



A PROJECT REPORT
on the Topic
“Market Analysis and Sales Development”
At
Introtalent Pvt. Ltd.

By
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USN: ICR18MBA40
MBA 4th Semester

Submitted to VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELAGAVI
in partial fulfillment of the requirements for the award of the degree of
MASTER OF BUSINESS ADMINISTRATION

Under the Guidance of

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Associate Professor

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CERTIFICATE

This is to certify that **Mr. Sahil Khan** bearing USN **ICR18MBA40** is a bonafide student of Master of Business Administration Programme of the Institute (2018-20 Batch), affiliated to Visvesvaraya Technological University, Belagavi. Project report on **“MARKETING ANALYSIS AND SALES DEVELOPMENT (INTROTALIENT PRIVATE LIMITED)”** is prepared by him under the guidance of **Mrs. Kokila M S**, Assistant Professor, in partial fulfilment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belagavi in Karnataka.

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Name of internal evaluator

Signature with Date

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Introtallent

Data Science | Machine Learning | Projects

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19-Jun-2020

TO WHOM IT MAY CONCERN

This is to certify that Mr. Sahil Khan has successfully completed his internship with Introtallent Pvt Ltd. His internship tenure was from 02-Jan-2020 to 14-Feb-2020.

During the internship he demonstrated good problem-solving skills with a self-motivated attitude to learn new things and implemented them on the project. His performance throughout the project tenure was good and was able to complete the project successfully on time.

We wish him all the best for his future endeavors.

Yours sincerely,
For **Introtallent Pvt Ltd.**



Anjali Dhawan
Head – HR and Operations

DECLARATION

I, Mr. SAHIL KHAN, hereby declare that the Project report entitled “(Market Analysis and Sales Development)” prepared by me under the guidance of Prof. KOKILA, faculty of MBA Department, CMR Institute of Technology and external assistance by Mr, MUKESH JHA a DIRECTOR of INTROTALLEN PRIVATE LIMITED. I also declare that this project work is towards the partial fulfillment of the university regulations for the award of degree of Master of Business Administration by Visvesvaraya Technological University, Belagavi. I have undergone a summer project for a period of six weeks. I further declare that this project is based on the original study undertaken by me and has not been submitted to any other University/Institution for the award of any degree/diploma.

Place:

(Mr. SAHIL KHAN)

Date:

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ACKNOWLEDGEMENT

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I acknowledge the insights provided by my External Guide, **Mr. MUKESH JHA** DIRECTOR, INROTALLEN PRIVATE LIMITED which helped me to a great extent in completion of the project work.

And finally, there is deepest of thanks for the patience and cooperation of the family and friends, without whom the endeavour would not have been possible.

Mr. SAHILKHAN

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TABLE OF CONTENTS

Chapter No.	CONTENTS	Page No.
	Certificate	2
	Declaration	4
	Acknowledgement	5
	List of Table	6
	List of Charts	7
	EXECUTIVE SUMMARY	10
1	INTRODUCTION 1.1 Industry Profile 1.2 Company Profile Promoters, Vision, Mission, Quality Policy. Products / services, Infrastructure facilities, Competitors' information, SWOT Analysis, Future growth and prospects and Financial Statement Analysis	11-19
2	CONCEPTUAL BACKGROUND AND LITERATURE REVIEW 2.1 Theoretical Background of the Study 2.2 Literature Review 2.3 Research Gap	20-23
3	RESEARCH DESIGN 3.1 Statement of the Problem 3.2 Need for the Study 3.3 Objectives of the Study 3.4 Scope of the Study 3.5 Research Methodology 3.6 Hypotheses 3.7 Limitations of the Study 3.8 Chapter scheme	24-27
4	DATA ANALYSIS AND INTERPRETATION	28-37

5	SUMMARY OF FINDINGS, SUGGESTIONS AND CONCLUSION 5.1 Findings of the Study 5.2 Suggestions 5.3 Conclusion	38-41
	BIBLIOGRAPHY	42
	ANNEXURE	43-46

LIST OF TABLES

Table No.	TITLE OF TABLES	Page No.
1.1	Company Profile	13

LIST OF CHARTS

Chart No.	TITLE OF CHARTS	Page No.
1.1	Motives	28
1.2	Reason	29
1.3	Perceive the courses	30
1.4	Opinion of courses	31
1.5	Preference of learning	32
1.6	Repeated Sales	33
1.7	Increase in referrals	34
1.8	Acquire customers	35
1.9	Target Audience	36
1.10	New services are known by	37

EXECUTUIVE SUMMARY

This report summary of the activities of INTROTALLEN T Pvt Ltd. Indiranagar Bangalore; It was a huge practical experience of theoretic knowledge as well practical knowledge on data handling and analysis of data by using various techniques or tools and some projects which gave more clear understanding of data analysis.

The company provides data science and Business Intelligence and data science courses to students with various background and also provided to corporate customers. This institution is well known and established which act as a career servicing to locals and other parts of the Bangalore this report finds the prospectus of the company has very strong position in market and It’s a huge market shift of analytics and data science in the industries in last five years analytics and data science has been moved beyond creating original business model and effective operations decisions to shaping the business performances.

This market analysis on niche market of training on data science and data analysis or business intelligence and digital marketing courses which great market demand and it’s a path of getting jobs and career growth opportunities.

These skills help organization to get extra insight about customers and operations and make organization more efficient also makes a new source revenue and helps organization be more competitive.

According to the study which is done through questionnaire and observations it is found that customers are looking for quality services and amount of knowledge with the reasonable market prices and there is huge competition in the market where other companies are trying to launch the training programs at less cost and with quality services.

It’s very essential to know the target audience and the various reference groups because every individual have their own perceptions about various course or trainings present in the market this study is done through the questionnaire method and this study can help the company expectations by which the data is collected by me is about the market demand and sales development strategies by satisfying the consumers.

CHAPTER 1

INTRODUCTION:

According to study in last five years analytics and data science in India has taken a huge shift in the market demand analytics and data science how it capture the extent of the market in India by outsourcing market in India and the areas where we expect to see the maximum growth these analytics and data science are intended to technological leaders management consultant business unit heads and they are tasked with building data science units with in there companies these helped to geared towards IT decision makers and business leaders to understand the developments within the data and analytics which also help to understand the market opportunities the key drives and challenge the future issues of market and company.

Indian IT sector is the leading revenue generators in the analytics market while the growth in data science industry remains strong and the growth rate for domestic analytics industry is huge over past few years.

It is over all consumption analytics within the organizations while the outsourcing market is expected to be bigger. The analytics is likely to twin in size by 2025 finance and banking marketing and advertisement sectors are the second biggest adopter of analytics.

Upskilling has arose as one the main corporate trends within foremost IT companies this result trendy a strong demand for analytics and data science training across functions. This tendency is also reproduced at the leadership level with indicators on experience and also with specialized training work experience.

When we look into distribution by companies type the major number of analytics employees are riveted by IT firms and followed by mid-size organizations. This will endure to reflects in hiring drifts with having the maximum obligation for analytics aptitude. Although the data science and analytics market will endure to raise in India. There will similarly be an emergence of industry precise data and analytics jobs. At present advance analytics is at fundamental of future platforms resolutions and tenders of data.

