

SUMMER INTERNSHIP PROGRAM

at

EmeRG, Bangalore

From 6th May 2024 to 5th July 2024

A REPORT BY

Shilpa Mitra

Master of Business Administration

(Hospital & Health Management)

2023-25

under the Mentorship of

Dr. Tripti Bisawa



HospeTrack Pvt. Ltd.

A subsidiary of EMERG MEDTECH,
MNR Pride, #14, Domlur Service Road,
Domlur Layout,
Bengaluru, KA, 560071, IN

www.emerg-inc.com



1266943 B.C. LTD. (EMERG MEDTECH)

5th July 2024

TO WHOSOEVER IT MAY CONCERN

This is to certify that **Ms. Shilpa Mitra** has successfully completed her summer internship with HospeTrack Pvt. Ltd (a subsidiary of EMERG MEDTECH) as a **Trainee Research Associate** from **06th May 2024 to 05th July 2024**.

Based out of our facility in Bangalore, she was extensively engaged in various healthcare research and analysis projects that involved (including but not limited to) –

1. Secondary research
2. Understanding healthcare structure in various countries
3. Database management in excel
4. Basics of power BI and data modelling
4. Analysis of data collated via secondary research

This is to further acknowledge that during her tenure with EMERG we found her hardworking, dedicated and sincere. We hereby certify her overall work as satisfactory, and we wish her the best of luck in her future endeavors.

This certificate is being issued to meet the internship requirements of the IIHMR University

Sincerely,
For HospeTrack Pvt. Ltd (Subsidiary of EMERG MEDTECH)

Tanuja Khanolkar
Director

For HOSPETRACK PRIVATE LIMITED

A handwritten signature in black ink, appearing to read "T. Khanolkar", written over a horizontal line.

Director

Agreed and accepted:

Signature (Shilpa Mitra)
Trainee Research Associate

IIHMR University Faculty Mentor Approval

This is to certify that Dr. Shilpa Mitra of the academic year 2023-25 of Institute of Health Management Research has prepared a poster concerning her summer internship held from May - June 2024.

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

Date: 22/07/2024

A handwritten signature in blue ink, appearing to be 'Dr. Tripti Bisawa', written over a horizontal line.

Name: Dr. TRIPTI BISAWA

Designation: PROFESSOR



SUMMER INTERNSHIP PROGRAM



HEALTH STRUCTURE ANALYSIS OF COUNTRY ABC

Shilpa Mitra
1829

MBA HHM
Batch 28

Faculty Mentor :
Dr. Tripti Bisawa

Industrial Mentor :
Evangeline Petricia

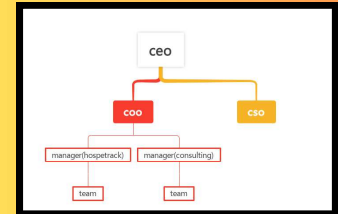
HISTORY

Founded in 2013, EMeRG addresses the med-tech innovation paradox, growing from a 2-member ethnographic team to a global advisory with footprints in Bangalore, Chicago, and Singapore, providing insights across 15 medical device categories in 48 markets.

VISION AND MISSION

EMeRG brings customer-centric innovation to med-tech, leveraging extensive industry experience and cultural sensitivity to enhance healthcare access in emerging markets. Its core values focus on receptivity, value creation, interconnectedness, and delivering wisdom through collaborative strategies.

ORGANISATIONAL STRUCTURE



BRIEF OF THE PROJECT

The summer internship project involved analyzing hospital structures and care areas in country ABC, focusing on medical devices. Tasks included translating and visualizing regional data, conducting an opportunity analysis for a specific medical device, and creating an Excel dashboard.

