



## SHORT-TERMINTERNSHIP



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VISAKHAPATNAM**

## Acknowledgements

I would sincerely like to thank APSCH for providing me with this short-term immersion internship which helped me gain practical experience and knowledge on data analytics.

We would like to express our gratitude to the following individuals and organizations for their contributions to this study.

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Our Editors and reviewers, who helped refine our report and ensure its accuracy and clarity.



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**This page content gives an idea only, which topics have to write.**

## **1: EXECUTIVE SUMMARY**

The internship report shall have a brief executive summary. It shall include five or more Learning Objectives and Outcomes achieved, a brief description of the sector of business and intern organization and summary of all the activities done by the intern during the period.

## **2: OVERVIEW OF THE ORGANIZATION**

### **Suggestive contents**

- A Introduction of the Organization
- B Vision, Mission, and Values of the Organization
- C Policy of the Organization, in relation to the intern role
- D Organizational Structure
- E Roles and responsibilities of the employees in which the intern is placed.
- F Performance of the Organization in terms of turnover, profits, market reach and market value.
- G Future Plans of the Organization.

## **3: INTERNSHIP PART**

*Description of the Activities/Responsibilities in the Intern Organization during Internship, which shall include - details of working conditions, weekly work schedule, equipment used, and tasks performed. This part could end by reflecting on what kind of skills the intern acquired.*



## CHAPTER 1: EXECUTIVE SUMMARY

### Description of the project:

Smartbridge operates in the data analytics sector providing innovative solutions to enhance business intelligence. The organization leverages power with actionable insights, enabling data-driven decision making.

### Executive summary:

Economic conditions have a significant impact on corporate purchasing decisions, influencing the way companies approach procurement, supply chain management, and cost control.

1. Recession: Reduced demand, budget cuts, increased price sensitivity.
2. Inflation: Higher costs, reduced purchasing power and increased focus on cost control.
3. Growth: Increased demand, expanded budgets etc.
4. Globalization: Access to new markets, suppliers and customers with risks and opportunities.
5. Interest rates: Impact on borrowing costs, investment decisions and cash flow management.

## Chapter-2 : Overview of the Organization

Smart Bridge is a platform that offers virtual internship to the students. The platform's goal is to prepare students for the job market. By establishing a cooperative relationship between industry Academic. Smart Bridge partners with Companies such as google to offer virtual internships. The internships provide students with hands on experience with the latest technologies and enable project based learning. Smart Bridge's flagship Event is the "Summer Internship program".

The program develops students skills in

any Emerging technologies i.e

- 1) Artificial Intelligence
- 2) Machine learning
- 3) Internet of things

### Organization's Objectives

Smart Bridge's main objective is to bridge the existing gaps between prevailing industry Standards, and what the academic offers to the graduates while passing out of University. Smart Bridge offers suitable skill development and training to the young talent before embarking their first job.

These skill development programmes are designed considering the present in demand skills in the industry. we thereby work along the line to offer best programs that helps the students to gain practical knowledge and hands on training to learn skills of these future. Therefore the main objectives of Smart bridge is providing internship for every student promote industry approved professional Electives become a talent factors of India by 2026

## Chapter-3: Internship part

Description of the Activities / Responsibilities undertaken

- 1) Registering with apsche QNautinternship enrolling for the smart bridge's data analytics course ie live training sessions as per the pre-scheduled training calendar.
- 2) participating weekly quiz Completing weekly assignment with respect to data analytics
- 3) Gathering, cleaning analyzing the excel data sets of the project topic - "Analysis of election in India".
- 4) Gathering a team formation detection of project topic - "Analysis of election In India".
- 5) Attending project - Mentoring Sessions and designing and developing interactive dashboard Report on the project topic Using power BI
- 6) Web Integration of above project deliverables with team's web page Using visual studio Code, Drafting a project video demonstration and Preparation of final report



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**ACTIVITY LOG FOR THE FIRST WEEK**

<b>Day &amp; Date</b>	<b>Brief description of the daily activity</b>	<b>Learning Outcome</b>	<b>Person In-Charge Signature</b>
Day -1 03/07/24	Introduction of data analysis and interpreted data visualization.	Analysis of the topic	
Day - 2 04/07/24	Agenda and understanding consumers	clear view of business problem and its solution.	
Day - 3 05/07/24	Types of analytics, process and downloaded power BI	clear analysis on DA tools and process regarding it.	
Day - 4			
Day - 5			
Day -6			



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WEEKLY REPORT

WEEK - 1 (From Dt. 3/7/24. to Dt. 5/7/24....)

