

SUMMER INTERNSHIP PROGRAM

at

NoQs Digital

(Grow your business, Go Digital)

From 09/05/2024 to 07/08/2024

A REPORT BY

Vaishnavi Shrivastava

Master of Business Administration

Pharmaceutical Management

2023-25

under the Mentorship of

Dr. Sanjay Gupta





EXPERIENCE LETTER

07/08/24

Congrats!

This is to certify that **Miss Vaishnavi Shrivastava** has completed the internship program as a **Data Analyst Associate** at **NoQs Digital Pvt. Ltd.** from **09/05/24** to **07/08/24**.

During her internship program with us, we found her disciplined, hardworking and inquisitive. We would like to commend Vaishnavi for her dedication and contributions to our team during the internship.

We wish **Vaishnavi Shrivastava** all the best in her future endeavours!

Warm Regards,

ADIT AGARWAL

Founder & CEO
NoQs Digital
www.noqs.in

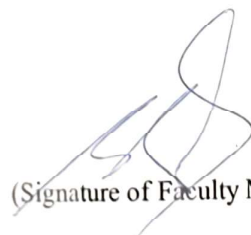


IIHMR University Faculty Mentor Approval

This is to certify that Ms. Vaishnavi Shrivastava of academic year 2023-25 of School of Pharmaceutical Management has prepared a poster with respect to her summer internship held during May-July 2023.

She has carried out work as per the guidelines. Her poster is approved for presentation.

Date:



(Signature of Faculty Mentor)

Name: Dr. Sanjay Gupta

Designation: Dean (IHMR)

Introduction

Digital Solutions for Small Enterprises and MSMEs :

- Founded by IIT Bombay alumnus, Mr Adit Agarwal.
- Expertise in SaaS solutions, Digital Media Platforms, D2C industry, and Digital marketing.
- Assists businesses in designing apps and websites to improve customer interaction.
- Develops 'Scan and Order/Pay' services and 'Online Order Portal' for takeaway orders.
- Provides app and web development-related projects, digital marketing solutions, analytics, and sales reports.
- Offers 0% commission and 24X7 online technical support.
- Has over 50,000+ happy customers and 140k+ orders since inception in 2020.
- Offers a challenging and dynamic environment for career growth and development.

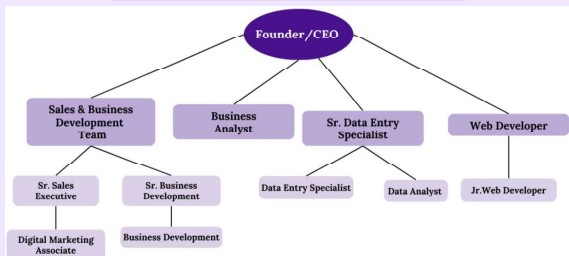
Vision & Mission

Our core values are as follows:

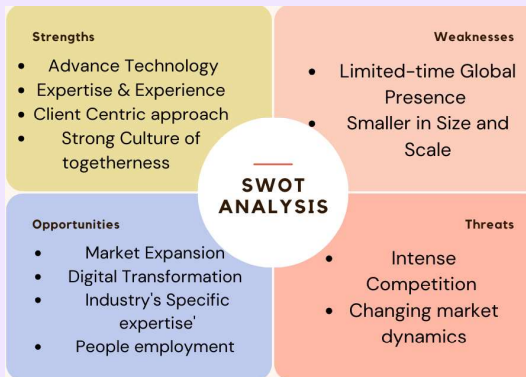
- We deliver solutions.
- We always aim higher.
- We are Heroes because we Care.

We aspire to grow with our customers and soar high together!

Organization Structure



SWOT Analysis of NoQs



Theoretical Understanding

- Detailed Understanding about the tools, Formulas and methodology.
- It helped me with the necessary knowledge and framework to analyses and propose solutions.

Practical Exposure

Problems and setbacks faced while implementing.