PROJECT EXECUTION

Hospital Structures Analysis:

- Represented hospital structures, differentiating by type and bed size

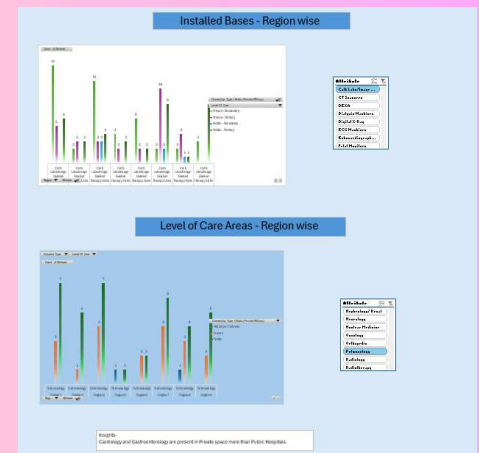
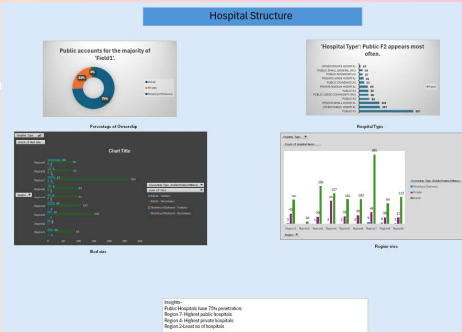
Regional Analysis:

- Performed a region-wise analysis of care areas and medical devices, using slicers and graphs to visualize the data.

Opportunity Analysis:

- Conducted an opportunity analysis between breast cancer and radiotherapy across different regions.

FINDINGS



SWOT ANALYSIS

Strengths	Weaknesses	Opportunities	Threats
- Global Presence: Footprint in Bangalore, Chicago, and Singapore with field presence in 48 emerging markets. - Customer-Centric Approach: Deep understanding of med-tech customers' needs through ethnographic studies and research. - Comprehensive Insights: Syndicated reports and white papers across 15 major medical device categories. - Innovation and Collaboration: Focus on addressing the innovation in isolation versus through collaborative efforts.	- Resource Constraints: As a relatively small team, EMeRG may face limitations in scaling operations rapidly. - Dependence on Key Markets: Heavy reliance on emerging markets, which may have varying levels of stability and regulatory environments.	- Market Expansion: Potential to expand into additional emerging markets and new medical device categories. - Technological Advancements: Leveraging new technologies to enhance research methodologies and customer insights. - Partnerships: Opportunities to form strategic partnerships with larger med-tech companies for broader market reach.	- Regulatory Changes: Navigating diverse and changing regulatory landscapes across multiple regions. - Competitive Pressure: Increasing competition from other med-tech research advisories and consulting firms. - Economic Instability: Potential economic fluctuations in emerging markets affecting business operations and growth.

PRACTICAL

Excel dashboard creation
Real-world data visualization
Regional healthcare opportunity analysis.

THEORETICAL

Data analysis techniques
Hospital structure categorization
Healthcare market dynamics.

LEARNINGS

The internship enhanced my data analysis and visualization skills, deepened my understanding of healthcare systems and regulations, and improved my problem-solving and teamwork abilities. I gained valuable market insights and technical proficiency in Excel, which will support my future career in healthcare or data analysis.

CHALLENGES

Challenges include adapting to rapidly changing healthcare regulations, managing large datasets, ensuring data accuracy, and balancing multiple tasks. Staying updated with industry trends and effectively communicating complex insights also demands continuous learning and strong problem-solving skills.

USEFULNESS

This experience is valuable for refining data analysis and visualization skills, understanding healthcare systems, and navigating regulations. It enhances problem-solving and teamwork abilities, supporting effective communication of complex insights and staying current with industry trends. These skills are crucial for success in healthcare or data-focused roles.

SUGGESTION

Provide resources and access to primary research tools, such as surveys, interviews, and focus groups, to validate data. Investing in data collection software and training employees on research methodologies will enhance the accuracy and reliability of your findings.