Objective of the Activity Done: Introduction to Data Analytics and Power BI

Detailed Report: In the first week, we are introduced to the fundamentals of data analytics, Emphasizing the role of data - driven decision - Making in Modern business. The session covered the basis of data Analysis, different types of data, and the importance of data visualization.

We also explored Power BI, Understanding its interface, features, and how it integrates with other Microsoft products. The week concluded with a hands - on session on loading and transforming data in power BI.



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### ACTIVITY LOG FOR THE SECOND WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In - Charge Signature
Day - 1 08/07/24	Features and components of power BI	clear view on every component required.	
Day - 2 09/07/24	Power BI in action and its architecture.	visible insights and sales format.	
Day - 3 10/07/24	Power query and transformation operations.	clarity about ETC tools.	
Day - 4 11/07/24	Tools present in Power BI desktop.	clear view on each and every tool present.	
Day - 5 12/07/24	Analyzing the data in different types.	learned about practicality on data usage.	
Day - 6			

**WEEKLY REPORT**  
WEEK-2 (From Dt. 8/7/24.....to Dt. 12/7/24.....)

**Objective of the Activity Done:** Data Transformation and Modeling

**Detailed Report:**

The second week focused on data transformation and modeling within Power BI. We learned how to clean, reshape, and prepare data using Power Query Editor. The training covered essential functions like filtering, Merging, and appending datasets. Additionally, we were introduced to data modeling concepts such as relationships, cardinality, and data hierarchies. The practical sessions helped reinforce these concepts by allowing us to create and manage data models effectively.

**ACTIVITY LOG FOR THE THIRD WEEK**

<b>Day &amp; Date</b>	<b>Brief description of the daily activity</b>	<b>Learning Outcome</b>	<b>PersonIn - Charge Signature</b>
Day - 1 15/07/24	Data collection and data cleaning	learned about the process in DA	
Day - 2 16/07/24	Differentiation between story board, dashboard and report	learned the differences about contents to represent.	
Day - 3 18/07/24	Data structuring and its usage with Power BI.	learned the usage of data structure.	
Day - 4 19/07/24	Revised on topics as far completed.	clear view with the usage of Power BI.	
Day - 5			
Day - 6			



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**WEEKLY REPORT**  
WEEK-3 (From Dt...15/7/24.....to Dt....19/7/24.....)

**Objective of the Activity Done:** Data visualization Techniques

**Detailed Report:** In the third week, the emphasis

was on data visualization techniques

Using Power BI. We explored various types of charts, graphs, and maps that can be created

in Power BI to visualize data insights.

The sessions included best practices for selecting the right visualizations based on the type of data

and the message we want to convey. We also learned about

customizing visual elements, using themes, and enhancing reports with interactive features like slicers and drill-throughs.

**ACTIVITY LOG FOR THE FOURTH WEEK**

<b>Day &amp; Date</b>	<b>Brief description of the daily activity</b>	<b>Learning Outcome</b>	<b>PersonIn- Charge Signature</b>
Day - 1 22/07/24	Researched the additional information	additional information about power BI.	
Day - 2 23/07/24	Revised about data collection and data cleaning.	Learned about starting process in DA.	
Day - 3 24/07/24	Revised about the data visualization.	Clear view on visualisation point or post.	
Day - 4 25/07/24	DAX and DAX functions	clear view on DAX functions.	
Day - 5 26/07/24	All the functions present in power BI.	Learned about the function to apply.	
Day - 6			



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**WEEKLY REPORT**  
WEEK-4 (From Dt....22/7/24..... To Dt....26/7/24.....)