Data science and analytics are increasing amplified by AI/ML with analytics and thwart the analytics stack the tools are supplementary user approachable and we are seeing an increased role of machine learning and AI in automating the data aspects of data science and ML for growth and placement.

Industry Profile:

The data science stand market size is predictable to grow from USD 37.9 billion in 2019 to USD 140.9 billion by 2024 at a Compound Annual Growth Rate (CAGR) of 30.0% during the prediction period. Key development factors for the market comprise the increasing focus of enterprises on comfort of use methods to drive business and growing necessity to abstract in-depth visions from large data to gain a viable advantage. The growing feeling of enterprises toward data-intensive business strategies and increasing adoption of progressive technologies to generate many opportunities for the suppliers of data science platform.

The data science platform market by module shelters platform and services. The platform sector beats the services segment and is expected to record a higher market share during the prediction period due to the growing adoption of the data science platform between Small and Medium-sized Enterprises (SMEs). Organizations are progressively moving toward digitalization and automation which are increasing big data and foremost to intricate business processes. To deal with these complexities organizations need progressive technologies that help in gaining real-time intuitions into a huge pool of data. The data science platform assistances them streamline business progressions and acquire new customers.

The development of the services segment can be accredited to the rising data science stand deployment which is cumulative the demand for pre and post distribution services. Data science parade place services help users build assess and influence data science platform surroundings to avoid while excess and efforts on a failed enactment. The services that can be incorporated with the data science platform are achieved services and professional amenities. The growth of the professional services section is mainly ruled by the increasing difficulty of operations and the increasing positioning of Business Intelligence (BI) platform. All the pre and post deployment questions and needs of customers are taken care of through the achieved services unit. Managed facilities safeguard a quicker answer as associated to core analytics.

Bengaluru is the major hub for analytics with foremost MNCs and prisoners setting up analytics Coe’s in the city. This year Bangalore has bested Delhi NCR by taking the largest analytics market. This is also imitated in backing with Bengaluru startups bigheaded of the biggest war chest. Around 22000 freshers were added to analytics workforce in India this year; up from 16000 freshers last year. Hiring for freshers has amplified by 37%

While the data and analytics market will endure to produce in India there will similarly be an emergence of industry precise analytics use cases. Today advanced analytics is at the core of forthcoming platforms solutions and applications. While it has convert pervasive data and analytics are now progressively augmented by AI/ML with analytical models existence auto generated models. Across the analytics stack tools are flattering more operator friendly and we are sighted an increased character of machine learning and AI in mechanizing aspects of data science and ML models for development and deployment.

Company Profile:

1.1

COMPANY NAME	INTROTALLEN T PVT.LTD
ADDRESS	#12 Anu Arcade Chinmaya Mission Hospital Rd Indiranagar Bengaluru Karnataka 560038
TELEPHONE	080 40953574
DIRECTOR	MUKESH JHA
DATE OF INCORPORATION	2017
NATURE OF BUSINESS	EDUCATION MANAGEMENT
AREAS OF OPERATION	Analytics data science soft skill training automation corporate training..
CLASS OF COMAPANY	PRIVATE
FIRM TYPE	COMPANY PRIVATE LIMITED
FIRM WEBSITE	https://www.introtallent.com/

VISION:

Launch of selfiservice and an within your means Business Analytics stage of SaaS (Software as Service) to provide to the minor and average business segment that will assistance them make improved business choices founded on the analytics if by the products. The development is deliberate for the year 2021.

MISSION:

Introtallent has grownup 150% in 2018 19 and predictable to grow supplementary by 60% in the present financial year 2020 2021. Key emphasis area in the current fiscal is

indorsing online training and self paced exercise for students and professionals. Consulting project’s will be endure with the existing clients and consolidation of associations with current customers are the key emphasis.

PRODUCT/SERVICES PROFILE:

Current Portfolio:

Classroom training: Introtallent is a spearhead in Data Science Machine Learning and Business

Analytics training with over 90% placement record.

Online Training: Instructor-led live online exercise from professionals athwart the world.

Corporate Training:

On-

premises workingout for corporates in the zone of Analytics Data Science and Softs kills Leadership training.

Edu snug:

Selfpaced learning stage. The product is underneath development presently.

Young Programmer:

A web based platform for school students to advance programming skills.

Consulting:

Introtallent also fixes Data Science and Analytics accessing for important clients including Pharmed HGS VMware Myntra and Annalect etc.

COMPETITORS:

1. IMS Proschool

The C.F.A Programs

IMS Proschool an Appropriate Prep-Provider of C.F.A Institution proposals this program to applicants directing at a career in the comprehensive inference industry

FINANCIAL MODELLING: IMS Proschool in suggestion with NSE Academy offers Financial Modelling Certification course. This exclusive program proposals students practical skills and an opening to thrill start a profession in financial analysis.

PGP INVESTMENT BANKING AND CAPPITALS MARKETS: PGP in Investment Banking and CapitalMarkets is a 10 month program measured to offer all-inclusive knowledge of investment finance.

BUSINESS ANALYTICS: Our NSE Academy certified Business Analytics program is intended for early graduates and professionals to make a occupation in the Analytics industry.

DIGITAL MARKETING: This course is India’s first experiential knowledge program that prepares you with practical services essential to become a successful digital marketer.

CERTIFIED IN DATA SCIENCE: Our Govt. approved PG Diploma in Data Science is based on thorough research of industry supplies which makes you employment prepared and Absorb machine learning and AI with the most thrilling and pertinent prospectus of data science in India.

2. JIGSAW ACADEMY

Upskilling to emerging technologies has become the need of the hour with technological deviations shaping the career background. Jigsaw Academy offers programs in data science & emerging technologies to help you upskill stay relevant & get noticed. The province experts & educators at Jigsaw Academy offer exactly structured courses with industry relevant programs. The domain experts here offer meticulously structured courses to help train professionals in the areas of Analytics Data Science Machine Learning Big Data Business Analytics Cyber Security & Cloud Computing to name but a few.

COURSES OFFERED

1. Data Science & Analytics
2. Machine Learning & AI
3. Big Data
4. Cyber Security
5. Internet of Things (IOT)

CERTIFICATIONS:

1. University of Chicago.
2. IIM Indore
3. HackerU
4. Manipal and Jigsaw Academy

3. IMARTICUS LEARNING:

Imarticus Learning is a technology driven educational institute that has enormous expertise in transforming careers diagonally industries such as financial services analytics and AI business analysis and core technology. Having educated over 35 000 individuals we have also pioneered the concept of proficient degrees “Prodegrees” in collaboration with global titans such as IBM KPMG Genpact Rise Mumbai by Barclays Moody’s Analytics Motilal Oswal along many others to reform learning by allowing aspirants to acquire skills demanded by the industry.

COURSES OFFERED

1. FINANCIAL MODELLING
2. INVESTMENT BANKING
3. CAPPITALS MARKETS
4. BUSINESS ANALYTICS
5. DIGITAL MARKETING
6. DATA SCIENCE

FUTURE GROWTH:

- Introtallent has grown 50% in 2018-19 and predictable to produce more by 60% in the present financial year i.e. 2020-2021.
- Key focus area in the present fiscal is approving online exercise and selfpaced training for students and professionals.
- Consulting projects will endure with the present customers and consolidation of relationships with present customers are the key focus.