ANNEXURE E

Weekly Report

Name of the Organisation: EMerG, Bangalore

Area/ Department/ Project of Summer Internship Program: Research Associate

Name of the Student: Shilpa Mitra

Roll no: 1829

Stream: HM

Week no: 01

From: 06th May'24 to 10th May'24

Activity Done	Conducted secondary research on medical equipment installed in Thailand from 2022 to present, compiling a detailed inventory. Additionally, performed competitive intelligence on United Imaging Healthcare, analyzing their strategies and market positioning. Aiming to glean insights for strategic decision-making and gaining a competitive edge in the healthcare industry landscape.
Linking theory (Classroom learning) with practice at	This assignment assigned to us integrates classroom theory with practical application by employing research methodologies learned in class to analyze real-world data. It demonstrates the importance of understanding market dynamics, conducting competitive analysis, and utilizing secondary research to inform strategic decision-making, aligning theory with practical industry insights.
Gaps identified on the working area.	Identified challenges in data validation highlight the critical need for meticulous processes in research. Difficulties in recovering and validating data emphasize the importance of thoroughness and reliability in research practices, crucial for ensuring accuracy and integrity in decision-making across various industries.
Suggestions for improvement	Enhance data validation with standardized collection methods, improved documentation, and advanced tools. Implement clear protocols and regular quality checks to ensure accuracy and reliability for informed decision-making.
Plan for the next week	Focus on extensive research into United Imaging Healthcare, exploring their products, market presence, and competitive positioning. Simultaneously, investigate distributor channels for medical equipment, examining

	partnerships, distribution networks, and market reach across various regions of the world.
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Signature of the Student: Shilpa Mitra

Approved by the IIHMR University's Mentor

Weekly Report

Name of the Organisation: EMerG, Bangalore

Area/ Department/ Project of Summer Internship Program: Research Associate

Name of the Student: Shilpa Mitra

Roll no: 1829

Stream: HM

Week no: 02

From: 13th May'24 to 17th May'24

Activity Done	Completed a detailed inventory of hospital equipment and reviewed posters from a conference on medical equipment to enhance our understanding and management of medical resources.. Aiming to glean insights for strategic decision-making and gaining a competitive edge in the healthcare industry landscape.
Linking theory (Classroom learning) with practice at	This assignment assigned to us integrates classroom theory with practical application by employing research methodologies learned in class to analyze real-world data. It demonstrates the importance of understanding market dynamics, conducting competitive analysis, and utilizing secondary research to inform strategic decision-making, aligning theory with practical industry insights.
Gaps identified on the working area.	Identified challenges in data validation highlight the critical need for meticulous processes in research. Difficulties in recovering and validating data emphasize the importance of thoroughness and reliability in research practices, crucial for ensuring accuracy and integrity in decision-making across various industries.
Suggestions for improvement	Enhance data validation with standardized collection methods, improved documentation, and advanced tools. Implement clear protocols and regular quality checks to ensure accuracy and reliability for informed decision-making.

Plan for the next week	Review posters to understand the nuances and technology of various medical equipment, enhancing our knowledge and application in the hospital.
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Signature of the Student: Shilpa Mitra

Approved by the IIHMR University's Mentor

Weekly Report

Name of the Organisation: EMerG, Bangalore

Area/ Department/ Project of Summer Internship Program: Research Associate

Name of the Student: Shilpa Mitra

Roll no: 1829

Stream: HM

Week no: 03

From: 20th May'24 to 24th May'24

Activity Done	Same as week 2.
Linking theory (Classroom learning) with practice at	This assignment assigned to us integrates classroom theory with practical application by employing research methodologies learned in class to analyze real-world data. It demonstrates the importance of understanding market dynamics, conducting competitive analysis, and utilizing secondary research to inform strategic decision-making, aligning theory with practical industry insights.
Gaps identified on the working area.	Identified challenges in data validation highlight the critical need for meticulous processes in research. Difficulties in recovering and validating data emphasize the importance of thoroughness and reliability in research practices, crucial for ensuring accuracy and integrity in decision-making across various industries.
Suggestions for improvement	Enhance data validation with standardized collection methods, improved documentation, and advanced tools. Implement clear protocols and regular quality checks to ensure accuracy and reliability for informed decision-making.
Plan for the next week	To focus and research more on Medical Devices industry.

