

Name of organization: Grant Thornton Bharat LLP
Presented by: Smridhi Gupta
Stream : MBA Healthcare Analytics
Roll Number: 025
University Mentor : Dr. Sarthak Sen Gupta
Organization Mentor: Mr. Ankur Bharti

ORGANISATION PROFILE

The organisation has a history rooted in India's growth story, evolving from a small assurance and tax services firm to a leading professional services provider. The firm, now with over 10,000 people across 18 locations, has expanded its services to include advisory.

Grant Thornton provides healthcare consulting services in the following specialized areas:

- Public Health Transformational Consulting
- Digital Health Consulting

VISION

Grant Thornton Bharat's vision is to shape a vibrant and sustainable India by enabling businesses to thrive, governments to innovate, and communities to prosper.

MISSION

Their mission is to be a leading business advisor, helping clients unlock their potential for growth, providing impactful solutions, and fostering a people-centric culture.

ORGANISATIONAL STRUCTURE

Partner, Chairman

CEO, Market Ecosystems

Senior Partner, National Consulting , DGCs Segment

Partner,
National Transformation Consulting

Partner,
Social Transformation Consulting

Partner,
Public Health &Human Services OL

Executive Director

Trainees

Assistant Managers

Consultants

Executives

Directors

The organization follows a non-hierarchical structure, the above mentioned structure is for approval of deliverables and support through experience of seniors.

OBJECTIVES

- To design a multi-phased evaluation framework to ensure a structured Analysis.
- To conduct a structured assessment of proposals through the feasibility framework.
- To conduct a multi-dimensional evaluation of shortlisted ventures.

METHODOLOGY

- Project type: Feasibility Analysis
- Project Duration: The project covered data collected in phases in 10 months (August 2024 to June 2025)
- Data Set: 1113 entries
- Sampling Technique: Simple Random Sampling
- Data Collection Method:
Phase 1: Voluntary Entries
Phase 2: Questionnaire

WORKFLOW

Phase 1: Initial Screening

- Email Categorization
- Proposal Identification
- Proposal Screening

Phase 2: Detailed Evaluation

- Data Collection Via Questionnaire
- Objective-Based Scoring Method
- Fitment Mapping & Detailed Analysis

Final Touchdown

- Ensuring the proper identification of prime participants, through each check-point of the multi-phased feasibility framework.
- Preparing deliverables for client review.

FRAMEWORK USED

Extract information to map business readiness

Lock-in & obtain detailed inputs

Rank for fitment

H E A L E R

Highlight emails aligning with the objective

Assess for Deeper Review

Evaluate for strategic fit & objectivity

Phase I

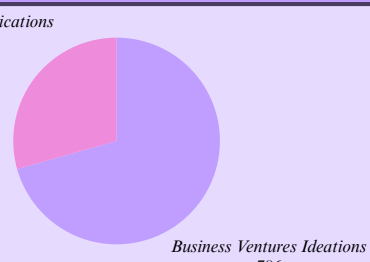
Phase 2

- E-Mail Categorization via Excel analysis
- Proposal Identification sieved through the framework
- Proposal Screening

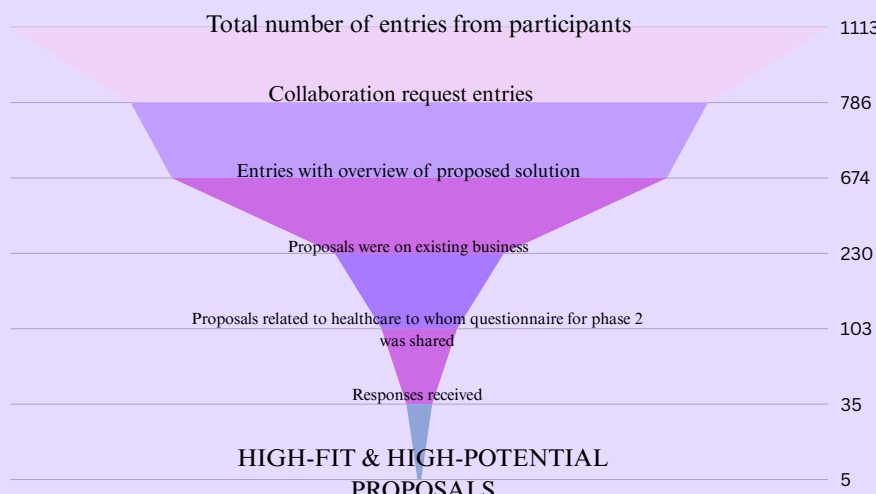
- Data collection via questionnaire
- Objective-based scoring method
- Fitment Mapping & detailed analysis