SWOT Analysis:

The market disorder of INTROTALLENT PVT. LTD can be pretentious in two conducts internal and exterior factors. SWOT tool is used to determination the company's strength weakness opportunity threat. The SWOT tool of analysis permits the company people to think and inspiration essentials in an prearranged method which are significant for business processes. A SWOT analysis takes residence by intense meeting with mangers and come up with which allows them to make a slant of companies' strengths and weaknesses and their opportunities and threats.

Even though the company has various strengths and few weaknesses the detail that the systems and business is so huge that they would scarcely be unable to put your hands on

focus or have any struggle inside their interior operations. INTROTALLENTPVT. LTD must be conscious of easy consistency of services provided and technology deviations as INTROTALLENTPVT.LTD has company contestants and all are trying to promotion and be development in their technology.

Strengths:

- Marketing: Introtallent is a front-runner in DataScience Machine Learning and Business Analytics training
- Management: knowledge experience in teaching and upskilling with technology
- Competitive: different brand name and unique strategies.
- Research and development: continuous study on new technology and tendencies in the market and reinventing the strategies.
- International position: Instructor led live online exercise from professionals transversely the world.
- Technology: Data Science Machine learning Business analytics.

Weakness:

- Marketing: high numbers in market and it's difficult to market or connect to each and everyone
- Management: expansion needed
- Competitive: try to overcome strategies
- Reputation: branding of company name

Opportunities:

- It has strategies of escalating its business to 2 and 3 cities.
- As they have strategies of expanding into foreign markets also.
- They can go altogether as large company in India.
- Increase the marketshares by advertising of business.
- Increasing petition by cumulative the purchasing control of customers.
- In order to reinforce their brand they have chance to combine and acquire.

Threats:

- Entry of foreign markets inside the economic growth.
- As there is rapid evolution in data science and analytics but expensive.
- Allowing international brands complete foreign direct venture in data science and analytics.
- Increased number of participants between data science and analytics companies.
- The obedience cost of INTROTALLENT.PVT.LTD has increased as GST has compulsory severe regulation on agreement and contents.

CHAPTER 2

Background Study:

Throughout the 2000s numerous abstract journals instigated to distinguish data science as an developing discipline. In 2005 the National Science Board sponsored for a data science vocation path to safeguard that there would be specialists who could successfully achieve a numerical data collection. By this time companies had also initiated to interpretation data as a commodity upon which they could exploit. Thomas H. Davenport Don Cohen and Al Jacobson wrote in a 2005 Babson College Occupied Knowledge Research Centre report “As an substitute of competing on traditional factors corporations are opening to service statistical and quantifiable analysis and predictive modelling as primary elements of competition.”

Although data analysts and data scientists together work with data the key difference lies in what they do with it. Data analysts inspect big data groups to recognize trends advance charts and generate visual presentations to help businesses brand more planned choices. Data scientists on the design and construct new courses for data modelling and structure using prototypes algorithms predictive models custom analysis machine erudition is also a part of data science.

The responsibility of data analysts can differ across industries and companies but fundamentally data analysts exploit data to attraction expressive intuitions and resolve glitches. They analyse distinct sets of data by means of an battery of different tools to response tangible business needs e.g. why sales dropped in a convinced quarter wherefore a marketing program managed improved in certain regions how interior abrasion affects revenue etc.

Data scientists on the other hand evaluation the unidentified by asking questions writing algorithms and structure statistical replicas. The key change between a data analyst and a data scientist is weighty coding. Datascientists can organize unstipulated circles of data by means of manifold tools at the same time and build their own automation systems and outlines. Data scientists are classically tasked with scheming data modelling processes

as per forming algorithms and predictive models to extract the material needed by an association to solve compound problems.

While data analysts and data scientists are alike in various ways their differences are engrained in their professional and educational backgrounds says Martin Schedlbauer secondary education lecturer and director of the information data science and data analytics programs within North eastern University’s Khoury College Computer Sciences including the Master of Science in ComputerScience and Master of Science in DataScience.

As mentioned above data analysts scrutinize huge data sets to classify trends develop charts and create pictorial presentations to support businesses brand more premeditated pronouncements. To bring into line their education with these tasks analysts classically survey an undergraduate degree in a science technology engineering or math(STEM) major and occasionally level an progressive degree. They also pursue out knowledge in math science programming databases modelling and predictive analytics. Data analysts love numbers statistics and programming. As the greeters for their organization’s data they work nearly completely in databases to expose data points from complex and often dissimilar sources. Data analysts would also have a comprehensive understanding of the industry they work in Schedlbauer says. If this sounds like you then a data analytics role might be the best competent fit for your welfares. Data scientists are obligatory to have a merger of math statistics and computer science as well as an attention in and information of the occupational world. If this explanation improved bring into line with your contextual and experience maybe a role as a data scientist is the correct choice for you.

Market Preferences:

Data scientists who have naturally made a graduate degree claim an progressive talent set and are frequently more knowledgeable are careful more elder than data analysts conferring to Schedlbauer. As such they are every so often better remunerated for their work. According to R.H.T datascientists established the main remuneration boost for IT professionals from 2016 to 2017 at 6.4 percent landing them in the \$116 000 to \$163 500 averageannual salary range.

LITERATURE REVIEW:

NAME: Sanket Mantri

YEAR: 2016

Since the progress of internet the volume of data formed each miniature is cumulative significantly. In instruction to accomplish this data there has to be approximately instrument. Thousands of terabytes formed apiece year want to be stowed tightly and should be available easily this needs high expanse of research and development. This new anxiety has certain true to field identified as data science and people are data scientist. Today data scientists are occupied tough to develop new resolutions to development and accumulation huge amount of data with new techniques. Another key anxiety today is efficient use of accessible liveliness resources data science assistances hugely to forecast the usage of capitals and curtailing the disbursement. This paper is about data science current and impending advance in this field. The key focus is on literature review of datascience and numerous applications of datascience.

NAME: MATTHEW A WALLER

YEAR: 2013

We irradiate the limitless of chances for examine where supply chain management (S.C.M) crosses with datascience prognostic analytics and big data together referred to as D.P.B. We expression that these terms are not only becoming popular but are also pertinent to supply chain research and education. Data science entails both sphere knowledge and a comprehensive set of quantitative/skills but there is a shortage of literature on the topic and many questions. We call for research on skills that are desirable by SCM data scientists and deliberate how such skills and domain knowledge affect the usefulness of an SCM data scientist. Such knowledge is critical to advance forthcoming supplychain leaders. We suggest classifications of datascience and prognostic analytics as practical to SCM. We inspect possible submissions of DPB in repetition and deliver examples of research questions from these applications as well as

examples of research questions employing DPB that stalk from management systems. Finally we suggest definite steps absorbed researchers can take to reply to our call for research on the connection of S.C.M and D.P.B.