Signature of the Student: Shilpa Mitra

Approved by the IIHMR University's Mentor

Weekly Report

Name of the Organisation: EMerG, Bangalore

Area/ Department/ Project of Summer Internship Program: Research Associate

Name of the Student: Shilpa Mitra

Roll no: 1829

Stream: HM

Week no: 04

From: 27th May'24 to 31st May'24

Activity Done	Crafted medical device launch presentation & gleaned valuable launch strategies.
Linking theory (Classroom learning) with practice at	This assignment assigned to us integrates classroom theory with practical application by employing research methodologies learned in class to analyze real-world data. It demonstrates the importance of understanding market dynamics, conducting competitive analysis, and utilizing secondary research to inform strategic decision-making, aligning theory with practical industry insights.
Gaps identified on the working area.	Data corroboration
Suggestions for improvement	Cross-check data with diverse sources, assess quality, identify inconsistencies.
Plan for the next week	To focus and research more on Medical Devices industry.

Signature of the Student: Shilpa Mitra

Approved by the IIHMR University's Mentor

Weekly Report

Name of the Organisation: EMerG, Bangalore

Area/ Department/ Project of Summer Internship Program: Research Associate

Name of the Student: Shilpa Mitra

Roll no: 1829

Stream: HM

Week no: 05

From: 3rd June'24 to 7th June'24

Activity Done	Repeated the same work as week 4
Linking theory (Classroom learning) with practice at	This assignment assigned to us integrates classroom theory with practical application by employing research methodologies learned in class to analyze real-world data. It demonstrates the importance of understanding market dynamics, conducting competitive analysis, and utilizing secondary research to inform strategic decision-making, aligning theory with practical industry insights.
Gaps identified on the working area.	Data corroboration
Suggestions for improvement	Cross-check data with diverse sources, assess quality, identify inconsistencies.
Plan for the next week	Analyse the data of medical devices

Signature of the Student: Shilpa Mitra

Approved by the IIHMR University's Mentor

Weekly Report

Name of the Organisation: EMerG, Bangalore

Area/ Department/ Project of Summer Internship Program: Research Associate

Name of the Student: Shilpa Mitra

Roll no: 1829

Stream: HM

Week no: 06

From: 10th June'24 to 14th June'24

Activity Done	Working on data sets and excel sheets.
Linking theory (Classroom learning) with practice at	This assignment assigned to us integrates classroom theory with practical application by employing research methodologies learned in class to analyze real-world data. It demonstrates the importance of understanding market dynamics, conducting competitive analysis, and utilizing secondary research to inform strategic decision-making, aligning theory with practical industry insights.
Gaps identified on the working area.	Data corroboration
Suggestions for improvement	Cross-check data with diverse sources, assess quality, identify inconsistencies.
Plan for the next week	Same as this week

Signature of the Student: Shilpa Mitra

Approved by the IIHMR University's Mentor

Weekly Report

Name of the Organisation: EMerG, Bangalore

Area/ Department/ Project of Summer Internship Program: Research Associate

Name of the Student: Shilpa Mitra

Roll no: 1829

Stream: HM

Week no: 07

From: 17th June' 24 to 21st June'24

Activity Done	Compiled and analysed data sheets detailing the hospital structures of various countries.
Linking theory (Classroom learning) with practice at	Integrated classroom theory with practical analysis by compiling and evaluating hospital structure data from multiple countries.
Gaps identified on the working area.	The gap in this research is the lack of real-time data, regional differences in healthcare systems not accounted for, and potential inconsistencies in data reporting standards across different countries.
Suggestions for improvement	To improve, ensure the use of real-time data, account for regional differences in healthcare systems, and standardize data reporting across different countries.
Plan for the next week	Working on same data set

