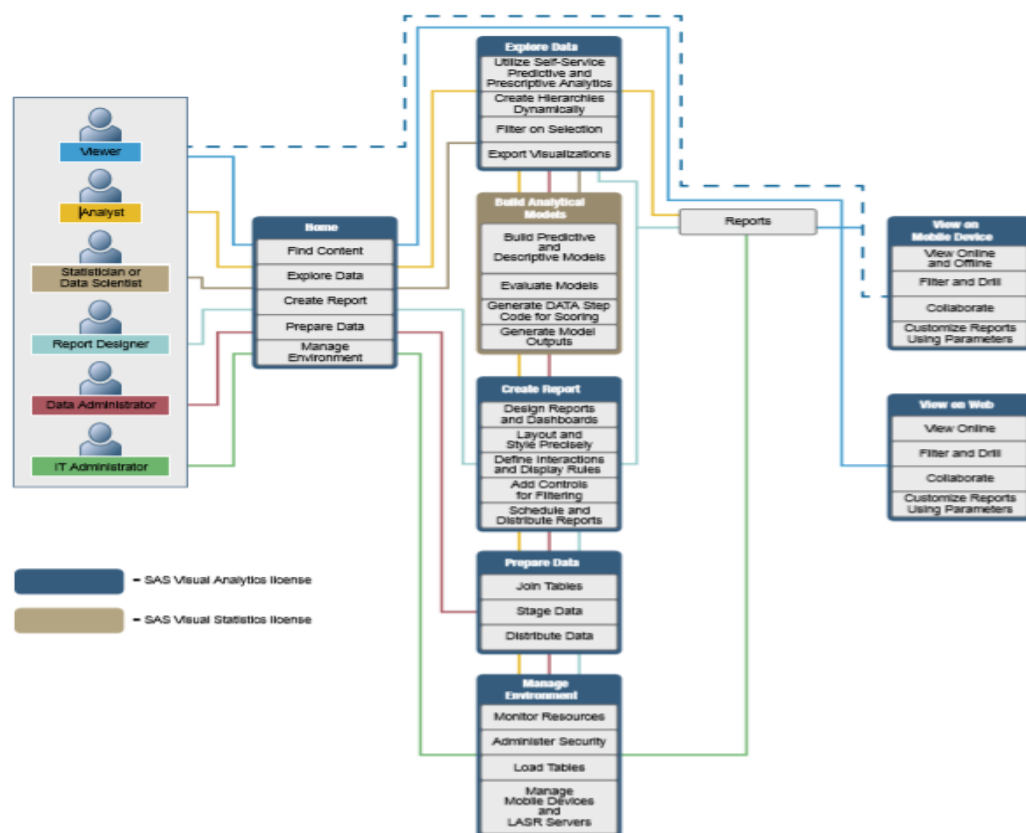
Fig: 2.1: Overview of SAS Visual Analytics

CHAPTER 3

INTERNSHIP OBJECTIVES

3.1 The Objectives:

- To gain profit - minimize cost.
- To increase sales.
- To better utilize the resources.
- To lessen price of raw material.
- To lessen production cost.
- To lessen transportation cost.

The purpose is to design a system using which one can perform all operations related to daily business alerts. In order to develop a profitable business, a number of Technologies must be studied and understood. These provides a single application for reporting, data exploration and analytics. Implementation technologies such as tools Visual analytics tools extract data from multiple data sources by using modern technologies which enable to explore information in a visual, interactive, and graphic manner. Such software helps to easily identify key trends and extract actionable business insights.

SAS Visual Analytics showing automated predictions on desktop monitor. Use machine learning and natural language explanations to find, visualize and narrate stories and make smarter, data-driven decisions – no programming required.

This is a project with the objective to develop a daily report for the transactions of sales and retails are provided with a portal and also to know about the technologies used to develop such an application. This document will discuss each of the underlying technologies to create and implement an e-portal.

CHAPTER 4

TASKS PERFORMED

4.1 List of Activities Performed

- Exploring and viewing the data in different ways.

- Use tools to derive insights from their data and create models and reports based on these insights.

- These reports are also visually rich and easy to interpret.

- Improved data exploration and data analysis, and minimized overall cost.

- Helped faster and better understanding of data for faster, better decision-making.

- Performed Visual discovery.

- Created Self-service analytics, Scalability and governance, All from a single, powerful in-memory environment.

- Created interactive dashboards, reports, business intelligence and analytics. Smart visualizations.

- Self-service data preparation.

- Created dashboards for multiple users.

- Created tickets for parameters and required fields.

- Created company required variables using SAS tool kit.

- Categorize the report, from varies raw data provided.

- Created graphs, organization name, project name, ticket id, ticket name, ticket status, ticket title, created by, created on, assigned to, assigned date.

- Worked with SAS geo graph.

CHAPTER 5

REFLECTION NOTES

I thoroughly enjoyed my internship this summer and now have very valuable experience under my belt. I know this will help when looking for jobs and needing references. I was dreading it in the beginning, but now I am so happy it was required. As much as the curriculum changes, I hope that class remains constant.

We all know that practical experience is the best, and internships give students that hands-on experience they need. I feel that quality internships are essential to develop key skills that we can't get in a classroom. Skills such as multitasking, communicating, learning to deal with diversity, and dealing with deadlines are different when we are working for someone else, not ourself like we do in college. Internships are also a great way to network with people in the industry. My boss and co-workers were great about giving me contacts and referring me to open positions in the industry.

I learned that customer service is hard. we cannot please everyone. There are people in this world who are simply difficult. I have learned that stressing over little things will not get me anywhere. I have learned to work well as a team and that without my counterparts the work would not get done. Another aspect that I learned throughout my internship is to never be afraid to ask lots of questions. By asking questions I gained knowledge.

I learned more than I ever expected. I felt in the beginning that I would really have a head start being that I am a senior and have taken all my classes already but I realized that I don't think any number of classes will ever prepare us for all the world has to offer. Don't get me wrong, I feel that Mr. Ravi. M., did a wonderful job teaching me but I feel that it is most valuable if combined with first hand work. I feel that during my time interning my most challenging part of my work was having to share my tasks and coordinate my work with others. I have always been kind of a perfectionist and liked to have things done my way so working with others and sharing duties was a slight change I must say. But eventually I learned it was ok and that two heads were better than one.

CHAPTER 6

CONCLUSION

Over past few years, the SAS visual analytics have evolved as boon for business analysis, every day with SAS Visual Analytics, the business analytics team no longer need to wait for end of the month to analyze the business performance and respective KPIs. Instead, executives have up-to-date visibility of latest insights based on refreshed data, which enables them to make nimble decisions swiftly and confidently. With a complex global distribution network coupled with high volumes of transactional data accumulating by the day, it was imminent to create a multi-level visibility across their facilities to empower analysts and managers for a data-driven decision making. SAS is web-based environment that supports several applications. It allows us to create beautiful, interactive dashboards or reports that are immediately available on the web or a mobile device. As a user i have applied the power of SAS analytics to massive amounts of data. and explored data visually at very high speeds. Used SAS to create powerful statistics models by using SAS visual statistics. It allows us to create visual reports and dashboards based on ordinary tables and graphs. The tool allows us to create customized graphs quickly. And it has the ability to connect with all third parties and merge their data in one system. It then analyses the structured information in a consistent and reliable manner. The software is widely used across the IT industry since it has a diverse set of analytics tools. It is a very intuitive software, especially when compared to similar tools in the market.

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