NAME: Andre Calitz

YEAR: 2014

The perceptions of Big Data Data Science and Business Analytics are reviewed. This paper deliberates data fication of diverse facets of life as the fundamental notion overdue the development of BigData and DataScience. A appraisal of the physiognomies and worth of Big Data and DataScience advises that these developing perceptions will transport a standard alteration to a number of areas. Big Data was labelled as the source for DataScience and Business Analytics which are tools working in Data Science. Because these arenas are still developing there are varied opinions particularly on the classification of Data Science. This paper delivers a studied description of DataScience based on the appraisal of available works and suggests a diagram image of the ideas.

NAME: Susan Williams

YEAR: 2015

The rate at which data is shaped and gathered today is better than at slightly point in past with little panorama of reducing. As organizations try to gather and analyse this data there is a marvelous unmet request for fittingly trained information labors. In response universities are emergent grade programs in datascience and dataanalytics. As a involvement to the project and expansion of these programs this paper offerings answers from a analysis of the metaphors of courses offered in a small example of undergraduate programs in data science and data analytics. Our study clarifies and exemplifies the comparisons and alterations among undergraduate data analytics and data science programs.

CHAPTER 3

TOPIC FOR THE STUDY;

A study on market analysis and sales development of INTROTALLENT PVT.LTD Bangalore.

PROBLEM DEFINITION:

To study and understand the market and sales development through analysis in Bangalore and further parts of India. By conducting this study we can also know the opportunities of data science analytics and machine learning through this survey. It can also be said that through determination how important is educating people about data science machine learning and analytics can do in future.

NEED FOR STUDY:

According to marketers the dataanalytics market in India is cumulative at a debauched pace with companies and startups subscription analytics facilities and products catering to numerous industries. Dissimilar segments have realized dissimilar diffusion and espousal of analytics and so is the revenue cohort from these sectors. The Analytics and DataScience Industry Study takings into explanation several inclinations that analytics industry in India is witnessing income produced finished several geographies analytics market scope by sector athwart cities etc. It also takes into contemplation analytics professionals in India athwart work understanding and education.

OBJECTIVES:

This study is based on following objectives:

- To study the market demand and analysis of sales development.
- To regulate the variety which has more request in the present market.
- To know the customers responsiveness about the data science and machine learning analytics.
- To understands the clients behaviour near several courses.

- To study factors touching the verdicts made by customers.

SCOPE OF STUDY:

Data Science is a combination of mathematics programming statistics data analysis and machine learning. By merging all these Data Science uses progressive algorithms and scientific methods to citation information and visions from large datasets both structured and amorphous. The advent of Big Data and Machine Learning has additionally fuelled the growth of Data Science. Today Data Science is being used diagonally all matches of numerous industries including business healthcare finance and education. Data Science is a adaptable pitch that has originate applications in every industry as well as healthcare banking e-commerce business and consultancy services. However only a handful of persons possess the necessary skill set to make it big in Data Science. Also Data Science job roles frequently have overlying skills which imparts a certain degree of suppleness and dexterity to Data Science professionals. There are sufficiently of vacant positions to fill but not many applicants to fill those situations. Data Science is a extremely advanced and exclusive field of study and it is no uncertainty that professionals in this field make big money. For instance rendering to PayScale the average salary of a Data Scientist in India is Rs 699928 and the average salary of a Data Analyst is Rs. 404 924. All the job roles in Data Science have pretty much similar salary scale. The best part since Data Science is still evolving you will never have a still career. There will be plenty of openings to learn upskill and earn extra money.

RESEARCH DESIGN:

Sample project:

- Data collection
- Data Illustration
- Graphical Representation

Sample Region: Bangalore only

Sample Size: 100

Sampling procedure: Arbitrary sampling (questionnaire)

DATA COLLECTION:

The review is on the base of questionnaire composed from corporate employees and students to distinguish their cognizance and predilections. The questionnaire comprises open and close end questions.

PRIMARY DATA: The data is composed concluded inquiry form. The persistence of this questionnaire is to gather data of INTROTALLENT portfolio and other institutes and its spread to the potential customer. The info also benefits us to recognize the customers insight and the lead.

SECONDARY DATA: the secondary data was together founded on market trends magazine internet and further correlated sources to comprehensive the study.

HYPOTHESIS:

- **NULL HYPOTHESIS:** The Company is content with their delivery station and portfolio of services. The essential part is the quality and the company is gratified with it as fine.
- **ALTERNATIVE HYPOTHESIS:** The price is major feature of any product or services and some institutes in present markets are comparatively expensive as they discover it to be displeased than the additional in the marketplace.

LIMITATIONS:

Although directing review I derived across with several problems I found that individuals will not aggressively contributing and wherever not willing to reply to the questionnaire and few of them remained in urgency and also few deserted to even reply to the questionnaire. The questions where not response enthusiastically and truly I originate that the individuals were responding the questions source we had intreated them for it.

Due to which it was not informal to accumulate primary evidence finished the questionnaire and likewise that people were undetermined to exposed and closure the procedure. The sample extent that I had was likewise Imperfect (1-10 respondents) so it is not informal to originate to a conclusion or take an precise the base of the sample size that I had operated on. It can not be a complexity schoolwork as we had fewer time period and it is a partial learning as we couldn't protection a main part of the present market demand with in Bangalore. The main peril was that people were not generous their retorts enthusiastically and in factual sense they were undetermined to exposed up their sentiments and actuality frank.

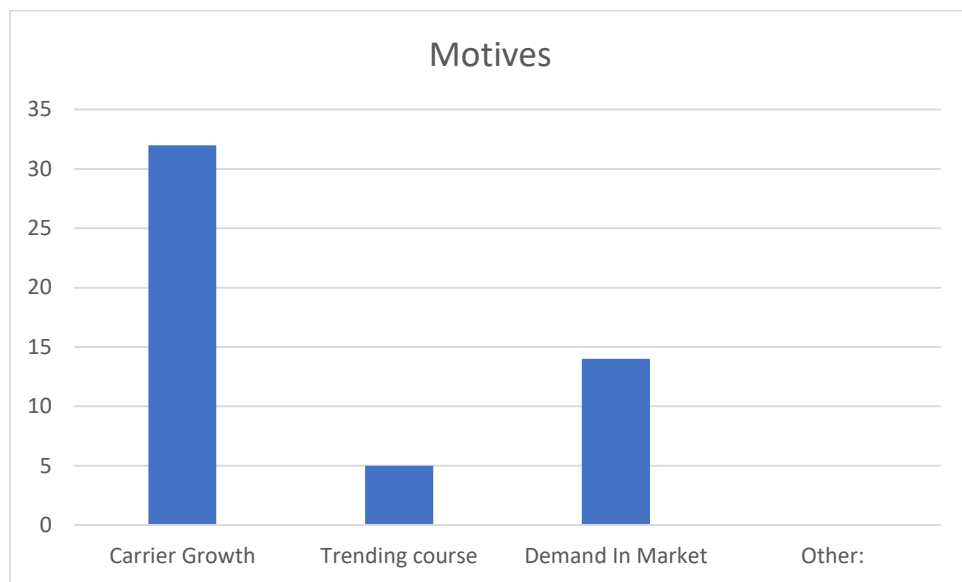
CHAPTER 4

DATA ANALYSIS AND INTERPRETATION:

1. What motivates you to choose Data Science or Business Analytics/ Digital Marketing course?

✓ 1. Carrier Growth

Chart no.1.1



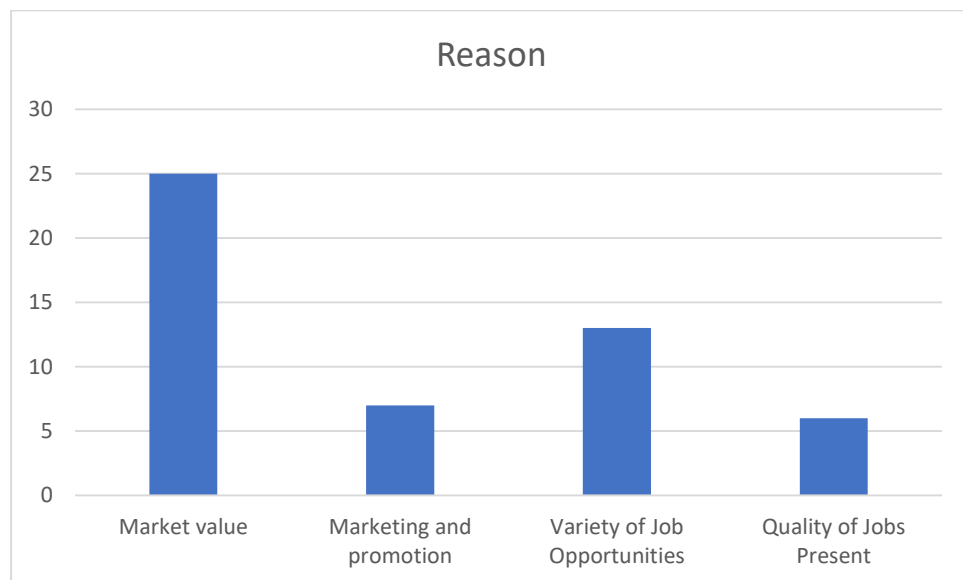
INTERPRETATION:

It is concluded that above graph that the career growth in Data Science and analytics can be well assessed by the fact that demands for Data Science increases rapidly. So there is a great opportunity for every software professional to enter this newly increasing field and start a career in Data science who are concerned in the field need to ensure they are getting correct education from recognized and well respected institutes. Because of we have more scope in the future and that's the well of the data science which has inordinate career opportunity. So respondents choose the career growth as which is fact.

2. What was the reason that attract you to be Data Scientist/BI Data Analyst/ Digital Marketing?

✓ 2. Market value

Chart no.1.2



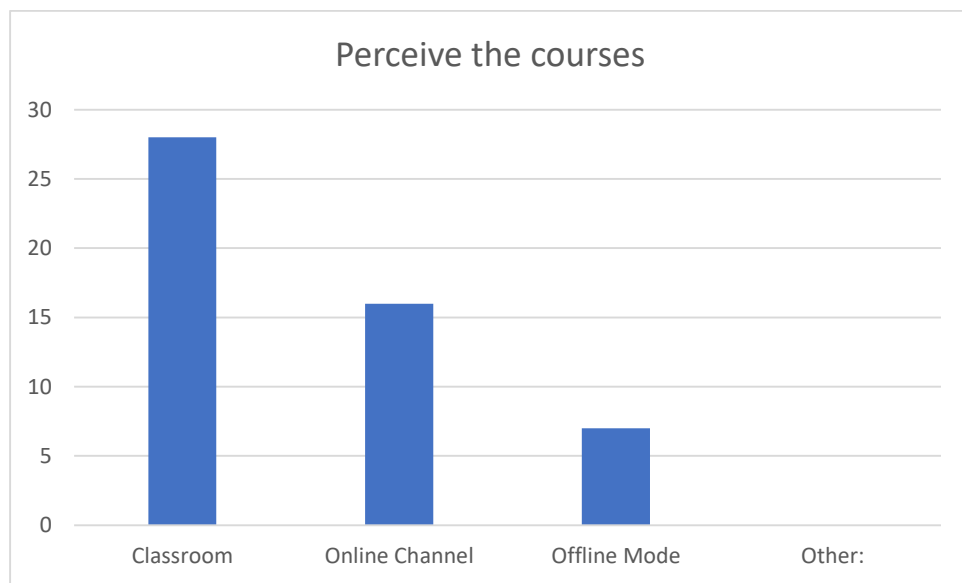
INTERPRETATION:

It is concluded that above graph that the market value of data science has more respondents. This report includes a study of the data science platform market with respect to growth scenarios and restraints based on the county analysis. The realization of the importance of data science by organizations increase in data collection & breakdown from mobile devices advancement of big data technologies growing concern of data security & protection and high initial investments. The revenue of the global data science platform market is anticipated to grow by 7.4 times from 2017 to 2023 owing to increasing expenditure on data science solutions and services. As the respondents know the market and the scope.

3. How do you perceive to do courses like Data Science and BI or Data Analytics/
Digital Marketing?

- ✓ 1. Classroom

Chart no.1.3



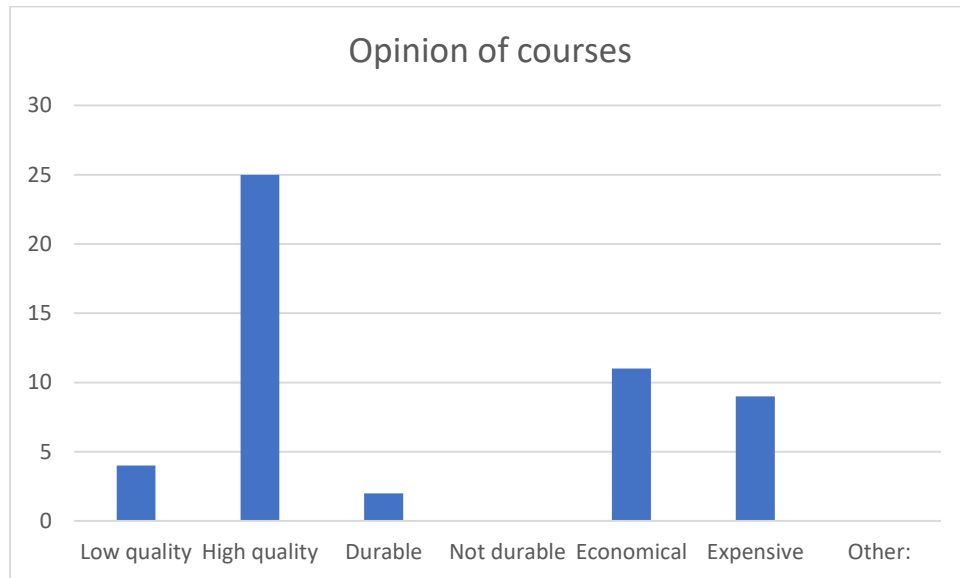
INTERPRETATION:

It allows you to teach employees in a safe quiet clean environment away from the noise and pressures of the work area. The classroom environment provides the important “human touch” which is often missing in technology based training. Group interface enhances learning. Employees learn from one another as well as from the trainer. The group setting also explains employees how to interact with one another in a professional productive obliging way which is something that other forms of training often don’t provide.

4. In your opinion which of the following word describes Data Science/BI Data Analytics/ Digital Marketing services are the closest?