**Objective of the Activity Done:**

Advanced Analytics and Dax

**Detailed Report:**

Week four delved into advanced analytics and Data Analysis Expressions (DAX) in power BI. we learned how to Create Calculated Columns, Measures, and Custom tables Using DAX. The training Covered Complex DAX functions such as time intelligence, filtering , and aggregation . we also Explored advanced analytical techniques like tyend analysis, foreCasting , and what - if scenarios. The week ended with Excercises to build dynamic reports using DAX - driven insights .

**ACTIVITY LOG FOR THE FIFTH WEEK**

<b>Day &amp; Date</b>	<b>Brief description of the daily activity</b>	<b>Learning Outcome</b>	<b>PersonIn - Charge Signature</b>
Day - 1 29/07/24	Explained more factors in DAX	Learned about expression and functions in DAX	
Day - 2 30/07/24	More about filter functions in DAX	Clear view on different views.	
Day - 3 31/07/24	Preparation for grand assessment	Prepared for test	
Day - 4 01/08/24	Preparation for grand assessment	Prepared for test	
Day - 5 02/08/24	Grand assessment test.	Gave the assessment.	
Day - 6			

**WEEKLY REPORT**  
**WEEK-5 (From Dt...29.7.24.... To Dt.....29.8.24.....)**

**Objective of the Activity Done:**

Power BI service and Collaboration

**Detailed Report:**

The fifth week covered the Power BI Service and its Collaboration features. We learned how to publish reports to the Power BI Service, share dashboards, and collaborate with team members in real-time. The sessions emphasized data security, row-level security (RLS), and managing workspaces. We also explored Power BI's integration with other Microsoft tools like Excel, Teams, and SharePoint, making it easier to collaborate and share insights across the organization.

**ACTIVITY LOG FOR THE SIXTH WEEK**

<b>Day &amp; Date</b>	<b>Brief description of the daily activity</b>	<b>Learning Outcome</b>	<b>PersonIn- Charge Signature</b>
Day - 1 05/08/24	Optimising Power AI report	clear view on optimization.	
Day - 2 06/08/24	Implementation of incremental data.	learned about DA with huge dataset.	
Day - 3 07/08/24	Application in business scales.	clear view on real-time application	
Day - 4 08/08/24	Application of techniques to size data models	learned about sizing data models.	
Day - 5 09/08/24	Learned about users information with reports.	clear view on report based data.	
Day - 6			

WEEKLY REPORT  
WEEK-6 (From Dt.....5/8/24..... to Dt.....9/8/24.....)

**Objective of the Activity Done:**

Applications

Best practices and industry

**Detailed Report:**

In the final week internship classes, we focused on best practices in data analytics and real-

world applications of power BI across various industries.

We discussed key strategies for optimizing data models, enhancing report performance, and maintaining data govern-

-ance.

The sessions also included case studies showcasing how companies use Power BI for business intelligence, sales analysis, financial reporting, and operational efficiency.

The week wrapped up with an overview of the upcoming project work.

**ACTIVITY LOG FOR THE SEVENTH WEEK**

<b>Day &amp; Date</b>	<b>Brief description of the daily activity</b>	<b>Learning Outcome</b>	<b>PersonIn - Charge Signature</b>
Day - 1 12/08/24	Formation of team	clear view on team.	
Day - 2 13/08/24	Project scope and objectives	clear view on project assigned.	
Day - 3 14/08/24	Aggregation of public contents reports.	Segregation of data analysis.	
Day - 4 15/08/24	Configured public references	Reviewed self on dataset.	
Day - 5 16/08/24	Feedback on accessibility with published reports.	Clear view on outcome of reports.	
Day - 6			



**WEEKLY REPORT**  
WEEK-7 (From Dt.....12/8/24..... to Dt.....16/8/24.....)

**Objective of the Activity Done:**

Data Analysis and Visualization

**Detailed Report:**

The seventh week marked the beginning of the project phase. We started by defining the project scope, objectives and deliverables. The project involved analyzing a dataset provided by Smart Internz, cleaning and transforming the data, and building a data model.

Our team focused on identifying key metrics, trends, and patterns that could drive business decisions.

The initial reports and dashboards were created to visualize these insights, using the skills and techniques learned over the past six weeks.