Signature of the Student: Shilpa Mitra

Approved by the IIHMR University's Mentor

Weekly Report

Name of the Organisation: EMerG, Bangalore

Area/ Department/ Project of Summer Internship Program: Research Associate

Name of the Student: Shilpa Mitra

Roll no: 1829

Stream: HM

Week no: 08

From: 24th June '24 to 28th June '24

Activity Done	Same work as Last week
Linking theory (Classroom learning) with practice at	Integrated classroom theory with practical analysis by compiling and evaluating hospital structure data from multiple countries.
Gaps identified on the working area.	The gap in this research is the lack of real-time data, regional differences in healthcare systems not accounted for, and potential inconsistencies in data reporting standards across different countries.
Suggestions for improvement	To improve, ensure the use of real-time data, account for regional differences in healthcare systems, and standardize data reporting across different countries.
Plan for the next week	Collating data on medical device Installation of 10 countries

Signature of the Student: Shilpa Mitra

Approved by the IIHMR University's Mentor

Weekly Report

Name of the Organisation: EMerG, Bangalore

Area/ Department/ Project of Summer Internship Program: Research Associate

Name of the Student: Shilpa Mitra

Roll no: 1829

Stream: HM

Week no: 09

From: 1st July '24 to 5th July '24

Activity Done	Developed an equipment portfolio for each care area by researching, analyzing, and cataloging medical devices, ensuring comprehensive coverage of diagnostic, therapeutic, and monitoring tools specific to each clinical specialty.
Linking theory (Classroom learning) with practice at	Integrated classroom theory with practical analysis by compiling and evaluating all medical devices under various departments.
Gaps identified on the working area.	Identified gaps include inconsistent data quality, lack of standardized evaluation criteria, insufficient stakeholder input, and difficulty in keeping the portfolio updated with rapidly evolving medical technology.
Suggestions for improvement	To improve, implementing standardized data collection protocols, establishing clear evaluation criteria, engaging stakeholders for input, and establishing a regular review process to update the equipment portfolio with the latest medical advancements.
Plan for the next week	

Signature of the Student: Shilpa Mitra

Approved by the IIHMR University's Mentor

Compiled Reporting Format

Name of the Organisation: EMeRG

Department of Summer Internship

Program: Research Associate

Name of the Student: Shilpa Mitra

Roll no: 1829

Stream: MBA-HM

Activity Done	During the initial phase of our internship, we immersed ourselves in the fundamentals of secondary research and the basics of medical devices within the healthcare industry. We employed various secondary research techniques to gather and analyze data from different countries, examining their health infrastructures and understanding how these systems differ globally. This approach provided us with a clear picture of the disparities in healthcare systems and the underlying factors that contribute to these differences. Using secondary research methods, we conducted a thorough market analysis of various medical devices. We reviewed existing studies, reports, and statistical data, gaining insights into the current market trends, demands, and gaps. This process enabled us to identify promising opportunities in the medical device sector. Our research spanned a wide array of devices, from diagnostic tools to therapeutic equipment, allowing us to grasp the diverse needs and preferences of different markets. We also considered regulatory environments, economic conditions, and healthcare policies, which play a significant role in the adoption and utilization of medical devices across different regions. By the end of this phase, we had developed a solid foundation in secondary research methodologies and garnered valuable insights into the global medical device market. In the second month, we shifted our focus to analyzing the collected data and creating dashboards for visual representation. We learned the basics of Power BI and data modeling, which helped us transform raw data into meaningful visual insights. Through hands-on training, we became proficient in using Power BI to build interactive dashboards that effectively showcased our research findings. Additionally, we explored Excel's capabilities as a powerful visualization tool, creating various charts and graphs to represent our data clearly and concisely. This training enhanced our ability to present complex information in an easily understandable format, crucial for making data-driven decisions. Apart from data visualization, we also worked on preparing presentations about emerging technologies in the medical device industry. We researched and identified the latest advancements, trends, and innovations shaping the future of healthcare, including technologies like artificial intelligence, machine learning, and telemedicine. We compiled our findings into comprehensive PowerPoint presentations, highlighting the potential impact of these technologies
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	on the healthcare industry. These presentations were designed to communicate our insights effectively to various stakeholders, including senior management and potential investors. Through this process, we honed our skills in creating visually appealing and informative slides that conveyed complex information succinctly. By the end of the second month, we had developed a strong foundation in data analysis and visualization using Power BI and Excel. We also gained a deeper understanding of the emerging technologies in the medical device industry and their potential implications. This experience equipped us with valuable skills in data presentation and strategic analysis, preparing us for future roles in the healthcare and technology sectors. Overall, the first two months of our internship were marked by significant learning and skill development. We not only acquired knowledge about secondary research and the global medical device market but also became adept at using advanced tools like Power BI and Excel for data visualization. Furthermore, our exploration of emerging technologies in healthcare provided us with a forward- looking perspective, essential for navigating the evolving landscape of the medical device industry. This comprehensive experience has laid a strong foundation for our continued growth and contribution to the field.
Linking theory (Classroom learning) with practice at your organisation	Classroom learning significantly enhanced our activities during the two-month internship. Our understanding of secondary research methodologies facilitated efficient data collection and analysis on global health infrastructure and market trends. Insights from courses on healthcare systems and policies enabled us to interpret disparities across countries. Market research and business analysis classes equipped us with tools to identify opportunities in the medical device sector, utilizing techniques like SWOT analysis. Training in data visualization tools, especially Excel, allowed us to create clear, effective visual representations, while familiarity with Power BI further enhanced our analytical capabilities. Knowledge of emerging healthcare technologies, gained from innovation courses, was invaluable for researching and presenting on AI, machine learning, and telemedicine. Additionally, communication skills honed through presentation and writing classes ensured our findings were effectively conveyed. Overall, the integration of theoretical knowledge from research methodologies, data analysis, market research, healthcare systems, data visualization, and communication skills enabled us to contribute meaningfully to our projects, providing a strong

