



MBA (FULL TIME) 2019-21

Summer Internship Report

“Market Sizing and Lead Generation for one of the B2B e-commerce giants of the world for its North American, European and Japanese market for multiple business units”

Company name: InfoAnalytica

infoAnalytica

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Submitted to: Prof. Khyati Desai

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Acknowledgement

The internship opportunity I had with InfoAnalytica was a great chance for learning and professional development. Therefore, I consider myself as a very lucky individual as I was provided with an opportunity to be a part of it. I am also grateful for having a chance to meet so many wonderful people and professionals who led me through this internship period.

Bearing in mind previous I am using this opportunity to express my deepest gratitude and special thanks to the **Mr. Mittal Shah**, Manager who despite being busy with his duties, took time out to hear, guide and keep me on the correct path and allowing me to carry out my project at their esteemed organization. I would also like to extend my gratitude to **Ms. Zainab Kapasi, Ms. Maitree Patel and Ms. Krupa Raval**, for their constant support throughout the internship.

I also sincerely thank my academic mentor **Prof. Khyati Desai** (Faculty Member, IMNU), who constantly shared inputs for making the project successfully and supported me to learn as much as possible from this opportunity.

I perceive as this opportunity as a big milestone in my career development. I will strive to use gained skills and knowledge in the best possible way, and I will continue to work in their improvement, to attain desired career objectives. Hope to continue cooperation with all of you in future.

Sincerely,

Apoorv Sundrawat

Executive Summary

The internship gave me the opportunity to understand the market research thoroughly. It includes how to find the reliable sources for the data collection, collection of desired data, filter the data to remove the noise and irrelevance and then analysis of the data. InfoAnalytica provided us a great platform to learn all the features of market research and perform it practically on the projects with its huge clients. InfoAnalytica is helping the globe's leading B2B companies drive net new customer acquisition through their unique data-driven demand generation solutions, marketing research offerings, sales & marketing analytics.

The first project was to identify scope, market size and potential customers for a particular objective (Kept Confidential) using this assessor/property data and processing it through analytical tools. The second project I worked on was to find the list of competitors, direct customers of the competitors, potential customers of the client. This lists are processed through the analytical tools and eventually it helps in lead generation and competitive analysis. The next project was to do the market sizing of the B2B E-commerce market of Japan. Also predicting the future growth of the market through the CAGR Ratio. The last project I worked on was the web sentiment study to analyze the feedback available on internet and social media channels for the client (name can't be disclosed due to company policy) brand and its products to assess volume of sentiment, trends and any salient themes.

InfoAnalytica is one of the leading consulting firms for market research and B2B lead generation. It provided me a big opportunity to learn how a consulting firm works. It's structure, how the tasks are distributed, what kind of services are provided by a consultancy firm, what are the various kinds of requirements by the clients. I grabbed different techniques and concepts to perform market sizing, sentiment analysis and lead generation. I learnt efficient ways to do market research. It includes identification of the reliable sources, extract the desired data and filter it to remove noise and irrelevance. Also I understood that to meet the organizational objectives, we have to work beyond the assigned job role.

Undertaking

I, Apoorv Sundrawat, hereby declare that this Summer Internship Report is an authentic work done by me. It is to the best of my knowledge and belief. This is to declare that all my work indulged in the completion of this Summer Internship Report such as research, and analysis is a profound and honest work of mine.

Name : Apoorv Sundrawat

Roll No: 191110

Date: 05/07/2020

PART A

A. Company Details



Overview of the Company

InfoAnalytica is a Marketing Consulting Firm which aims at providing Business to Business Demand Generation support along with sales and marketing intelligence. InfoAnalytica is helping the globe's leading B2B companies drive net new customer acquisition through their unique data-driven demand generation solutions, marketing research offerings, sales & marketing analytics.