**WEEKLY REPORT**  
WEEK-7 (From Dt.....12/8/20..... to Dt.....16/8/20.....)

**Objective of the Activity Done:**

Data Analysis and visualization

**Detailed Report:**

The seventh week marked the beginning of the project phase. We started by defining the project scope, objectives and deliverables. The project involved analyzing a dataset provided by Smart Interiors, cleaning and transforming the data, and building a data model.

Our team focused on identifying key metrics, trends, and patterns that could drive business decisions.

The initial reports and dashboards were created to visualize these insights, using the skills and techniques learned over the past six weeks.



**ACTIVITY LOG FOR THE EIGHTH WEEK**

<b>Day &amp; Date</b>	<b>Brief description of the daily activity</b>	<b>Learning Outcome</b>	<b>PersonIn- Charge Signature</b>
Day - 1 19/08/24	Presenting actionable insights	clear view (or) pictorial representation	
Day - 2 20/08/24	Presenting the dashboards and reports	Representing the final output	
Day - 3 21/08/24	Collaborations, file uploading	Allocating work to all members in team	
Day - 4 22/08/24	Reviewing on dashboard, report	clear view on work done in DA	
Day - 5 23/08/24	Submission of project	submitted to the mentor	
Day - 6			

**Objective of the Activity Done:**

Finalization and presentation

**Detailed Report:**

In the final weeks, we completed the project by refining our reports and dashboards, ensuring they met the project requirements.

We focused on enhancing the visual appeal and usability of the dashboards by adding interactive elements and ensuring the data was accurately represented.

The week culminated with a presentation to the Smart Internz team, where we showcased our findings, explained the methodologies used, and demonstrated how the insights could be applied to solve real business problems.

The project was well received, marking a successful conclusion to the internship.

## CHAPTER 6: OUTCOMES DESCRIPTION

Describe the work environment you have experienced (in terms of people interactions, facilities available and maintenance, clarity of job roles, protocols, procedures, processes, discipline, time management, harmonious relationships, socialization, mutual support and teamwork, motivation, space and ventilation, etc.)

Outcome: Enhanced collaborative purchasing environment

Description: The work environment fosters a collaborative and data-driven approach to corporate purchasing decisions, enabling the team to effectively navigate economic conditions and drive business success.

Key Outcomes:

1. Improved communication: Clear and open communication among team members, stakeholders and suppliers ensures alignment and effective response to economic changes.
2. Increased efficiency: Streamlined processes, well-defined protocols, and disciplined time management enable the team to respond quickly to market shifts.
3. Enhanced collaboration: Harmonious relationships, mutual support, and teamwork facilitate cross-

functional cooperation, driving innovative solutions and better purchasing decisions.

4. Data-Driven Insights: Access to relevant data, analytics tools, and market research enables the team to make informed decisions, mitigating risks and capitalizing on opportunities.

5. Business Agility: The team's ability to adapt quickly to economic fluctuations ensure flexibility, quality, and reliability in response to changing economic conditions.

6. Process Innovation: Continuous improvement and innovation in purchasing processes and protocols ensure the team stays ahead of market trends and economic changes.

7. Stakeholder Satisfaction: Internal customers and external partners are satisfied with the team's performance, responsiveness, and value-added services.

Describe the real time technical skills you have acquired (in terms of the job-related skills and hands on experience)

I've acquired the following real-time technical skills relevant to the job-related skills and hands-on experience on impacts of economic conditions on corporate purchasing decisions:

Data Analysis and Interpretation:

1. Proficient in data analytics tools like Power BI, Tableau, Excel.
2. Experienced in data visualization, trend analysis and forecasting.
3. Skilled in statistical analysis, regression modeling and hypothesis testing.

Market Research and Intelligence:

1. Proficient in market research tools like IBIS World, Hoover's and Bloomberg.
2. Skilled in data mining, text analysis, and sentiment analysis.
3. Experienced in competitor analysis, market trend analysis and customer segmentation.

## Economic Modeling and Forecasting

1. Familiarity with economic modeling tools like Eviews, Stata and R.
  2. Knowledge of time series analysis, econometric modeling, and scenario planning
  3. Understanding of macroeconomic indicators, monetary policy and fiscal policy.
- ### Collaboration and Communication
1. Proficient in collaboration tools like slack, Microsoft teams, and Asana.
  2. Skilled in negotiation, conflict resolution, and team leadership.

