

**INTERNSHIP AT
COCCOON HOSPITAL
JAIPUR, INDIA**

Internship Report 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

The internship program served as an important platform for gaining practical exposure to the healthcare industry and understanding the application of analytical concepts in a real-world setting. As part of the MBA (Healthcare Analytics) program at IIHMR University, Jaipur, I completed my internship at **Cocoon Hospital, Jaipur**, from February 2026 to June 2026 as a Data Analyst Intern.

Cocoon Hospital is a specialized maternity and women's healthcare institution focused on delivering quality, patient-centered care through evidence-based clinical practices. During my internship, I gained exposure to various aspects of hospital operations, healthcare analytics, and performance monitoring.

Apart from working on my dissertation project, I actively contributed to initiatives involving data analysis, business intelligence reporting, dashboard development, patient feedback analysis, and marketing activities. The internship enabled me to apply analytical concepts in a real-world healthcare setting while enhancing my technical, problem-solving, and professional skills. Overall, the experience provided valuable insights into hospital functioning and the importance of data-driven decision-making in healthcare organizations.

Objectives of Internship

The primary objectives of the internship were:

1. To gain practical exposure to healthcare analytics in a hospital setting.
2. To understand the operational workflow of a multi-specialty maternity hospital.
3. To apply analytical tools such as Excel, Power Query and Power BI, for healthcare data analysis.
4. To develop interactive dashboards for performance monitoring and decision-making.
5. To analyse patient behaviour, service utilization patterns, and hospital performance indicators.
6. To understand financial, operational, marketing, and human resource aspects of hospital management.

7. To enhance professional communication, teamwork, and problem-solving skills through cross-functional collaboration.
8. To contribute to organizational decision-making through data-driven insights and reporting.

Organizational Profile

Cocoon Hospital, Jaipur, is a leading women's healthcare and maternity hospital specializing in obstetrics, gynaecology, fertility care, neonatology, diagnostics, and preventive healthcare services. The hospital is known for providing comprehensive maternal and child healthcare services supported by experienced clinicians and modern medical infrastructure.

The organization focuses on delivering high-quality clinical care while maintaining patient satisfaction and operational efficiency. The hospital continuously utilizes healthcare data and technology to improve service quality, monitor performance, and support strategic decision-making.

During the internship, I observed how various departments such as Operations, Diagnostics, Finance, Human Resources, Marketing, and Clinical Services work together to ensure smooth hospital functioning and patient care delivery.

Services Provided by Organization

Cocoon Hospital provides a wide range of healthcare services, including:

Clinical Services

- Obstetrics and Gynaecology
- High-Risk Pregnancy Management
- Fertility and Reproductive Health Services
- Neonatal and Paediatric Care
- Preventive Women's Healthcare

Diagnostic Services

- Laboratory Investigations
- Ultrasonography (USG)

- Prenatal Screening
- Routine Diagnostic Testing

Inpatient and Outpatient Services

- Outpatient Department (OPD) Services
- Inpatient Care Services
- Maternity and Delivery Services
- Postnatal Care Services

Support Services

- Patient Registration and Billing
- Health Information Management
- Marketing and Patient Engagement
- Human Resource Management
- Financial Management and Reporting

The integration of these services enables the hospital to provide a seamless patient experience while ensuring operational efficiency and quality healthcare delivery.

Key Activities / Projects Undertaken Other Than Dissertation

During my internship, I was involved in several projects and operational activities beyond my dissertation work. These activities provided exposure to different functional areas of the hospital and helped me understand how data supports organizational decision-making.

1. Development of Power BI Dashboards

One of my major responsibilities was designing and developing interactive Power BI dashboards for various hospital departments. These dashboards were developed using Power BI, DAX, Power Query, and Excel-based datasets.

OPD Dashboard

I developed an OPD performance dashboard to monitor patient volumes, consultant performance, department-wise trends, and service utilization patterns. The dashboard enabled

management to track key operational metrics and identify opportunities for process improvement.

Digital Marketing Dashboard

I assisted in creating dashboards for marketing performance analysis. The dashboard helped evaluate campaign effectiveness, patient acquisition trends, lead conversion rates, and outreach performance. This provided the marketing team with valuable insights for planning future promotional activities.

HR Dashboard

I participated in creating HR dashboards for workforce-related monitoring and reporting. The dashboard included employee-related metrics, staffing information, and performance indicators, helping management track human resource data more efficiently.