Helped me understand problems in grass root level and take corrective actions against them.

Suggestions

- Introduction of a basic training program.
- Creating a playful environment: As technology advances, new methods can be used to improve and speed up operations, encouraging experimentation and creative thinking.

Learning and Value Addition

Learning during Internship

- Power BI Dashboards.
- Worked on Google sheets, Excel, Google studio .
- Data Extraction and Cleaning Data Visualization.
- Appscript & Automation- Google Forms and Data entry.
- Presentations: Canva, Latex Live
- Attendance Tracking System
- Brainstorming session on Sentiment Analysis

Usefulness of Internship

- Industrial Exposure
- Learning & Skill development
- teamwork & Communication
- Research & Data Analysis
- Project Management

Challenges Faced During Internship

- Difficulty in Communication.
- Data Collection and analysis are exhaustive tasks.
- Improving accuracy took some time.
- Building connection and understanding colleagues in a common project.
- Network issue- Internet connectivity

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About Organization

Starting with a mission to help small enterprises and MSMEs take their businesses online, we have grown into a firm that provides unique and personalized digital solutions for a wide array of problems for our customers.

Founded by **IIT Bombay alumnus Mr Adit Agarwal**, who has years of experience in SaaS solutions, Digital Media Platforms, the D2C industry and Digital marketing.

Since 2020, we have also helped numerous businesses and enterprises achieve their targets by assisting them in designing their apps and websites to increase and improve their interaction with existing and prospective consumers.

We help businesses develop ‘Scan and Order/Pay’ services to improve their customer's in-shop experience and ‘Online Order Portal’ to help them tackle takeaway orders. Our services are not just restricted to setting up a digital store, but we also excel in various technologies to cater the app and web development-related projects, digital marketing solutions, analytics and sales reports to measure the success of digital marketing strategies deployed.

With 0% commission and 24X7 online technical support, we are the perfect partner for someone looking to expand their business. Since our inception in 2020, we now boast over 50,000+ happy customers and 140k+ orders.

Become a part of our success story and join our ambitious team where you can make an impact in a fast-growing industry. In return, we offer a challenging and dynamic environment where you can grow and develop your career with the right support, every step of the way.

Our core values are as follows:

- We deliver solutions.
- We always aim higher.
- We are Heroes because we Care.

We aspire to grow with our customers and soar high together!

Key Learnings

I have obtained practical expertise in a wide range of data analysis and automation duties as a committed and meticulous **Data Analyst Associate Intern** at **NoQs Digital**. I've been able to hone my skills in data extraction and cleansing, appscript automation, and building intelligent Power BI dashboards thanks to my role. I've also improved my abilities to create polished presentations with Canva, construct data models, and work with a variety of datasets.

Major Takeaways and Accomplishments:

Power BI Dashboards: For a variety of projects, I have created and maintained interactive Power BI dashboards that have aided in making data-driven decisions. My ability to represent difficult data in an understandable and useful style has improved because of this training.

Data Extraction and Cleaning: To guarantee accuracy and dependability, I extracted data from several sources using sophisticated techniques and thoroughly cleaned the data. I learned how important it is to maintain high standards of data integrity and quality via this procedure.

Appscript & Automation: By writing Appscript scripts to automate repetitive activities, our data workflows were much more efficient and required less manual labor. This example demonstrated how important automation is for optimizing operations.

Canva & Latex Presentations: I was able to successfully communicate data findings and recommendations to stakeholders by utilizing Canva to create visually appealing and professional presentations. I gained knowledge on how to adjust presentations for various audiences to have the biggest impact.

Google Sheets & Macros: I mastered the use of Google Sheets for data analysis and automation through macros, which allowed me to effectively automate repetitive processes and carry out intricate calculations.

Live Attendance Tracking System: Using dashboards and an online application for real-time monitoring, I created and automated a live attendance tracking system. This project demonstrated how automation can be used to improve organizational processes in real-world settings.

