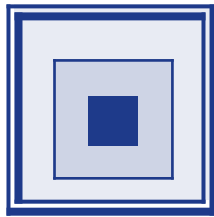


YOUR SCHOOL OF MANAGEMENT, PUNE

Department of Business Analytics



An Internship Report on

Internship Report

Data Analyst Intern at Brightline Analytics

Submitted in partial fulfilment of the requirements for the award of the degree of Master Of Business
Administration

SUBMITTED BY

Sneha Kulkarni
Roll No. MBA24-031

ORGANISATION

Brightline Analytics, Pune

FACULTY MENTOR

Prof. Anil Deshpande

Academic Year 2025–26

INTERNSHIP CERTIFICATE

This is to certify that Sneha Kulkarni, a student of Master Of Business Administration (Business Analytics) at Your School of Management, Pune, has successfully completed an internship with Brightline Analytics, Pune, as Data Analyst Intern from 2 June 2025 to 11 July 2025.

During the internship the student worked with our Analytics team and contributed to regional sales dashboard. We found the student sincere, punctual and eager to learn, and we wish them every success.

(Replace this page with the certificate issued by your organisation, if one was provided.)

Ms. Priyanka Sethi

Analytics Lead, Brightline Analytics

HR Department

Brightline Analytics

| Declaration

I hereby declare that this internship report, submitted to the Department of Business Analytics, Your School of Management, Pune, is a record of the work I carried out at Brightline Analytics from 2 June 2025 to 11 July 2025 under the supervision of Ms. Priyanka Sethi and the guidance of Prof. Anil Deshpande. The report has not been submitted elsewhere for any degree or diploma.

Place: _____ Date: _____

Sneha Kulkarni

Acknowledgement

I am grateful to Brightline Analytics for giving me the opportunity to work as Data Analyst Intern and to experience a professional environment first-hand.

I sincerely thank my industry mentor, Ms. Priyanka Sethi, for patient guidance, regular feedback and for trusting me with real work. I also thank the members of the Analytics team, who welcomed me and answered my questions.

I am thankful to Prof. Anil Deshpande, my faculty mentor, and to the Head of the Department of Business Analytics for their support and encouragement.

Finally, I thank my family and friends for their constant motivation.

Executive Summary

This report describes my 6-week internship at Brightline Analytics, an analytics firm that helps retail and consumer brands make data-driven decisions. During the internship I worked as Data Analyst Intern in the Analytics team. I cleaned and analysed retail sales data, built a regional sales dashboard and carried out a customer segmentation study for a client project.

Organisation	Brightline Analytics, Pune
Domain	Data analytics and business intelligence
Role	Data Analyst Intern
Department	Analytics
Duration	2 June 2025 – 11 July 2025 (6 weeks)
Industry mentor	Ms. Priyanka Sethi, Analytics Lead
Tools used	Excel, SQL, Power BI, Python (pandas)

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Company Profile

About the Organisation

Brightline Analytics provides dashboards, reporting automation and customer analytics to retail and consumer brands. Its teams combine data engineering, statistics and business consulting to turn raw sales and customer data into decisions.

Vision and Mission

Vision

To help every business see clearly what its data is telling it.

Mission

To build practical analytics that managers actually use, every day.

Products and Services

- Sales and inventory dashboards
- Customer segmentation and retention analysis
- Reporting automation
- Market research support

Organisational Structure

The organisation is structured into functional teams, each led by a manager who reports to the leadership team. Interns are attached to one team and assigned an industry mentor.

Department	Main responsibilities
Analytics	Analysis, dashboards and insights
Data Engineering	Pipelines, data warehouse and quality checks
Consulting	Client workshops and recommendations
Sales	New client relationships

| Internship Overview

Objectives of the Internship

1. Apply statistics and spreadsheet skills to real business data.
2. Learn SQL and a BI tool in a client setting.
3. Understand how analysis is turned into recommendations.

Role and Responsibilities

- Cleaning and validating client data
- Writing SQL queries
- Building dashboards
- Preparing slides for client reviews

Tools and Technologies

Tool / technology	How it was used
Excel	Quick checks, pivot tables and charts
SQL	Extracting and joining sales tables
Power BI	Building the regional dashboard
Python (pandas)	Segmentation analysis

Weekly Work Log

The table below summarises the work done in each week. Detailed notes for each week follow.

Week	Dates	Tasks performed	Key learning
1	2–6 Jun	Induction; overview of client projects and data sources	How a client engagement is structured
2	9–13 Jun	Data cleaning of 12 months of store sales	Spotting duplicates, missing values and outliers
3	16–20 Jun	SQL practice and extraction queries	Joins, grouping and date functions
4	23–27 Jun	Built regional sales dashboard	Choosing the right chart for each question
5	30 Jun–4 Jul	Customer segmentation with RFM analysis	Turning segments into actions
6	7–11 Jul	Final presentation and handover	Telling a clear story with data

Week 1: Induction

Work done: Induction; overview of client projects and data sources. I kept a daily diary of tasks and questions and reviewed it with my mentor at the end of the week.

Learning: How a client engagement is structured.

Week 2: Data cleaning of 12 months of store sales

Work done: Data cleaning of 12 months of store sales. Most of the week was spent shadowing team members and then repeating the tasks independently.

Learning: Spotting duplicates, missing values and outliers.

Week 3: SQL practice and extraction queries

Work done: SQL practice and extraction queries. At the weekly review my mentor suggested improvements, which I applied the following week.

Learning: Joins, grouping and date functions.

Week 4: Built regional sales dashboard

Work done: Built regional sales dashboard. I documented the steps I followed so that the next intern could repeat them easily.

Learning: Choosing the right chart for each question.

Week 5: Customer segmentation with RFM analysis

Work done: Customer segmentation with RFM analysis. I kept a daily diary of tasks and questions and reviewed it with my mentor at the end of the week.

Learning: Turning segments into actions.

Week 6: Final presentation and handover

Work done: Final presentation and handover. Most of the week was spent shadowing team members and then repeating the tasks independently.

Learning: Telling a clear story with data.

| Projects Undertaken

Project 1: Regional sales dashboard

Problem: Managers could not compare store performance quickly.

Approach: Modelled sales data and built an interactive dashboard with filters by region, category and month.

Outcome: Adopted for the weekly review meeting (sample outcome).

Figure placeholder — screenshot, drawing or photo of your work

Figure 1: Regional sales dashboard

Project 2: Customer segmentation

Problem: The client wanted to target loyalty offers better.

Approach: Applied recency–frequency–monetary scoring and grouped customers into five segments.

Outcome: Recommended tailored offers for each segment.

Figure placeholder — screenshot, drawing or photo of your work

Figure 2: Customer segmentation

Skills and Learning Outcomes

Skill area	What I learned
Technical	SQL joins, dashboard design, data cleaning, RFM analysis
Business	Framing questions, KPIs, presenting insights
Professional	Client etiquette, deadlines, documentation

Challenges Faced

- Inconsistent store codes across files
- Explaining technical findings to non-technical managers

Conclusion

The internship showed me how analysis creates value only when it answers a business question clearly. I improved my technical skills and my ability to communicate findings.

Suggestions for future interns

Learn SQL well before joining and always confirm the business question before starting analysis.

Appendix: Attendance and Evaluation

Week	Days present	Mentor remarks	Mentor sign
1	5 / 5		
2	5 / 5		
3	5 / 5		
4	5 / 5		
5	5 / 5		
6	5 / 5		

Mentor evaluation (to be filled by the organisation)

Criterion	Excellent	Good	Average	Needs work
Technical skills				
Communication				
Punctuality				
Teamwork				
Initiative				