## Hands-on Experience

1. Developed and implemented a predictive analytics model to forecast demand and optimize inventory levels.
2. Collaborated with cross-functional teams to develop and execute strategic sourcing initiatives.

**Describe the managerial skills you have acquired (in terms of planning, leadership, team work, behaviour, workmanship, productive use of time, weekly improvement in competencies, goal setting, decision making, performance analysis, etc.**

I've acquired the following managerial skills relevant to planning, leadership, teamwork, and other competencies on impacts of economic conditions on corporate purchasing decisions:

Planning:

1. Strategic planning: Developed skills to create comprehensive plans aligning with organizational goals.
2. Risk Management: Acquired skills to identify, assess, and mitigate risks associated with economic conditions.

Leadership:

1. Visionary leadership: Developed ability to inspire and guide teams towards a shared vision
2. Collaborative leadership: Learned to empower and involve team members in decision-making

## Productive Use of time:

1. Prioritization: Developed skills to prioritize tasks, focus on high-impact activities, and minimize distractions.
2. Delegation: Learned to delegate effectively, empower team members, and free up time for strategic activities.

## Weekly Improvement in competencies:

1. Reflective practice: Developed skills to prioritize tasks, focus on high-identifications of areas for improvement.
2. Feedback Seeking: Learned to seek constructive feedback, act on it and continuously improve.

## Performance Analysis:

1. Metrics development: Created relevant metrics to measure performance, progress and impact.
2. Data Analysis: Improved skills to collect, analyze, and interpret data for informed decision making.



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Describe how you could improve your communication skills (in terms of improvement in oral communication, written communication, conversational abilities, confidence levels while communicating, anxiety management, understanding others, getting understood by others, extempore speech, ability to articulate the key points, closing the conversation, maintaining niceties and protocols, greeting, thanking and appreciating others, etc.,)

To Improve My Communication skills related to impacts of economic Conditions on Corporate purchasing decisions , I would:

Oral Communications:

1. practice clear articulation , tone , and pace.
2. Engage in public speaking , presentations, and group discussions.

Written Communication:

1. Develop Concise , clear, and well-structured writing
2. Learn to write engaging reports , articles and emails.

Conversational Abilities:

1. Engage in active listening , ask questions, and clarify doubts.
2. practice Empathy , understanding , and acknowledging other's perspectives.

Confidence levels:

1. prepare thoroughly to feel Confident in My knowledge

2. focus on key messages and core ideas.

- Anxiety Management:

1. practice relaxation techniques, such as deep breathing, or meditation.
2. Reframe nervousness as excitement or enthusiasm.

Understanding Others:

1. Ask open-ended questions to encourage sharing.
2. paraphrase and summarize to ensure understanding.

Getting understood by others:

1. Use clear, simple language avoiding jargon.
2. provide concrete examples and anecdotes.

Extemporaneous speech

1. practice thinking on my feet through improvisation exercises.
2. stay up-to-date on current events and industry news.

Articulating key points:

1. Identify and prioritize main ideas.
2. Use clear and concise language.
3. Support with data, statistics, or expert opinions.

Describe how could you could enhance your abilities in group discussions, participation in teams, contribution as a team member, leading a team/activity.

Disregarding my current limitations, here's how I could enhance my abilities in group discussions, team participation, contribution, and leadership on impacts of economic conditions on corporate purchasing decisions.

#### Group Discussions:

1. Active listening: Improve my ability to attentively listen to others, ask clarifying questions, and paraphrase to ensure understanding.
2. Critical thinking: Develop my critical thinking skills to analyze complex economic concepts, identify patterns, and evaluate evidence.

#### Participation in teams:

1. Collaboration tools: Familiarize myself with collaboration software like Slack, Trello, & Asana to facilitate seamless team communication.
2. Role clarification: Ensure clear understanding of my role, responsibilities, and expectations within the team.

#### Contribution as a team Member:

1. Subject Matter Expertise:

Continuously update my knowledge on economic

trends, corporate purchasing decisions, and industry developments.

