internStudio

BUSINESS ANALYTICS INTERNSHIP

TASK GUIDE

Turn business data into decisions.
Metrics, dashboards and strategy.

SIX ANALYTICS PROJECTS — CHOOSE ANY TWO

01 **Market Entry Feasibility Analysis**

02 **Sales Performance & Territory Optimization**

03 **Customer Segmentation & Targeting Strategy**

04 **Operational Efficiency & Process Improvement Analysis**

05 **Pricing Strategy & Profitability Analysis**

06 **Competitive Benchmarking & Strategic Positioning**

INTERNSHIP	REQUIRED TASKS	FOCUS
Business Analytics	Complete any 2 projects	Business Strategy · Metrics Design · Dashboards · Financial Analysis

INTERNSHIP INSTRUCTIONS

Your Internship Tasks

Select and complete **any 2 projects** from the task list. The objective is a strategic business recommendation grounded in data — not a spreadsheet of numbers with no conclusion.

Frame	Collect	Analyze	Model	Recommend	Present

EVERY PROJECT SHOULD INCLUDE

- [ ] A clearly framed business question
- [ ] Real or realistic business data as the basis for analysis
- [ ] A structured analytical approach (not ad hoc number-crunching)
- [ ] Quantified financial or operational impact where possible
- [ ] Consideration of risks and alternative explanations
- [ ] Clear, executive-ready visualizations
- [ ] A specific, actionable recommendation
- [ ] Assumptions stated explicitly

BEFORE YOU SUBMIT

- [ ] Complete any 2 projects from the list
- [ ] Publish the analysis (Excel/Sheets, Power BI, or a report)
- [ ] Include the underlying data or a clear data description
- [ ] Document your assumptions and methodology
- [ ] Include an executive summary
- [ ] Submit details via the submission form
- [ ] Share your work on LinkedIn as required

> **Suggested tools:** Excel / Google Sheets · Power BI or Tableau · SQL for data extraction. Optional: Python/Pandas for heavier analysis.

Submit your completed work here

Once both projects are analyzed and documented with a clear recommendation, submit your project details through the official submission form.

https://forms.gle/vxL5JE8cvRXXfDBv8

> **A note on quality.** A dashboard with no recommendation is a reporting exercise, not analytics. Every project should end with a specific, defensible "here's what the business should do."

01 Market Entry Feasibility Analysis

Analyze whether a company should enter a new market or region, backed by real market and financial data.

REQUIREMENTS

- Market sizing (TAM/SAM/SOM) with real or realistic data
- Cost structure and investment requirement estimation
- Risk factors specific to the market
- A clear go/no-go recommendation
- Competitive landscape analysis
- Break-even and ROI projection
- Sensitivity analysis on key assumptions
- Executive summary suitable for leadership

Focus: Market sizing, financial feasibility modeling and a defensible entry recommendation.

02 Sales Performance & Territory Optimization

Analyze sales performance data to identify underperforming territories and recommend reallocation.

REQUIREMENTS

- Sales data cleaned and structured by territory/rep
- Identification of root causes for underperformance
- A territory-reallocation or resourcing recommendation
- Visualization of performance trends
- Performance benchmarking across territories
- Quota vs. actual variance analysis
- Quantified expected impact of the recommendation
- Executive summary with clear next steps

Focus: Performance benchmarking, root-cause analysis and a quantified reallocation recommendation.

03 Customer Segmentation & Targeting Strategy

Segment customers (e.g. via RFM analysis) and recommend a targeted strategy per segment.

REQUIREMENTS

- Customer data cleaned and prepared
- Clear profile and characteristics per segment
- A distinct strategy recommendation per segment
- Visualization of segment sizes and value
- A defensible segmentation method (RFM or similar)
- Revenue/value contribution per segment
- Expected impact of the targeted strategy
- Executive summary of the segmentation approach

Focus: Customer segmentation methodology and segment-specific strategic recommendations.

04 Operational Efficiency & Process Improvement Analysis

Analyze a real business process to identify inefficiencies and recommend concrete improvements.

REQUIREMENTS

- Process mapping of the current state
- Quantified cost or time impact of each bottleneck
- A prioritized set of improvement recommendations
- Consideration of implementation risk/cost
- Data-backed identification of bottlenecks
- Root-cause analysis, not just symptom description
- Estimated impact of the proposed changes
- Executive summary of findings and next steps

Focus: Process analysis, bottleneck quantification and prioritized operational recommendations.

05 Pricing Strategy & Profitability Analysis

Analyze current pricing against cost structure, competitor pricing and demand to recommend a pricing strategy.

REQUIREMENTS

- Cost structure analysis by product/service
- Price elasticity or demand sensitivity analysis
- At least two alternative pricing scenarios modeled
- Risk considerations for each scenario
- Competitor pricing benchmarking
- Profitability analysis at current price points
- Projected revenue/margin impact per scenario
- A clear pricing recommendation with rationale

Focus: Pricing and margin modeling, scenario analysis and a defensible pricing recommendation.

06 Competitive Benchmarking & Strategic Positioning

Benchmark a company against key competitors across meaningful dimensions and recommend a positioning strategy.

REQUIREMENTS

- Selection of genuinely comparable competitors
- Identification of the company's real competitive gaps
- A SWOT or equivalent structured analysis
- Quantified rationale where data supports it
- Benchmarking across financial and operational metrics
- Identification of genuine competitive advantages
- A specific positioning recommendation
- Executive summary suitable for leadership

Focus: Structured competitive benchmarking and a data-grounded positioning recommendation.

FINAL STEP

Ready to Submit?

Verify everything below before you send your work in.

SUBMISSION

- [ ] Analysis document / dashboard published
- [ ] Data or data description included
- [ ] Methodology documented
- [ ] Submission form completed
- [ ] LinkedIn post where required

COMMUNICATION

- [ ] Visualizations are executive-ready
- [ ] Executive summary included
- [ ] Recommendation is specific and actionable

FRAMING

- [ ] Business question clearly stated
- [ ] Data source described and appropriate
- [ ] Assumptions stated explicitly

ANALYSIS

- [ ] Structured analytical approach used
- [ ] Financial/operational impact quantified
- [ ] Risks and alternatives considered

Important. Complete any 2 projects. Each should end in a specific business recommendation you can defend, not just a set of charts.

Submission Form

Submit your analysis, dashboard and executive summary here.

https://forms.gle/vxL5JE8cvRXXfDBv8

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www.internstudio.in

team.internstudio@gmail.com