B2B sales and marketing teams have huge amount of data but very few insights & intelligences to act on. InfoAnalytica with the help of its advance technology along with human intelligence gives you the deepest insights and sales & marketing intelligence that drives customer acquisitions and revenues. The team of data scientists, data researchers, business analysts and insightful marketers work collectively to align the customer's marketing and sales efforts with the revenue.

Historical Landmarks of the Company

- **May 2010** infoAnalytica announced the introduction of Business Research and Market Research Solutions for Global Corporations and SMBs.
- **June 2010** infoAnalytica launched high-end Social Media Listening and User Generated Content Research Service Lines to supplement its Social Media Consulting Practice.
- **July 2012** infoAnalytica successfully completed one of the biggest Market Research on High Speed Internet Access for U.S. Hospitality Industry.
- **Sept 2012** infoAnalytica and Lexity uncovered Fragmented Market for E-commerce Software Solutions.
- **Feb 2013** infoAnalytica successfully completed Market Research on IPTV and its impact on Interactive In-room Entertainment (IRE) in the North American Hospitality Industry.
- **Sept 2013** infoAnalytica Augments its Social Media Portfolio with semantic and text analysis solutions.
- **March 2014** infoAnalytica announced Market Research Services for the India market.
- **Aug 2014** infoAnalytica improved Demand Generation Support through B2B Lead Qualification Services for its customers.
- **Feb 2015** infoAnalytica announced partnership with the research firm demandDrive.
- **March 2015** Global Market Intelligence from infoAnalytica enabled Top Ranked Service Provider in Logistics.
- **April 2017** infoAnalytica expanded operations in Ahmedabad and Pune.
- **May 2017** infoAnalytica announced new whitepaper that explored KOL payments and screening process.
- **Sept 2018** Inc. Magazine 500 recognized InfoAnalytica as one of America's fastest-growing Demand Generation & Marketing Analytics Companies.



8+ years in business



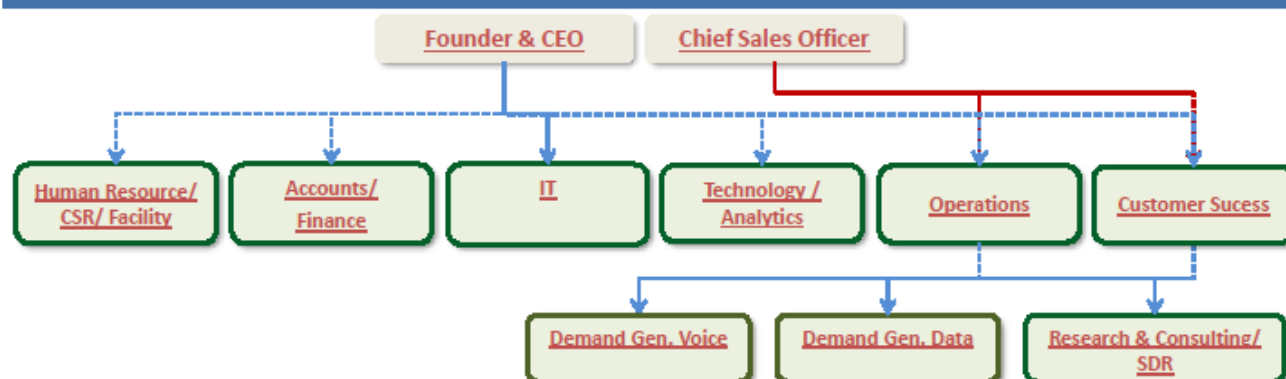
Team of over 300
people



3 Locations

Business Organization

iA's Organization Structure – High Level



infoAnalytica
Valid - Accurate - Reliable

Market and Business Scope

The market of the company includes small, mid-size and large companies in North America, Europe and India targeting various verticals including telecommunications, technology, education, financial services, healthcare, manufacturing, retails, pharmaceuticals & life sciences, E-commerce, consulting and business services and more.

InfoAnalytica researched more than 5,000,000 leads with manager and above contacts with manager and above functions for their clients in North America alone.

