

**INTERNSHIP**

**At**

**Medanta Hospitals**

Submitted to



The IIHMR University, Jaipur

For the partial fulfillment for the award of the degree of

Master of Business Administration (MBA)

in

Healthcare Analytics

by

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# **Internship Report**

## **Introduction**

This internship report outlines the work undertaken during my internship at Medanta Labs from 15 March 2026 to 15 June 2026. The internship was conducted in the Sales Administration Department, where I worked on business performance analysis and healthcare analytics.

The primary objective of the internship was to develop a Business Intelligence dashboard using Microsoft Power BI for monitoring key business performance indicators. The dashboard was designed to provide insights into revenue achievement, target attainment, business contribution, client mix, test mix, laboratory performance, and operational trends.

The internship provided practical exposure to healthcare analytics, sales operations, data visualization, and business intelligence tools while contributing to data-driven decision-making within the organization.

## **Objectives**

The primary objective of this internship was to develop a Business Intelligence dashboard for business performance monitoring and revenue analysis at Medanta Labs.

The specific objectives were:

- To understand the business operations and sales administration processes of Medanta Labs.
- To collect, clean, and transform business data from multiple operational reports.
- To develop interactive dashboards using Microsoft Power BI for monitoring key performance indicators.
- To analyse revenue, target achievement, laboratory performance, business contribution, and client trends.
- To generate actionable insights to support data-driven decision-making and revenue optimization.
- To gain practical exposure to healthcare analytics, business intelligence tools, and performance management in the diagnostic services industry.

## **Organizational Profile**

Medanta Labs is one of India's leading diagnostic service providers, offering a wide range of pathology and laboratory testing services. The organization operates through an extensive network of laboratories, collection centres, and business partners across multiple states, providing accurate and timely diagnostic solutions to patients, healthcare providers, and corporate clients.

Medanta Labs focuses on delivering high-quality diagnostic services supported by advanced technology, standardized processes, and a patient-centric approach. The organization plays an important role in preventive healthcare, disease diagnosis, and clinical decision-making through its comprehensive diagnostic portfolio.

## **Vision**

To be the most trusted and preferred diagnostic service provider by delivering accurate, accessible, and innovative healthcare solutions.

## **Mission**

To provide high-quality diagnostic services through advanced technology, operational excellence, and a commitment to patient care while supporting better healthcare outcomes.

## **Services Provided by Organization**

Medanta Labs offers a comprehensive range of diagnostic and healthcare services, including:

- Routine Pathology Testing
- Specialized Diagnostic Services
- Preventive Health Check-up Packages
- Molecular and Genetic Testing
- Home Sample Collection Services
- Corporate Wellness and Preventive Healthcare Programs
- Laboratory Information and Reporting Services
- Diagnostic Support for Hospitals, Clinics, and Healthcare Providers

These services support early diagnosis, disease monitoring, preventive healthcare, and improved patient outcomes.

## **Activities undertaken**

- Understood the sales administration processes and business operations of Medanta Labs.
- Collected, cleaned, and validated business data from multiple operational reports.
- Performed data transformation and modelling using Microsoft Excel and Power BI.
- Developed a Business Intelligence dashboard for monitoring key business performance indicators.
- Created interactive visualizations for target achievement, revenue performance, business contribution, client mix, test mix, and laboratory performance.
- Designed and implemented DAX measures for KPI calculations and business analysis.
- Analysed revenue trends, client retention patterns, and laboratory-wise performance.
- Generated business insights and performance reports to support management decision-making.
- Participated in discussions with business stakeholders to understand reporting requirements and dashboard enhancements.

## **Key Learnings from Internship**

The internship provided valuable exposure to healthcare analytics, business intelligence, and sales operations within the diagnostic services industry. Key learnings from the internship include:

- Understanding the business processes and performance metrics used in diagnostic services.
- Gaining hands-on experience in data cleaning, transformation, and visualization using Microsoft Power BI.
- Learning data modelling techniques and DAX calculations for business analytics.
- Developing skills in dashboard design and KPI monitoring.
- Understanding revenue analysis, target tracking, client segmentation, and laboratory performance evaluation.
- Enhancing analytical, problem-solving, and stakeholder communication skills through real-world business projects.
- Appreciating the role of data-driven decision-making in improving operational efficiency and business performance.