2. Creative problem-solving: Develop innovative solutions to complex problems by thinking outside the box.

Leading a team / Activity:

1. Leadership training: pursue leadership training to develop essential skills like Strategic planning, decision-making, and Conflict resolution.

2. Clear Goal Setting: Establish clear goals, objectives, and timelines for the team to ensure alignment and focus.

3. Empowerment: Empower team members to take ownership, make decisions, and develop their skills.

By enhancing these abilities, I could effectively contribute to and lead teams, driving informed corporate purchasing decisions that navigate economic conditions successfully.

Describe the technological developments you have observed and relevant to the subject area of training (focus on digital technologies relevant to your job role)

Five observed significant technological developments relevant to the subject area of training is impacts of economic conditions on corporate purchasing decisions, including:

Data Analytics tools: Advanced data analytics software, such as Power BI, Tableau, and Qlik View, enable data-driven purchasing decisions.

Artificial intelligence (AI): AI-powered tools, like IBM Watson and Google Cloud AI, enhance market research, supplier analysis, and demand forecasting.

Machine Learning (ML): ML algorithms improve predictive analytics, identifying patterns and trends in economic data.

Cloud Computing: cloud-based platforms, such as AWS and Microsoft Azure, facilitate collaboration, data storage, and scalability.

Digital procurement platforms:

E-Sourcing tools, like Coupa and Procurely, streamline purchasing processes and

enhance Supplier Management

Internet of Things (IoT): IoT sensors and devices optimize Supply chain Management, tracking inventory and shipping in real-time.

Blockchain Technology: Blockchain ensures secure, transparent, and tamper-proof transactions, enhancing trust in supplier relationships.

Virtual and Augmented Reality:

Immersive technologies facilitate interactive training, improving understanding of complex economic concepts.