Sentiment Analysis: I was able to identify and illustrate trends in textual data by performing sentiment analysis on huge datasets. This encounter gave me understanding of the subtleties of natural language processing and its applications in business analytics.

Tools & Technologies:

- Power BI
- Data Extraction Tools- XPath Helper, Apollo plugins and Webharvy.
- Appscript
- Canva
- Google Sheets
- Macros
- AI Tools- Formmule, Autocrat

In conclusion:

This internship has given me a strong foundation in Automation, Presentation, and Data analysis. I've acquired a broad range of abilities that allow me to efficiently explain findings, automate procedures, and glean valuable insights from data. I can't wait to put these lessons into practice and add value and efficiency to the team while working on data-driven projects in a professional setting.

Weekly Report - 1

Name of the Organisation: **NoQs Digital**

Area/ Department/ Project of Summer Internship Program: **Consultancy – Data Analysis**

Name of the Student: **Vaishnavi Shrivastava**

Roll no: **0590**

Stream: **Pharmaceutical Management**

Week no: **01**

From: **13/05/2024 to 18/05/2024**

Activity Done	1. Training Videos- Dashboard making, Google Sheets, Excel, Google Studio 2. Dummy Dataset Creation 3. Taking Insights From the data 4. Training on tools to Analyse Data sets using functions, queries, and other UI based elements.
Linking theory (Classroom learning) with practice at your organisation	1. Yes, already worked with Datasets in Pharmacology and Marketing analytics class helped a lot.
Gaps identified on the working area.	1. As of Right Now, Unidentified.
Suggestions for improvement	1. No, Suggestion for improvement. As here my mentor Mr Adit is very much helpful and guiding me in this internship to do things with full focus, as its an online internship communication gaps would be seen in the duration of internship, he is giving full time and effort to solve my queries.
Plan for the next week	1. Case study has been given by the mentor, Will make Dashboard in Google sheets and PowerPoint presentation. Also, we must give a presentation in front of the mentor and explain the insights that we have taken. 2. We must create a dummy Dataset- Zomato, CoinDx, Ajio etc.

Weekly Report - 2

Name of the Organisation: **NoQs Digital**

Area/ Department/ Project of Summer Internship Program: **Consultancy** – Data Analysis

Name of the Student: **Vaishnavi Shrivastava**

Roll no: **0590**

Stream: **Pharmaceutical Management**

Week no: **02**

From: **20/05/2024 to 25/05/2024**

Activity Done	1. Dummy Dataset creation. 2. Presentation using PowerPoint, Canva & Latex 3. Dashboard in Google Sheets
Linking theory (Classroom learning) with practice at your organisation	1. Presentation Skills Helped a Lot.
Gaps identified on the working area.	1. As of Right Now, Unidentified.
Suggestions for improvement	1. No, Suggestion for improvement.
Plan for the next week	1. AI Task sheet is given to us -Use of Autocrat and Formmule, for automation. 2. New Dashboard creation

Weekly Report - 3

Name of the Organisation: **NoQs Digital**

Area/ Department/ Project of Summer Internship Program: **Consultancy** – Data Analysis

Name of the Student: **Vaishnavi Shrivastava**

Roll no: **0590**

Stream: **Pharmaceutical Management**

Week no: **03**

From: **27/05/2024 to 01/06/2024**

Activity Done	1. Completed AI task – learn Automation, how Formmule and Autocrat help in Connect the bridge and cancelling long process into short. 2. New Dashboard has been created, for new industry.
Linking theory (Classroom learning) with practice at your organisation	1. Presentation Skills Helped a Lot.
Gaps identified on the working area.	1. As of Right Now, Unidentified
Suggestions for improvement	1. No, Suggestion for improvement.
Plan for the next week	1. Have to work on new Task related to Automation, Use of Formmule in different scenarios. 2. Power BI introduction is there and use of Power BI and Visualization of datasets.