The company has the capacity to research and built 50000 contacts per month which can be scaled up if required. The access to several paid databases and business networking channels are established. The company leverages various social and business networks to assimilate comprehensive and reliable information for contacts. The company carries this type of market researches covering various verticals across North America, Europe and India.

B. Services

Services provided by the company are:

- B2B Demand Generation
- Marketing Research
- B2B Marketing Analytics

B2B Demand Generation

Company's data preparation program holds our advance technology and human intelligence to provide deep insights that helps in fast closure of deals and boost conversions.



infoAnalytica use the following tools to reach B2B Demand Generation:

- Net-new customer acquisitions
- High-value accounts identified through data discovery and profiling
- Enriched leads through our advanced data enrichment model
- MQLs and SQLs through predictive lead scoring model and content syndication programs
- Real-time Inbound Lead Management

Market Research

infoAnalytica's marketing intelligence and research insights help to develop engaging customer experiences and differentiated value propositions.



infoAnalytica uses the following features to do best research in the market:

- Customized approach to market sizing and segmentation research
- Customized approach to get highly actionable competitor intelligence
- Voice of the Customer (VoC) & Sentiment Analysis coupled with years of industry experience
- Global CSAT + NPS Tracking with multilingual expertise

B2B Marketing Analytics



infoAnalytica's predictive marketing engine helps to manage and build effective sales and marketing campaigns.

infoAnalytica use the following analytics to do B2B market analysis:

- Account-based Marketing (ABM) through Predictive Lead Scoring
- Churn Analytics



C. Customers

The customers include small, mid-size and large companies from North America, Europe and India targeting various verticals.

The verticals are:

- Telecommunications
- Technology
- Education
- financial services
- Healthcare
- Manufacturing
- Retails
- Pharmaceuticals & life sciences
- E-commerce
- Consulting
- Business services and more

The logo for medrio, featuring the word "medrio" in a bold, black, sans-serif font with a blue underline beneath the "med" portion.The PayPal logo, consisting of a blue "P" icon followed by the word "PayPal" in a blue, sans-serif font.The demandDrive logo, with "demandDrive" in a blue, sans-serif font and the tagline "Customized Demand Generation" in a smaller font below it.The QUIN STREET logo, featuring a small orange dot above the word "QUIN" and "STREET" in a blue, sans-serif font.The Netsmart logo, with a green and blue icon of three stylized figures followed by the word "Netsmart" in a blue, sans-serif font.The jive logo, featuring the word "jive" in a bold, black, sans-serif font.The TechTarget logo, with a green eye icon above the word "TechTarget" in a green, sans-serif font.The WhiteHat SECURITY logo, featuring a blue icon of a hat with a checkmark above the words "WhiteHat SECURITY" in a blue, sans-serif font.The intuit logo, with the word "intuit" in a blue, sans-serif font.The 100 years UCLA Extension logo, featuring a blue square with "100 years" and the text "UCLA Extension" in a blue, sans-serif font.The SWITCHFLY logo, with a red and black icon of a fly above the word "SWITCHFLY" in a black, sans-serif font.The NIAGARA CONSERVATION logo, featuring a green and blue icon of a waterfall above the words "NIAGARA CONSERVATION" in a green, sans-serif font.The JUMIO logo, with the word "JUMIO" in a bold, black, sans-serif font and a small registered trademark symbol.The ebay logo, with the word "ebay" in a multi-colored, sans-serif font.The Malwarebytes logo, with the word "Malwarebytes" in a blue, sans-serif font.The UNITED CAPITAL FINANCIAL LIFE MANAGEMENT logo, featuring a blue icon of a person above the words "UNITED CAPITAL FINANCIAL LIFE MANAGEMENT" in a blue, sans-serif font.

An Example of how infoAnalytica provide services to the customer

Customer Description

The customer is a billion-dollar US based leading international supplier of transportation equipment and services to the railroad industry.

Customer's Requirement & Objectives

The company wants to assess the primary players in American Railroad Industry and also to understand its market positioning and competitive landscape.