FINDINGS AND RESULTS

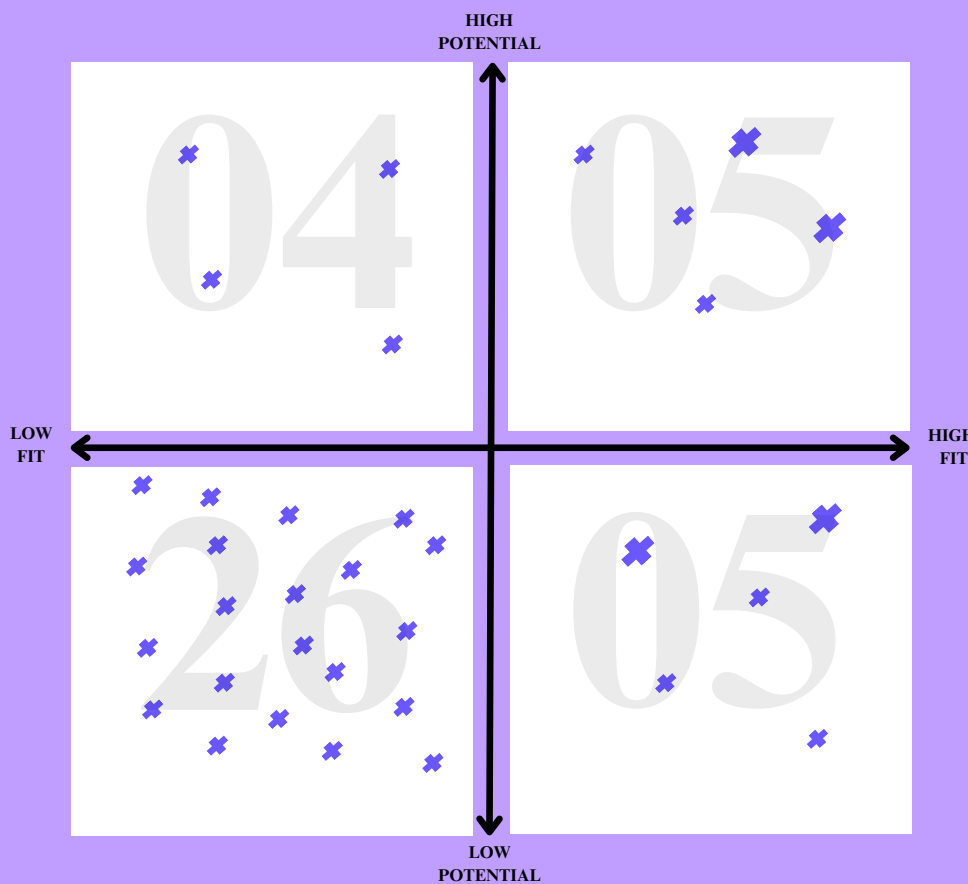
There was a total of 1113 entries from across the world, out of which 327 appeared to be random communication and 786 business ventures and ideas were fit for analysis.



PROPOSAL IDENTIFICATION - Funnel Chart



FITMENT-POTENTIAL MATRIX



Category	Number of Solutions	%	
High Fit-High Potential	5	13%	
High Fit-Low Potential	5	13%	
Low Fit-High Potential	4	10%	
Low Fit-Low Potential	26	65%	

THEORETICAL KNOWLEDGE

I learned about the foundation of Analytics and statistics, academic aspects of healthcare Performed group projects & learned the skills of teamwork & collaboration. Learned tools such as PowerBI, Tableau & Microsoft excel.

PRACTICAL KNOWLEDGE

Applied analytics to datasets, industry specific business development task, hands on primary & secondary research for clients. Created & conducted surveys & mapping exercises. Used data analysis to create presentations ,developed real-time deliverables.

TOWS ANALYSIS

INTERNAL FACTORS

EXTERNAL FACTORS	OPPORTUNITIES	STRENGTHS	WEAKNESSES
		- Using the multi-phased framework to develop dashboards, via analytical tools. - Usage of objective scoring to include the various aspects into proposal evaluation.	- Using the framework to address data privacy in the evaluation. - Implementation of objective methods to ensure minimized presence of biases.
EXTERNAL FACTORS	THREATS	- Improvement in the Phase 1 data collection by using AI or automated tools. - Incorporation of AI techniques for proposal filtering to reduce potential biases.	- Minimize imbalanced scoring by AI enhanced standardization. - Protecting data by avoiding excessive manual use or using tools which retain the data.