	foundation for our work in the healthcare industry.
Gaps identified on the working area.	While conducting our internship work, several gaps were identified that could hinder effective research, data analysis, and presentation. Recognizing these gaps is crucial for improving processes and outcomes in similar future projects. Firstly, data availability and quality were significant issues. Inconsistent or incomplete data from different countries posed challenges in forming accurate comparisons and analyses. Some regions had robust health infrastructure data, while others lacked detailed or up-to-date information, leading to gaps in our understanding. This inconsistency made it difficult to draw definitive conclusions or identify clear trends across different markets. Another gap was the varying regulatory environments in different countries. The lack of a unified regulatory framework for medical devices meant that our research had to account for diverse and often complex regulations. This complexity made it challenging to compare market opportunities and understand the full potential of medical devices in different regions. Technical proficiency in data visualization tools, especially Power BI, was another area where gaps were evident. While basic training was provided, the limited time available meant that not all team members reached the same level of proficiency. This discrepancy impacted the quality and consistency of the dashboards created, highlighting the need for more comprehensive and ongoing training in these tools. Additionally, our analysis often revealed a gap in the understanding of local healthcare needs and preferences. While secondary research provided a broad overview, it sometimes lacked the depth required to fully grasp the nuances of specific markets. This limitation underscored the importance of complementing secondary research with primary research methods, such as interviews and surveys, to gain deeper insights into local contexts. The process of creating presentations on emerging technologies also highlighted a gap in keeping up with the rapid pace of technological advancements. The