The dashboard development process involved data extraction, cleaning, transformation, data modelling, DAX calculations, visualization design, and stakeholder feedback incorporation.

2. Patient Feedback and Net Promoter Score (NPS) Analysis

I analyzed patient feedback data and Net Promoter Score (NPS) responses to understand patient satisfaction levels and identify areas for service improvement.

Key activities included:

- Data cleaning and validation of feedback responses.
- Categorization of patient comments and suggestions.
- Calculation and interpretation of NPS scores.
- Identification of recurring patient concerns and positive experiences.
- Preparation of reports and presentations for management review.

This analysis helped the hospital understand patient expectations and improve service quality initiatives.

3. Analysis of OPD and Diagnostic Performance

Apart from my dissertation project, I performed routine analysis of OPD and diagnostic data to understand service utilization patterns.

The analysis focused on:

- Patient footfall trends.
- Diagnostic service utilization.
- Laboratory and ultrasound service performance.
- Consultant-wise service recommendation patterns.
- Operational performance indicators.
- The findings supported evidence-based decision-making and helped management monitor departmental performance more effectively.

4. Data Cleaning, Validation and Data Modelling

A significant portion of my internship involved preparing healthcare datasets for analysis and reporting.

The activities included:

- Identifying missing and duplicate records.
- Standardizing data formats.
- Data validation and quality checks.
- Data transformation using Power Query.
- Establishing relationships between multiple datasets.
- Developing analytical data models for dashboard reporting.

This experience enhanced my understanding of data governance, data quality management, and healthcare data analytics.

5. Report Preparation and Presentations

I regularly prepared reports, presentations, and analytical summaries for management and departmental stakeholders.

Responsibilities included:

- Preparing performance reports.

- Creating KPI summaries.
- Developing dashboard presentations.
- Presenting analytical findings to supervisors.
- Supporting data-driven discussions and decision-making processes.

These activities improved my professional communication, business reporting, and presentation skills.

6. Cross-Functional Exposure Across Departments

One of the most valuable aspects of my internship was the opportunity to work with multiple departments within the hospital.

Marketing Department

I collaborated closely with the marketing team to understand patient acquisition strategies, campaign planning, brand promotion, event management, and patient engagement initiatives.

I also assisted in organizing a four-day women's health awareness event conducted by the hospital. During the event, I actively participated in coordination activities and served as an anchor for several sessions. This experience strengthened my public speaking, event management, and stakeholder engagement skills.

Operations and Clinical Teams

Working with operational and clinical stakeholders enabled me to understand patient workflows, service delivery processes, diagnostic pathways, and performance monitoring practices within a hospital environment.

This cross-functional exposure provided a holistic understanding of healthcare management beyond analytics alone.

Key Learnings from Internship

The internship at Cocoon Hospital provided valuable practical learning experiences that complemented my academic knowledge.

Technical Learnings

- Advanced use of Power BI for dashboard development.

- Application of DAX functions and measures.
- Data cleaning and transformation using Power Query.
- Healthcare data modelling and reporting.
- KPI development and performance tracking.
- Data visualization best practices.

Analytical Learnings

- Healthcare data interpretation and trend analysis.
- Patient satisfaction measurement through NPS analysis.
- Operational performance assessment.
- Service utilization analysis.
- Evidence-based decision-making using data.

Management Learnings

- Understanding hospital operations and workflows.
- Exposure to healthcare marketing functions.
- Cross-functional collaboration and teamwork.
- Strategic use of analytics in healthcare management.
- Importance of data-driven decision-making in improving organizational performance.

Personal and Professional Development

- Improved communication and presentation skills.
- Enhanced problem-solving abilities.
- Experience working in a professional healthcare environment.
- Increased confidence in stakeholder interactions.
- Development of leadership and event management skills through participation in hospital events.

Conclusion

The internship at Cocoon Hospital, Jaipur, was a highly enriching learning experience that provided practical exposure to healthcare analytics, business intelligence, hospital operations, marketing, finance, and patient engagement activities. Through dashboard development, data analysis, reporting, and cross-functional collaborations, I was able to apply classroom concepts to real-world healthcare challenges.

The internship strengthened my technical and analytical capabilities while providing a deeper understanding of how healthcare organizations utilize data to improve operational efficiency, patient satisfaction, and strategic decision-making. The experience has significantly contributed to my professional growth and prepared me for future roles in healthcare analytics and health technology domains.