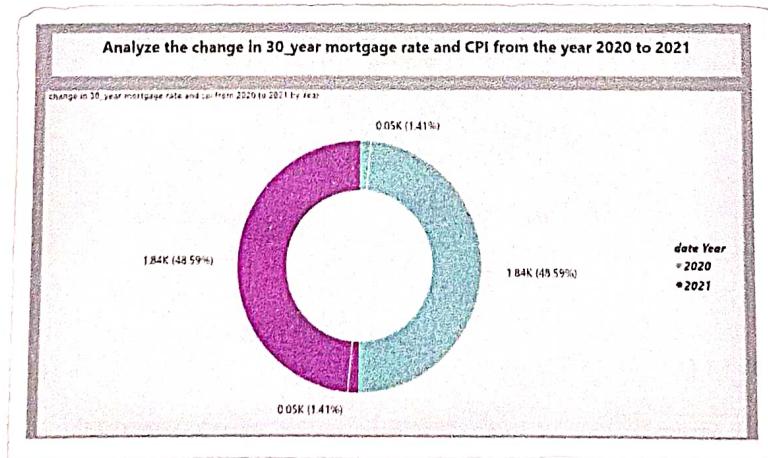
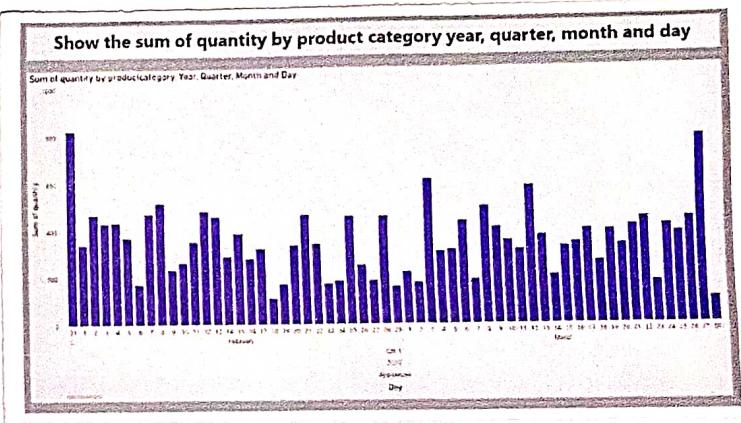
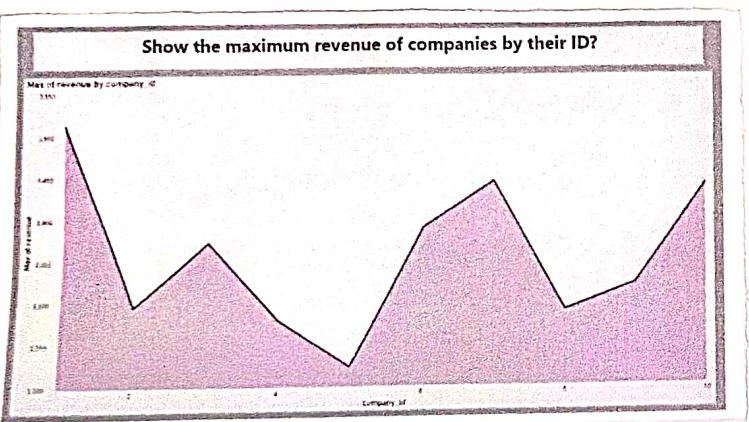
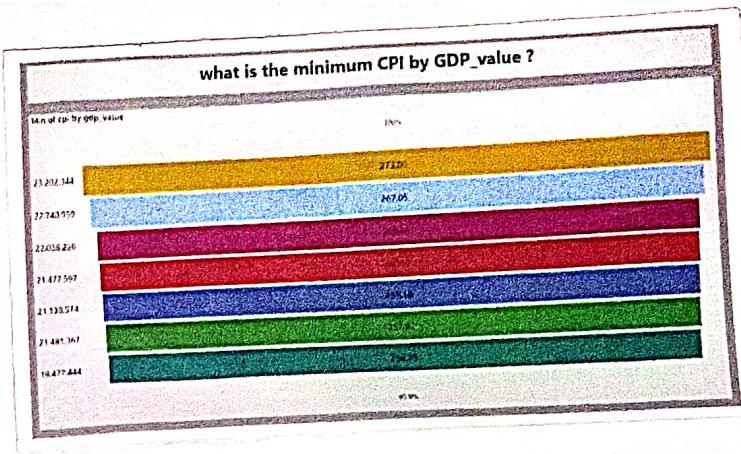
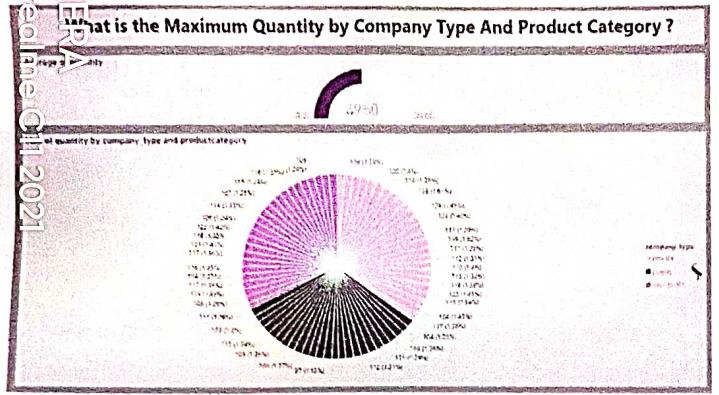
Online Learning platforms: Digital Learning Platforms, like LinkedIn Learning and Coursera, offer accessible training on economic trends and purchasing strategies.

Collaboration tools: Communication Software, such as Slack and Microsoft Teams, enable remote team work and information sharing.