✓ 2. High Quality

Chart no.1.4



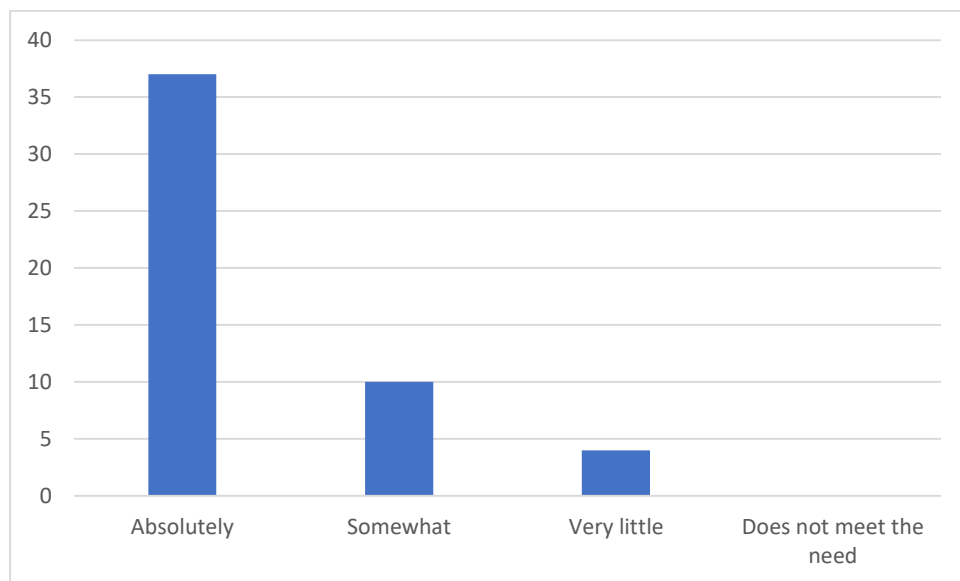
INTERPRETATION:

It is concluded that above graph that the market value of data science has more respondents. This description includes a study of the data science stage market with respect to growth prospects and restraints based on the regional analysis. the realization of the standing of data science by organizations. So as plaintiffs choose the quality and well planned portfolio of list and the companies need the employees who ahs hands on experience on data science and data visualization data analysing performances as well as the employees should solve the problems by having knowledge and experience only the data scientist can solve. So the high quality of content is very much necessary.

5. Do you prefer learning Data Science/ BI Data Analytics/ Digital Marketing in your career?

✓ 1. Absolutely

Chart no.1.5



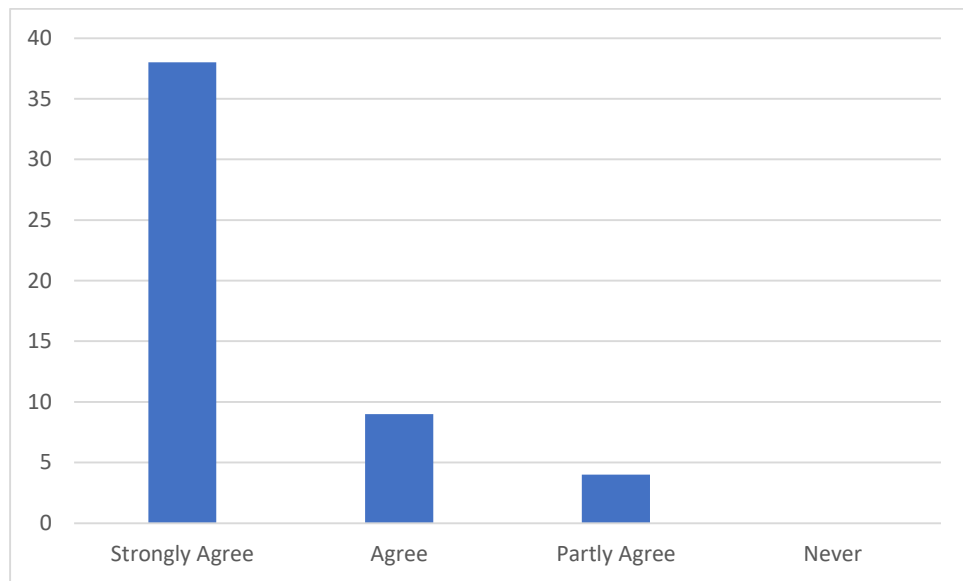
INTERPRETATION:

It is concluded that above graph that although the demand for data scientists is irrefutably high so is the competition. Because this can also be a worthwhile career field to pursue more individuals are doing what they can to become trained in the field of data science and to stand out between other applicants. In other words if you're serious about pursuing a career in data science it's serious to get the proper training. Here students or employees from any circumstantial can choose to be data scientist and analytics also which has many job opportunities so the interested employees and students select to excellent the career in data scientist and analytics.

6. Repeated sales and referrals are improved by providing "Quality Services"?

✓ 1. Strongly

Chart no.1.6



INTERPRETATION:

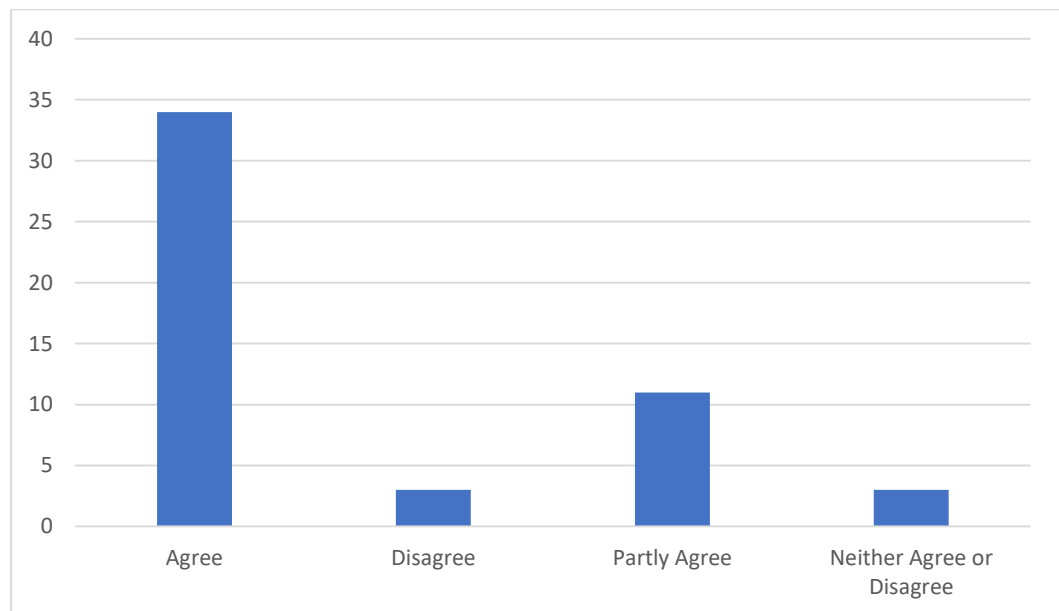
It is concluded that above graph that no distrust you want to enlarge your market but the knowledge visibly demonstrations it is not only relaxed to make earlier customers purchase but also not as much of expensive. Bringing novel consumers to your business can be up to 10 times extra affluent than trusting on recurrence buying of current customers. As a result repeat sales decrease your marketing devote. Repeated sales are likewise not as time consuming as including novel customers. You essential time to influence new people to buy your product for the meantime it is easier to encourage your current clientele to make a repeated purchase. Repeat customers are exactly the basics for your successful business. And not only because of the income they bring but because

they buildup brands. Affluent companies are working on recurring customers and measuring their performance by tracking brand loyalty statistics.