Weekly Report - 4

Name of the Organisation: **NoQs Digital**

Area/ Department/ Project of Summer Internship Program: **Consultancy – Data Analysis**

Name of the Student: **Vaishnavi Shrivastava**

Roll no: **0590**

Stream: **Pharmaceutical Management**

Week no: **04**

From: **03/06/2024 to 08/06/2024**

Activity Done	1. New Task related to Automation, Use of Formmule in different scenarios. 2. Power BI introduction and use of Power BI in Data Visualization. 3. Excel Formula for automation. 4. Learning Extraction, Data Cleaning, Formatting, Validation.
Linking theory (Classroom learning) with practice at your organisation	1. Presentation Skills Helped a Lot.
Gaps identified on the working area.	1. As of Right Now, Unidentified
Suggestions for improvement	1. No, Suggestion for improvement.
Plan for the next week	1. New AI Task has given, have to work on that with new method and techniques. 2. Excel formula use and learning. 3. Power BI task has been given- Financial Modelling (Related to the SIP and Co. has given a dummy data set will have to work on that in different aspects of it and find key insights out of it.)

Weekly Report - 5

Name of the Organisation: **NoQs Digital**

Area/ Department/ Project of Summer Internship Program: **Consultancy – Data Analysis**

Name of the Student: **Vaishnavi Shrivastava**

Roll no: **0590**

Stream: **Pharmaceutical Management**

Week no: **05**

From: **10/06/2024 to 15/06/2024**

Activity Done	1. New AI Task has given, have to worked on that with new method and techniques. 2. Excel formula use and learning. 3. Power BI task has been given- Financial Modelling (Related to the SIP and Co. has given a dummy data set of finance, will have to work on that in different aspects of it and find key insights out of it.) 4. Dashboard Automation 5. Use of extensions 6. Power BI, Power Query
Linking theory (Classroom learning) with practice at your organisation	1. Presentation Skills Helped a Lot.
Gaps identified on the working area.	1. As of Right Now, Unidentified
Suggestions for improvement	1. No, Suggestion for improvement.
Plan for the next week	1. Dashboard Presentation 2. New Learning Videos of Power BI 3. Presentation making 4. Analyse Data sets using functions, queries, and other UI based elements.

Weekly Report - 6

Name of the Organisation: **NoQs Digital**

Area/ Department/ Project of Summer Internship Program: **Consultancy** – Data Analysis

Name of the Student: **Vaishnavi Shrivastava**

Roll no: **0590**

Stream: **Pharmaceutical Management**

Week no: **06**

From: **17/06/2024 to 22/06/2024**

Activity Done	1. Dashboard Presentation 2. New Learning Videos of Power BI 3. Presentation making 4. Analyse Data sets using functions, queries, and other UI based elements.
Linking theory (Classroom learning) with practice at your organisation	1. Presentation Skills Helped a Lot. 2. Dataset study help a lot. 3. Analysis classes Specially Marketing Analytics and Pharmacology class.
Gaps identified on the working area.	1. As of Right Now, Unidentified
Suggestions for improvement	1. No, Suggestion for improvement.
Plan for the next week	1. New Dataset has given for analysis and visualization. a. Create a dummy dataset of Zomato Seller account. Columns should be like, Order ID, Customer name, Order items, etc. b. Make a dashboard in PowerBI to give insights to the restaurant owner regarding how restaurant is performing in terms of sales, revenues, total orders. Also add a AI based tips to increase the sales based on the data. Like if you increase the price of this item by 10%, expected revenue increase would be 15000/per month, etc

Weekly Report - 7

Name of the Organisation: **NoQs Digital**

Area/ Department/ Project of Summer Internship Program: **Consultancy – Data Analysis**