InfoAnalytica's Service

InfoAnalytica analyzed each of the customer's competitors on the basis of the following key parameters:

Services and products of the competitors

Packaging

Delivery model

Operations by geographic segments

Market share

Contract structure and pricing

Key financial developments

Performed a comparative analysis of what the competitors are offering with the customer to understand the competitiveness of the industry.

Value Proposition

The customer acquired an insight into the competitiveness, and also how third parties perceived their offerings and products. InfoAnalytica also helped in crafting future strategy.



D. Market and competition

The major competitors of infoanalytica are:

ZoomInfo



ZoomInfo is one of infoAnalytica's top competitors. ZoomInfo is in the Business Information Research industry. Its headquarter is in Waltham, Massachusetts, and was founded in 2000.

Builtwith



It is one of infoAnalytica's top rivals. Builtwith operates in the IT Services industry.

HG Insights



It is perceived as one of infoAnalytica's biggest rivals. HG Insights was founded in 2010, and is headquartered in California. It operates in the Internet Software industry.

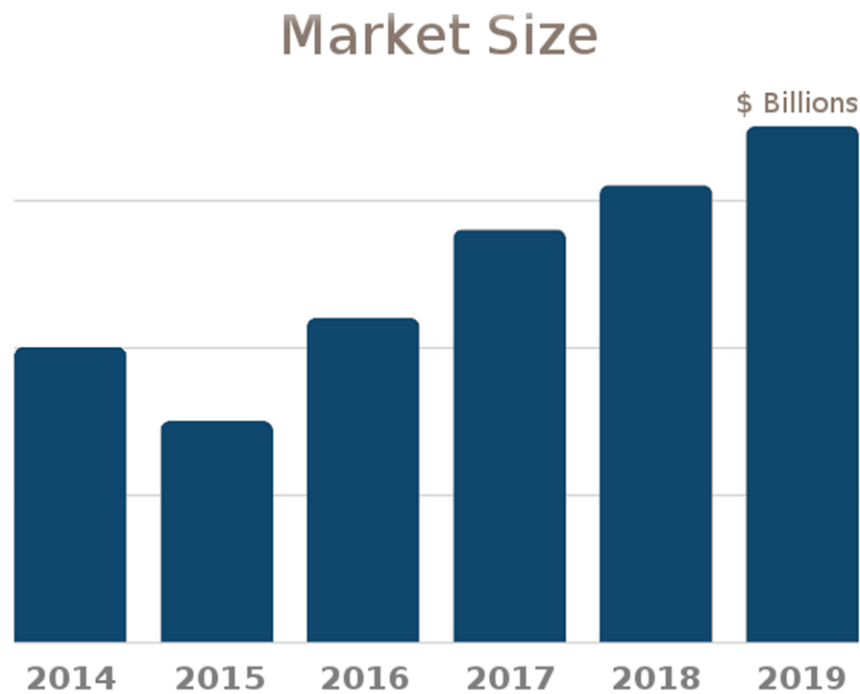
Other competitors of InfoAnalytica are:

- Market Vision Research Inc.
- Insight Express LLC
- Advanis Inc.

A. Industry Classification

Marketing Consulting Firm

infoAnalytica helps B2B sales and marketing teams drive net-new customer acquisitions and increase ROI using Technology and Human Intelligence.



Source: AnythingResearch Marketing Consulting Report

B. Industry Structure

Marketing Consulting Industry statistics cover all companies, both private and public, ranging from small businesses to market leaders. In addition to revenue, the industry market analysis shows information on employees, companies, and average firm size.