7. Repeated sales and referrals are improved by providing "Offers and Discounts"?

✓ 4. Agree

Chart no.1.7



INTERPRETATION:

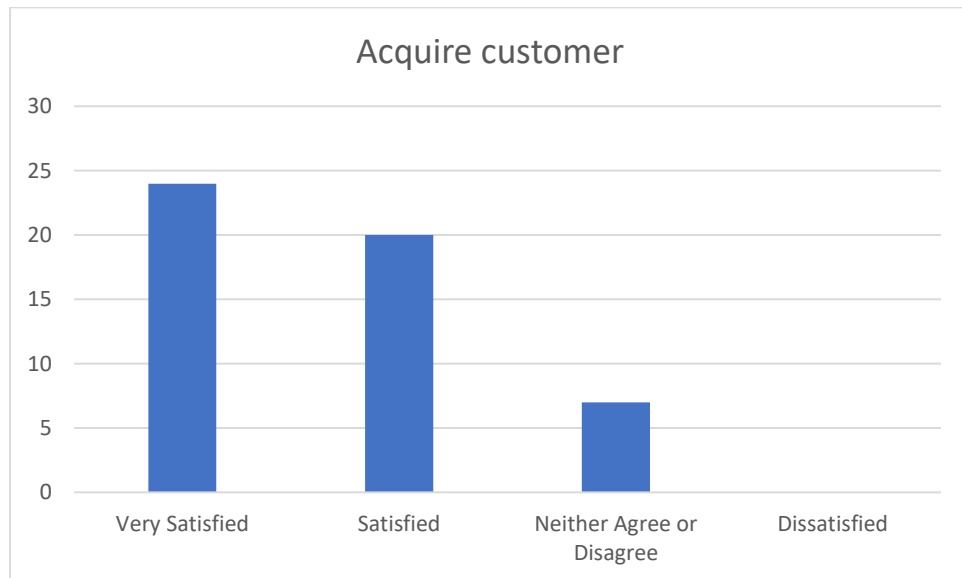
It is determined that above graph that repeated sales are continuously leading to building and collective customers constancy. That successful companies are preliminary constancy programs to determination repeated business. One of the ways to increase repeat purchase and build up customers loyalty is the combined connection. This the assurance of repeated sales as the clients take to use the product again whether they need it or not. Nothing can make you realize your

business better than your customers together those who are departure and those who are pending to buy more. Repeat sales help you comprehend you board market. You can get all the treasured info straight from your repeated customers. Where the institute must create the some strategies to make some good offerings and rebates.

8. Being distinctive do we acquire customers?

- ✓ 1. Very Satisfied

Chart no.1.8



INTERPRETATION:

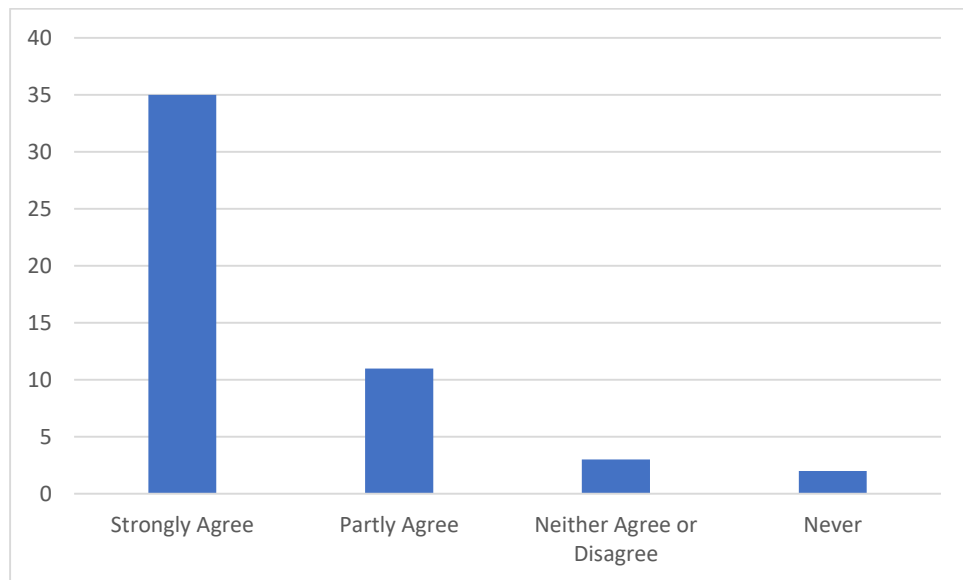
It is concluded that above graph that research shows that brand insight scores are quite similar across all brands irrespective of whether they are perceived as different or not. Instead of pushing for differentiation it's time for brands to focus on building distinctive qualities to stand out from everybody else in the market. customers to find and recall the brand which improves buying behaviour. It also makes it easy for customers and your target spectators to associate your core

messages to your brand. Brand distinctiveness then helps reduce the time for your audience to research the right product and minimises the number of choices for them for the reason that they can recall and know exactly who to look for to satisfy their specific need.

9. To reach our target audience Social Media is best mode?

✓ 1. Strongly Agree

Chart no.1.9



INTERPRETATION:

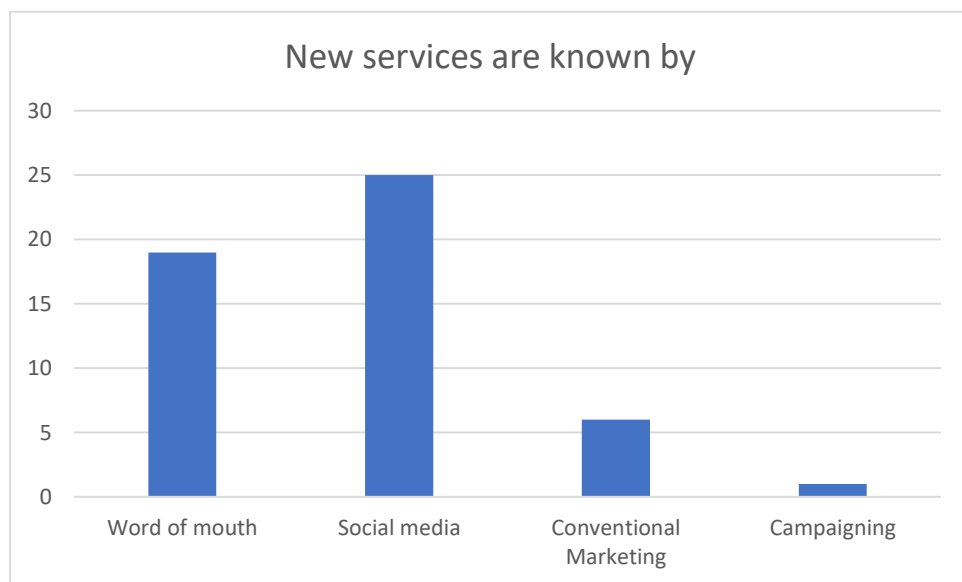
It is concluded that above graph board market of a marketer’s most vital tasks. It’s the basis of all essentials of your marketing strategy from in what way you advance and term your products or services correct through to the marketing stations you use to endorse them. Your bull market would be built on spectators research not a instinctive feeling. You need to be enthusiastic to learn as you go familiarize on the fly and go afterward the people who really want to buy from you uniform if they’re not the customers you initially usual out to spread. Now that

you distinguish who’s previously interacting with your business and procurement your products or services we won’t be able to get thorough spectators research about the people interrelating with your competitors but you’ll be inventive to get a wide ranging sense of the method they’re taking and whether it’s permitting them to make rendezvous online. This analysis will help you understand which markets they’re flattening and whether their efforts look as if to be effective.