Name of the Student: **Vaishnavi Shrivastava**

Roll no: **0590**

Stream: **Pharmaceutical Management**

Week no: **07**

From: **24/06/2024 to 29/06/2024**

Activity Done	1. Created a dummy dataset of Zomato Seller account. 2. Gaps Identification 3. Power BI Dataset Study for visualization 4. Presentation with UI Based elements. 5. Use AI based tips to increase the sales based on the data.
Linking theory (Classroom learning) with practice at your organisation	1. Presentation Skills Helped a Lot. 2. Dataset study help a lot. 3. Analysis classes Specially Marketing Analytics and Pharmacology class.
Gaps identified on the working area.	1. As of Right Now, Unidentified
Suggestions for improvement	1. No, Suggestion for improvement.
Plan for the next week	1. Make a dashboard in PowerBI to give insights to the restaurant owner regarding how restaurant is performing in terms of sales, revenues, total orders. Also add an AI based tips to increase the sales based on the data. Like if you increase the price of this item by 10%, expected revenue increase would be 15000/per month, etc.

Weekly Report - 8

Name of the Organisation: **NoQs Digital**

Area/ Department/ Project of Summer Internship Program: **Consultancy – Data Analysis**

Name of the Student: **Vaishnavi Shrivastava**

Roll no: **0590**

Stream: **Pharmaceutical Management**

Week no: **08**

From: **01/07/2024 to 06/07/2024**

Activity Done	1. Created a dummy dataset of Zomato Seller account. 2. Gaps Identification 3. Power BI Dataset Study for visualization, Data Cleaning. 4. Presentation with UI Based elements. 5. Use AI based tips to increase the sales based on the data. 6. Made Power BI Seller Account Dashboard, presented in front of the mentor. 7. Made a presentation with Latex & canva, for better UI design.
Linking theory (Classroom learning) with practice at your organisation	1. Presentation Skills Helped a Lot. 2. Dataset study help a lot. 3. Analysis classes Specially Marketing Analytics and Pharmacology class.
Gaps identified on the working area.	1. As of Right Now, Unidentified
Suggestions for improvement	1. No, Suggestion for improvement.
Plan for the next week	1. Introduction to Appscript, New learning videos and use of Appscript

Weekly Report - 9

Name of the Organisation: **NoQs Digital**

Area/ Department/ Project of Summer Internship Program: **Consultancy – Data Analysis**

Name of the Student: **Vaishnavi Shrivastava**

Roll no: **0590**

Stream: **Pharmaceutical Management**

Week no: **09**

From: **08/07/2024 to 13/07/2024**

Activity Done	1. Introduction to Appscript, New learning videos and use of Appscript. 2. Automation. 3. Google Apps Script for Beginners: Start Automating Google Sheets 4. Create Import Range with Google Apps Script Code in Google Sheets
Linking theory (Classroom learning) with practice at your organisation	1. No
Gaps identified on the working area.	1. As of Right Now, Unidentified
Suggestions for improvement	1. No, Suggestion for improvement.
Plan for the next week	1. Excel Dynamic Search Box. 2. Create ENDLESS Dependent Drop-Down Lists in Google Sheets 3. Google Sheets Tables & Formulas 4. Google Sheet Multi-user Data Entry Dashboard 5. Macro in Google Sheets for doing repetitive calculations & tasks

Weekly Report - 10

Name of the Organisation: **NoQs Digital**

Area/ Department/ Project of Summer Internship Program: **Consultancy – Data Analysis**

Name of the Student: **Vaishnavi Shrivastava**

Roll no: **0590**

Stream: **Pharmaceutical Management**

Week no: **10**

From: **15/07/2024 to 20/07/2024**

Activity Done	1. Excel Dynamic Search Box. 2. Created ENDLESS Dependent Drop-Down Lists in Google Sheets 3. Use of Google Sheets Tables & Formulas 4. Created Google Sheet Multi-user Data Entry Dashboard 5. Used Macro in Google Sheets for doing repetitive calculations & tasks
Linking theory (Classroom learning) with practice at your organisation	1. No
Gaps identified on the working area.	1. As of Right Now, Unidentified
Suggestions for improvement	1. No, Suggestion for improvement.
Plan for the next week	1. Data Collection Task- Prepare 10 real datasets (of entries close to real world) of like Zomato, Uber, etc. At least 20-30 columns and 1000 rows- Use of Kaggle for data collection, after that cleaning and validation of the dataset and formatting it, using UI design's.