	constantly evolving nature of the medical device industry meant that some of our information quickly became outdated. This highlighted the need for a more dynamic and continuous learning approach to stay abreast of the latest developments and trends. Another notable gap was in the integration of different types of data. Combining qualitative and quantitative data effectively proved challenging, as each type required different analysis methods and presentation styles. Bridging this gap would require developing better methodologies for integrating diverse data types into cohesive and comprehensive analyses. Furthermore, time management emerged as a significant challenge. Balancing the various tasks of data collection, analysis, visualization, and presentation creation within a limited timeframe often led to rushed outputs. This issue pointed to the need for better project management strategies and possibly more realistic time allocation for each task to ensure thorough and high-quality work. In conclusion, identifying these gaps is essential for refining future research and analysis processes. Addressing data availability and quality, regulatory complexities, technical proficiency, local market understanding, keeping pace with technological advancements, integrating diverse data types are all critical areas for improvement. By focusing on these areas, future projects can achieve more accurate, comprehensive, and impactful outcomes.
Suggestions for improvement	Improving the effectiveness and efficiency of our research and analysis processes involves addressing the gaps identified during our internship. Here are some suggestions for improvement: • Enhance Data Availability and Quality To tackle the inconsistency in data availability and quality, it is essential to: 1. Develop a Robust Data Collection Strategy: Create a standardized protocol for data collection that includes multiple reliable sources. This strategy should prioritize obtaining the most recent and comprehensive data available. 2. Engage with Local Experts: Collaborate with local healthcare professionals and organizations in different countries to obtain firsthand data and insights that are often unavailable in secondary sources. 3. Utilize Advanced Data Sources: Leverage big data analytics and international databases to fill in gaps where traditional data sources fall short. Subscribing to reputable health data platforms can provide more

	accurate and up-to-date information. • Simplify Regulatory Research To navigate the complex regulatory environments of different countries: 1. Create a Regulatory Database: Develop a comprehensive database that tracks regulations and compliance requirements for medical devices in various countries. This database should be regularly updated to reflect any changes. 2. Consult Regulatory Experts: Work with regulatory affairs specialists who can provide insights and clarity on the intricate details of different regulatory environments. 3. Standardize Regulatory Analysis: Establish a standardized framework for analyzing regulatory information to ensure consistency and thoroughness across different regions. • Improve Technical Proficiency To ensure all team members are proficient in data visualization tools like Power BI: 1. Provide Comprehensive Training: Implement an extensive training program covering all aspects of Power BI and Excel. This program should include practical exercises and real-world scenarios. 2. Continuous Learning Opportunities: Encourage team members to pursue advanced courses and certifications in data visualization and analysis. Providing access to online learning platforms can facilitate this. 3. Peer Learning Sessions: Organize regular peer learning sessions where team members can share tips, tricks, and best practices for using these tools effectively. • Deepen Understanding of Local Markets To gain a deeper understanding of local healthcare needs and preferences: 1. Conduct Primary Research: Supplement secondary research with primary research methods, such as surveys, interviews, and focus groups with local stakeholders. This approach can provide more nuanced insights into specific markets. 2. Local Partnerships: Form partnerships with local healthcare institutions and market research firms to gain access to localized data and insights. 3. Cultural Competence Training: Equip team
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	members with cultural competence training to better understand and interpret the local context and its impact on healthcare needs and preferences. • Stay Current with Technological Advancements To keep up with the rapid pace of technological advancements in the medical device industry: 1. Continuous Learning and Adaptation: Foster a culture of continuous learning where team members are encouraged to stay updated on the latest trends and advancements through industry publications, webinars, and conferences. 2. Dedicated Research Team: Establish a team dedicated to tracking and analyzing emerging technologies. This team can provide regular updates and forecasts on technological trends. 3. Technology Integration Workshops: Conduct workshops focused on how to integrate new technologies into existing healthcare systems and the potential impact on market dynamics. • Integrate Diverse Data Types To effectively combine qualitative and quantitative data: 1. Develop Integration Methodologies: Create standardized methodologies for integrating qualitative and quantitative data. This could involve developing specific analytical frameworks that accommodate both data types. 2. Use Mixed-Methods Research: Employ mixed-methods research approaches that systematically combine qualitative and quantitative data for comprehensive analysis. 3. Training in Qualitative Analysis: Provide team members with training in qualitative analysis techniques to enhance their ability to interpret and integrate qualitative data effectively. By implementing these suggestions, we can address the gaps identified during our internship and enhance the overall effectiveness of our research, analysis, and presentation processes. This will lead to more accurate, comprehensive, and impactful outcomes in future projects.
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Signature of the Student

Approved by the IIHMR University's Mentor