10. What way do get informed about new services launched in market?

✓ 2. Social media

Chart no.1.10



INTERPRETATION:

It is concluded that above graph socialmedia marketing is a influential way for businesses of all dimensions to reach forecasts and customers. The better and more affianced your spectators is on socialmedia networks the calmer it will be for you to realize every other marketing area on your list short-lived impression about how to use socialmedia for marketing rendering to each platform’s

inimitable user base and situation. And also the word of mouth is also a way of marketing where there is no investment done spreads through people and it only occurs when one is satisfied with products and services used by them. The respondents choose social media and word of mouth because they get some of the information which social media doesn't provide and where the respondents choose to select.

CHAPTER 5

FINDINGS AND CONCLUSIONS:

- As per the analysis and education it is found that the mainstream of respondents prefer data science machine learning and analytics as they believe it has more scope in present market.
- As most of the course like data science and other are very expensive and entrance of various quantity and quality courses in market are highly expensive than INTROTALLEN. Beginning with its proportional prices concentrating the market and the customers make their choices.
- Advertisement using social media is the key element that effects the motivating of customers to learn.
- Courses with good value and low price have marketable result in sales development.
- Digital marketing must be used by the business to set the brand terms in the attentions of the customers.
- People with resident inspiration are best aware of INTROTALLEN PVT.LTD
- As per the study the market share for data science and analytics is almost 60% and above may increases to 80% to 90% in future it is absorbed that 97% of data science job opening are available in India.
- As compared INTROTALLEN serves to very less people in the market but there is a huge demand and people are eager to learn new things.

- The mind set of the people is problematic to change and with advertisement and proposals made by institutes.
- The thought of well-being and normal of living is primary for the clientele in Bangalore.
- More than 80% to 90% of clients in market seem to be aware of words like data science analytics AI machine learning etc.
- Major customers of market prefer to learn new technology as they seem to be developing their skills accordingly.

RECOMMENDATIONS

- Awareness campaigns about INTROTALLENT portfolios and their advancements to be initiated.
- The value of the courses must be enclosed trust in attention to the participants pricing approaches and its effect on potential clients.
- Digital marketing ought to be more persuasive as the clients get concerned to it simply.
- Business must primarily come up with proposals and demo classes to make awareness of their company and its portfolio.
- Working on marketing tactics and branding of their services is very vital.

SUMMARY

By summarising the whole depiction of the training we find that institutes emphasize more on gross boundary return on asset and they sponsor the services and varieties which will have enormous sales and high demand. Market is the main focus that any institute will provide contributions and services depending on the market conditions the different arrangements of the institutes are the bases of motivation to customers.

From advertisement and some strategies the institute can build there brand and which helps them to focus on there profits also excellence and price are the key factors which the business must focus on so. The institutes would realize the need of data science analytics and machine learning customers behaviour towards all these. The institute must design there portfolio according to the changing new technology which has scope in the markets.

The research has originate that institute has there various portfolio of courses with different content quality and various prices where apiece institutions has different marketing strategies to pull potential customers.

BIBLIOGRAPHY

- Some websites been used
- Company data and secondary report
- www.google.com

BOOKS such as

1. Springer Singapore: Market Research
2. Richa Arora
Nitin R. Mahankale: **MARKETING RESEARCH**
3. Sales Management

Annexure

1. Personal Details

1. NAME:

2. AGE:

a. 20–25 () b. 25–30 () c. 30–35 () d. 35–40() e. 40 & Above

3. Designation:

a. Student () b. Faculty () c. Employee () d. others ()

1. What motivates you to choose Data Science or Business Analytics/ Digital Marketing course?

- (a). Carrier Growth
- (b). Trending course
- (c). Demand In Market
- (d). Other

2. What was the reason that attract you to be Data Scientist/BI Data Analyst/ Digital Marketing?

- (a)Market value
- (b)Marketing and promotion
- (c)Variety of Job Opportunities
- (d) Quality of Jobs Present

3. How do you perceive to do courses like Data Science and BI or Data Analytics/ Digital Marketing?

- (a). Classroom
- (b). Online Channel
- (c). Offline Mode
- (d). Other

4. In your opinion which of the following word describes Data Science/BI Data Analytics/ Digital Marketing services are the closest?
 - a). Low quality
 - (b). High quality
 - (c). Durable
 - (d). Not durable
 - (e). Economical
 - (f). Expensive
 - (g). Other

5. Do you prefer learning Data Science/ BI Data Analytics/ Digital Marketing in your career?
 - (a).Completely
 - (b).Somewhat
 - (c).Very little
 - (d).Does not meet the need

6. Repeated sales and referrals are improved by providing "Quality Services"?
 - (a).Strongly Agree
 - (b).Agree
 - (c).Partly Agree
 - (d).Never

7. Repeated sales and referrals are improved by providing "Offers and Discount"
 - (a).Very Satisfied
 - (b).Satisfied
 - (c).Neither Agree or Disagree
 - (d).Dissatisfied

8. Being distinctive do we acquire customers?
 - (a).Very Satisfied
 - (b).Satisfied
 - (c).Neither Agree or Disagree
 - (d).Dissatisfied

9. To reach our target audience Social Media is best mode?
 - (a).Strongly Agree
 - (b).Agree
 - (c).Partly Agree
 - (d).Never

10. What way do get informed about new services launched in market?
 - (a). Word of mouth
 - (b). Social media
 - (c). Conventional Marketing
 - (d). Campaigning

ACTIVITY CHART

Sl. No.	Activity	Activity Details	Duration
1	Activity-1	Understanding Structure, Culture and functions of the organization/identification of business problem from the Industry from the literature study	Week-1 [02/01/2020 To 08/01/2020]
2	Activity-2	Discussion with the guide for finalization of research design and instrument and presenting the same to the guide.	Week-2 [09/01/2020 To 15/01/2020]
3	Activity-3	Collection of data, editing of the collected data, coding, tabulating and presenting to the guide for suggestions for analysis.	Week-3 [16/01/2020 To 22/01/2020]
4	Activity-4	Analysis and finalization of report and making presentation to the guide	Week-4 [23/01/2020 To 29/01/2020]
5	Activity-5	Submission of final Report to the University before one week of the commencement of theory examination	Week-5 [30/01/2020 To 05/02/2020]

Name and Signature of the Student

(SAHIL KHAN)

Sahil Khan