Weekly Report - 11

Name of the Organisation: **NoQs Digital**

Area/ Department/ Project of Summer Internship Program: **Consultancy – Data Analysis**

Name of the Student: **Vaishnavi Shrivastava**

Roll no: **0590**

Stream: **Pharmaceutical Management**

Week no: **11**

From: **22/07/2024 to 27/07/2024**

Activity Done	1. Data Collection Task- Prepare 10 real datasets (of entries close to real world) of like Zomato, Uber, etc. At least 20-30 columns and 1000 rows- Use of Kaggle for data collection, after that cleaning and validation of the dataset and formatting it, using UI designs. 2. Data Extraction Task- Extract a real dataset (containing at least 1 Social media handle, Email/Phone) from LinkedIn/Google using XPath Helper and Apollo plugins. 3. Brainstorming session on Sentiment Analysis.
Linking theory (Classroom learning) with practice at your organisation	1. No
Gaps identified on the working area.	1. As of Right Now, Unidentified
Suggestions for improvement	1. No, Suggestion for improvement.
Plan for the next week	1. Live attendance tracking system: Automation of Attendance via dashboard and webapp

Weekly Report - 12

Name of the Organisation: **NoQs Digital**

Area/ Department/ Project of Summer Internship Program: **Consultancy – Data Analysis**

Name of the Student: **Vaishnavi Shrivastava**

Roll no: **0590**

Stream: **Pharmaceutical Management**

Week no: **12**

From: **29/07/2024 to 03/08/2024**

Activity Done	1. Working on Live attendance tracking system: Automation of Attendance via dashboard and webapp. 2. YouTube Reference videos are there for learning and understanding the task and applying it in real time.
Linking theory (Classroom learning) with practice at your organisation	1. No
Gaps identified on the working area.	1. As of Right Now, Unidentified.
Suggestions for improvement	1. No, Suggestion for improvement.
Plan for the next week	1. Report completion for summer internship. 2. Key Takeaways, and that thank you note for the organization.

Compiled Report

Name of the Organisation: **NoQs Digital**

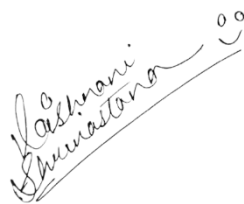
Area/ Department/ Project of Summer Internship Program: **Consultancy – Data Analysis**

Name of the Student: **Vaishnavi Shrivastava**

Roll no: **0590**

Stream: **Pharmaceutical Management**

Activity Done	1. Power BI Dashboards. 2. Worked on Google sheets, Excel, Google studio 3. Data Extraction and Cleaning 4. Data Visualization, Taking insights from the data. 5. Appscript & Automation- Google Forms and Data entry 6. Presentations: Canva, Latex 7. Live Attendance Tracking System 8. Brainstorming session on Sentiment Analysis
Linking theory (Classroom learning) with practice at your organisation	1. Presentation Skills 2. Dataset Study in Marketing Analytics and pharmacology lectures. 3. Teamwork, Collaboration 4. Guest lecture, who give the Real-time exp. Of what's happening in the industry.
Gaps identified on the working area.	1. Communication Gaps seems to there as it's an online internship, more things would be learned if it is offline. 2. Data Quality, it different working on Dummy data or a Real- time data.
Suggestions for improvement	1. Better Communication. 2. More things to be added in this tenure for getting more experience.



Signature of the Student

Approved by the IIHMR University's Mentor

SUMMER INTERNSHIP PROGRAM REPORT - Vaishnavi Shrivastava.docx

ORIGINALITY REPORT

3%	3%	0%	1%
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