<p>Market Leaders: Direct Competitors</p> <p>Companies with the largest market share, focused in this industry</p>	<p>Market leaders: Diversified Competitors</p> <p>Largest companies that have diversified operations in this and other industries</p>
<p>Innovators: Direct Competitors</p> <p>Innovative, Emerging, and Disruptive Companies that may influence the future direction of the industry.</p>	<p>Innovators: Diversified Competitors</p> <p>Innovators and Disruptors in adjacent industries that may also affect the Marketing Consulting industry.</p>

C. External Environment Sectors

Data Sources

For the market research service, infoAnalytica rely on the unique data sources. Contacts are verified via Linked In and paid proprietary sources. In addition to these, the data team researches company websites, networking sites, social media channels, directories, events and conferences sites, press releases to find relevant information for the research.

Technology

Technology plays an important role in service industry to deliver best type of services. infoAnalytica has dedicated a quality control team which use advance technologies for every business database project. infoAnalytica uses a combination of human verified quality control coupled with its robust in-house QC software and tools that have been developed over time to pinpoint error and anomalies. These methodologies use best practices, rules and logical filters that have been developed over years of experience and advance technology ensure highly accurate and reliable information for its customers leading to higher ROI and conversion rates.

A. Growth story of the company

The company was established in US by the CEO, Mr. Amit Gupta. infoAnalytica has been operational since 2003, and has great expertise in redistributed Knowledge Processes spreading over Business Analysis and Research, Financial Research and Analysis, Social Media Solutions, Statistical Analysis, Technology Consulting and Marketing and Technology Consulting. InfoAnalytica has served more than 250 worldwide customers during this stage. These incorporate Technology organizations, Publishers, Telecommunications firms, Information & Media organizations, Consulting Firms Analyst Firms, Retail associations, Healthcare and more.

In 2010, InfoAnalytica Consulting has announced the introduction of specific research solutions. Consulting and Knowledge Services firm InfoAnalytica has recently furthered its Social Media Solutions portfolio with a new service line offering Social Media tuning in and User Generated Content Research services to its customers, with a focus on specific industry segments such as consumer electronics.

In 2013, InfoAnalytica, the research specialist and consulting company published an market study on the impact of IPTV on Interactive In-room Entertainment (IRE) Systems in hotels in North America. Specialty Research and Analysis firm InfoAnalytica extended its Social Media Research portfolio with Semantic and Text Analysis solutions. It offered human equipped Social Media listening and Content Research services to its clients, with emphasis on industry segments such as finance, telecommunications, consumer electronics, retail, automotive, software and information technology.

In 2015, after foray into the U.S., InfoAnalytica helped global players assess various opportunities and develop effective strategies to enter Indian markets in telecommunications, technology, e-commerce, distribution, manufacturing and retail. In the following year, demand generation and inside sales leader demandDrive announced its partnership with InfoAnalytica, creating an integration of services to support demand generation solutions.

In 2017, InfoAnalytica expanded by opening the new offices in Ahmedabad and Pune, expanding its overall research capabilities.

In 2018, Inc. magazine ranked InfoAnalytica at 319 on its 37th annual Inc. 5000, the most prestigious ranking of the nation's fastest-growing private companies. The list represents a unique the most successful companies, within the American economy's most dynamic segment.

B. Company's Organization Culture

Based on the secondary data available online, it has been observed that the average employee rating stands at 4.3 out of 5 on AmbitionBox and 3.7 out of 5 on GlassDoor. The most common concern raised by employees was more workload as compared to the industry standards.

The Mission the Company:

At InfoAnalytica, we strive to delight our customers' every day by a "Stand up, commit and deliver" team rather than a "Do the best you can" team.

Growth at InfoAnalytica

- As providing services globally, an opportunity to work with Fortune 500 Clients.
- Work and learn with industry leaders and experts.
- Processes and Practices are backed by trusted resources and advance technologies
- Transparency and facilitate collaboration amongst teams
- Diverse & inclusive work environment that fosters growth

Ethos of the Company

- Own one's work
- Be a part of the solution, not the problem
- Be Holistic, not myopic
- Do more with less
- Earn trust and confidence
- Pay attention to detail
- Impute
- Focus on hiring and building grade A talent
- Be a partner