**PHOTOS & VIDEO LINKS**

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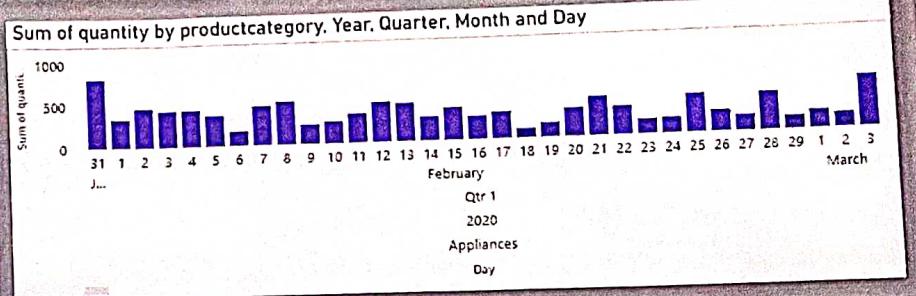
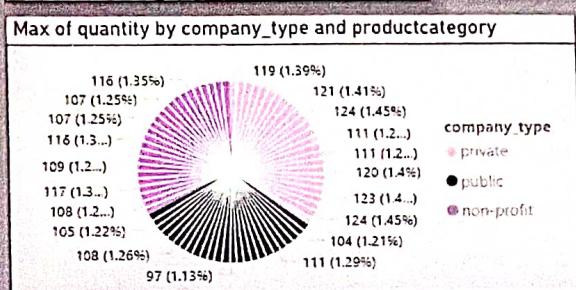
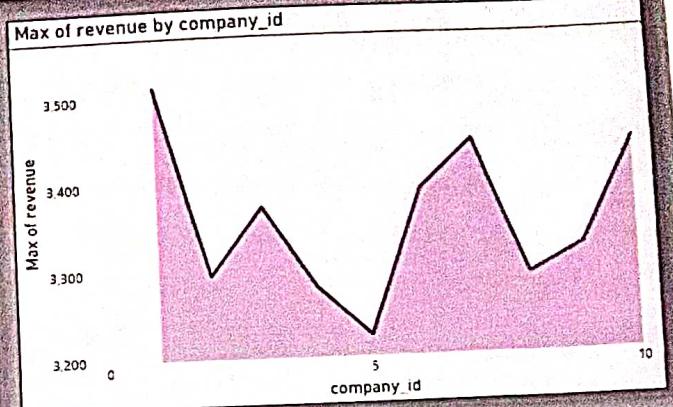
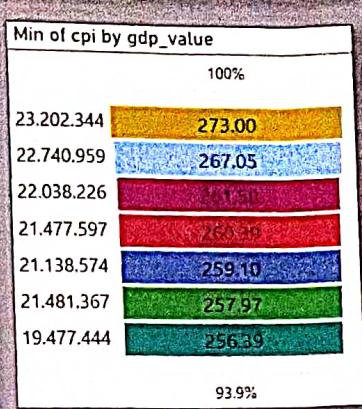
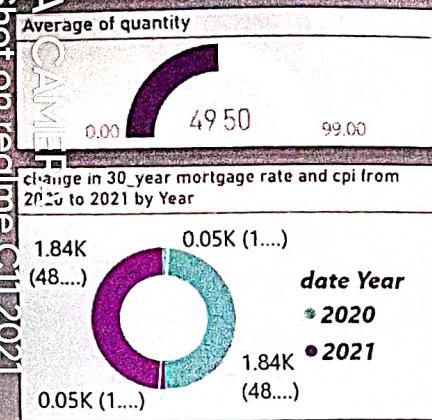
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## IMPACT OF ECONOMIC CONDITIONS ON COOPRETE PURCHASING DECISIONS...

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## ECONOMIC CONDITIONS ON CORPORATE PURCHASING DESCIONS

262.21

Average of cpi

7.59

Average of unemployment rate

2.98

Median of mortgage\_rate\_30y

Average of quantity



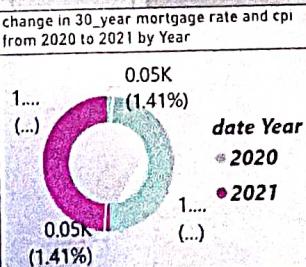
99.00

ECONOMIC CONDITIONS-are a critical factors that shapes corporate purchasing strategies, with companies adapting their decisions based on economic environment to financial stability

101-500	53.10
21.05	Sum of mortga...
996977	3.02,43,018.10
Sum of quantity	Sum of revenue
1-10	53.10
21.05	Sum of mortga...
1481836	4.48,75,627.19
Sum of quantity	Sum of revenue

### VISUALS:

DONUT CHART - It represents the change in 30\_year mortgage rate and cpi from the year 2020 to 2021.  
STACKED AREA CHART- it represents the maximum revenue by company ID



GDP value-measures the monetary value of final goods and services.

Max of revenue by company\_id