SWOT ANALYSIS

STRENGTH

- It has a Structured Multi-Phased design.
- Objective scoring makes it standardized hence ensures reliable outcomes.
- Both quantitative & qualitative data collection ensures improved robustness.

WEAKNESS

- It might have a potential selection bias in phase 1.
- Projects limited depth in initial screening.
- Manual evaluation in phase 2 may limit scalability.
- Questionnaire data quality might cause inaccuracy.

OPPORTUNITY

- Use of analytics tools for screening.
- Integration of various social metrics, increases knowledge.
- Various dashboards are created which helped increase proficiency.

THREAT

- Evaluation fatigue might happen by evaluators.
- Bias in objective scoring according to personal choice.
- Irregular data collection because of data privacy issues.

CHALLENGES FACED

- Fast paced work environment, with extended working hours.
- Getting relevant information for the poster and report due to confidentiality issues.
- The travel time added to the daily hours making it more extensive.

MAJOR LEARNINGS

Document Creation & Drafting

- Questionnaire development
- Context Document Building
- Tender Document Development
- Credential Review
- Thought Leadership Paper Writing / ToL Development

Team Collaboration & Meetings

- Discussion
- Meeting Updates
- Collaboration

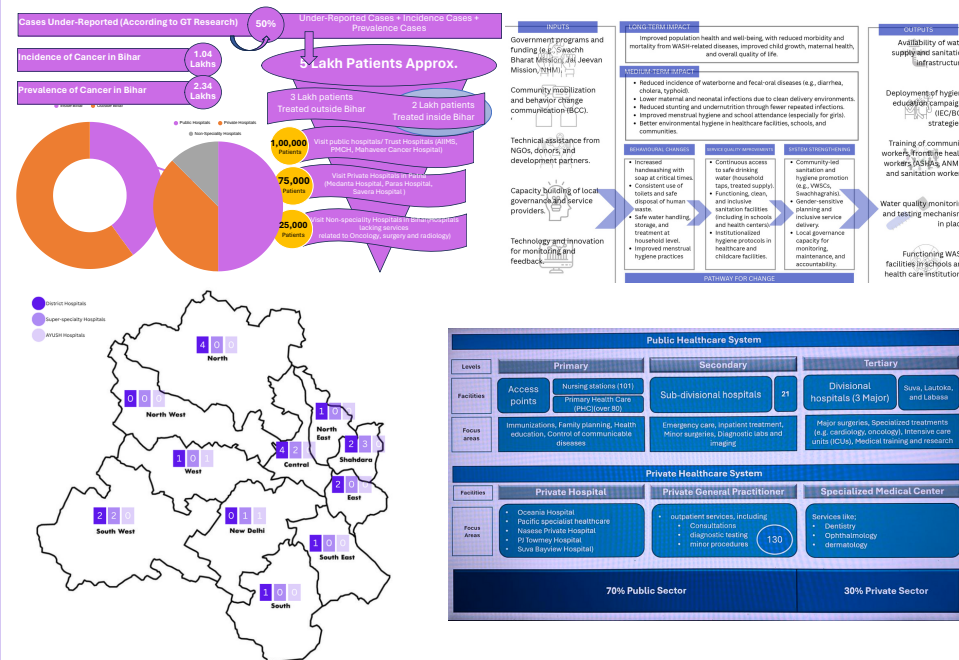
Analysis & Research

- CV Analysis
- Secondary Research / Secondary Analysis
- Literature Reviewing
- Competition Analysis
- Categorical Analysis
- Healthcare Event
- Data Benchmarking
- WASH-health Analysis

Area-specific healthcare market review of the following areas:

- El Salvador
- Fiji
- India (Various states)

VISUALISATIONS MADE DURING THE INTERNSHIP



SUGGESTIONS FOR THE ORGANISATION

- Structured internship programme can be carried out.
- Weekly mentoring sessions can help in tracking progress to track gaps.
- Better utilization of time, to have improved output about the various tasks.
- Work-Life balance can be maintained, and late night work calls and meetings can be avoided.

IMMERSION EXPERIENCES