Achievements and Recognitions



Certifications, Awards & Associations

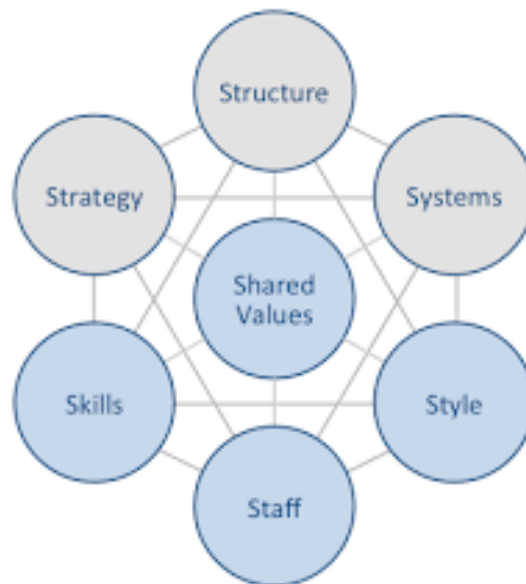


C. Comparative Performance with other significant players

InfoAnalytica uses the following tools to get an edge over competitors:

1. Robust data preparation platform like Firmographics.
2. Data discovery and profiling model
3. Advanced data enrichment model
4. Predictive lead scoring model
5. Real-time inbound lead management
6. Customized approach to market sizing and segmentation
7. Voice of the Customer (VoC) and sentiment analysis
8. Customized CSAT and NPS
9. Account-based Marketing (ABM) through Predictive Lead Scoring

Analysis of the company's strategic framework



Strategy

infoAnalytica has certain strategies formulated to leverage their competitive strength and grow their business manifolds. The strategies include strong data preparation program that holds advance technology and human intelligence to provide deep insights that helps in fast closure of deals and boost conversions, marketing intelligence and research insights to develop engaging customer experiences and differentiated value propositions and predictive marketing engine to manage and build effective sales and marketing campaigns.

Structure

The company has well structured hierarchy from lower level employs to the CEO. There are four major positions held in top management team apart from CEO namely Chief Sales Officer, Director- Customer Success, Principal Consultant, Director- Research & Consulting. Also, there are four members in the advisory team of the company.

Systems

The company's main activity revolves around demand generation and market research. The daily activities include documentation of the sources of the information, evaluating reliability of the data sources, reporting, analyzing data, maintaining information security and other related work. Every project involves frequent updates and checkpoints with the client.

Shared Values

The core values of the company is to delight the customers' every day by a "Stand up, commit and deliver" team rather than a "Do the best you can" team. With these types of services provided by the company, the additional value is the safety of the data. This is ensured by the highest security levels in the systems.

Style

This refers to the leadership adopted. InfoAnalytica follows participation as the leadership style. The company treats the employees as asset and helps them to believe it as 'our company'. Also, the major aspect of this style is to ensure that teams are actually working and progressing in the given task.

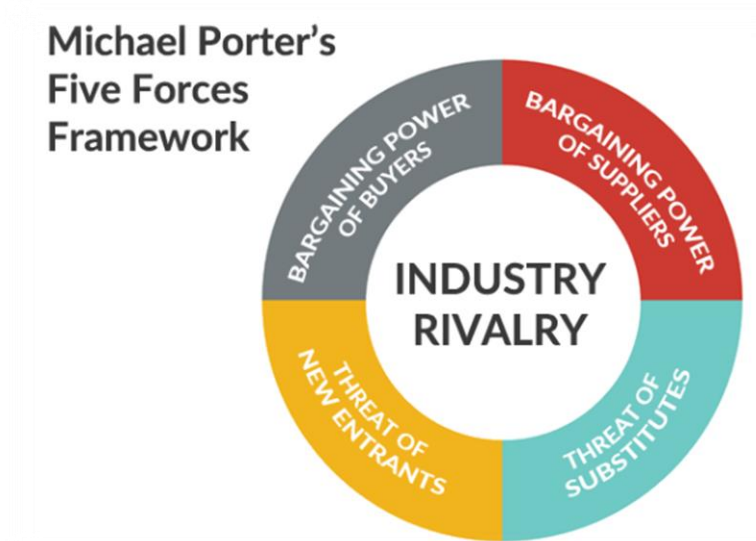
Staff

InfoAnalytica has 300 employees. Teams comprise of Business Analysts and Associates, Chartered Financial Analysts, Social Media Experts, content writers, editors and more. The company has a strong top level management team supported by trained resource team.

Skills

The team comprises of the professionals with multi-disciplinary skill sets. The employees go through induction round and training from which they get required knowledge. The management team has a combined experience of 50 years in business.

Competitive Position in the Industry (Using Porter's Framework)



Industry Rivalry

If the rivalry between the big existing players in an industry is intense then it will lower the prices and reduce the overall profitability of the entire industry. For the marketing consulting firm competition takes toll on the long term profitability of the company. InfoAnalytica tackle the rivalry among the existing competitors by building a sustainable differentiation like customized approach of research, building scales for the competitive edge, collaborating with competitors like demandDrive to increase the market size.

Threat of new entrants

New entrants come up with new ways of doing things and put pressure on the existing players through lower reducing costs, pricing strategy and providing new value propositions to the customers. The company has to manage all the challenges and create effective barriers to play on the safe side and to maintain competitive edge. InfoAnalytica believes in innovating services which not only brings new customers but also give old customer a reason to maintain loyalty. New entrants are less inclines towards entering a dynamic industry where the established big players keep defining the standards regularly.

Bargaining power of suppliers

Advance technology providers and data sources and other resources act as suppliers in case of marketing consulting firm. Technology providers hold a balanced power as the switching cost is not so high but the transfer of one technology other is tough. Sources of data can vary and so the bargaining powers of data providers.

Bargaining power of Buyers

Buyers want to buy the best offerings provided by the company by paying the minimum price. This put pressure on the firm's profitability in the long run. InfoAnalytica took the charge by building a large base of customers. This may reduce the bargaining power of the buyers and also, it will provide an opportunity to the firm to streamline the process. Also, InfoAnalytica rapidly innovate the services which limit the bargaining power of the customers. Moreover, new services will also reduce the defection of current customers to its competitors.

Threat of Substitutes

Profitability of industry suffers when a new service meets the customer needs in different ways. The threat of a substitute service is very high if a player offers a value proposition to the customers that are uniquely different from present offerings of the industry. InfoAnalytica tries to understand the core need of the customers rather than just making the service simply available. Also, increasing the switching cost for the customers is a way to tackle the substitute.

Part B

B2B Lead Generation & Market Sizing

This project is one of the biggest project of InfoAnalytica with one of the e-commerce giants (name of which is kept confidential due to company policy). Our project involves doing research and gathering data of ‘Assessor parcels Assessment’ from different county sites of USA and using different analytics tools to do feasibility analysis of certain parameters (exact details have been kept confidential due to company policy). The e-commerce giant's new venture require the number of multi-family homes in different counties of USA for market sizing. The new venture aims to ease the life of people in multiple ways i.e analysis of the processed data gives required information about the people and the desired sector.

Objective of the project

The main objective of the project is to identify scope, market size and potential customers for a particular objective (Kept Confidential) using this assessor/property data and processing it through analytical tools.

Market research & Data Collection

Market Sizing: Market Sizing is the process of estimating the potential of a market. Understanding the potential of a market is important for companies looking to launch a new product or service. Using a wide variety of secondary market research sources and databases, the results are synthesized.

We are reaching towards the “bottom-up approach” of market sizing in this project. “Bottom-up approach” is breaking the pieces down into granular sets of assumptions and then roll it back up to an overall market size estimate. It requires a great deal of consulting and special attention to produce an accurate Market Sizing analysis.

We were provided the following names of 25 counties of US:

- New York
- Chicago
- San Francisco
- Dallas
- Houston
- Denver
- Tampa
- Minneapolis
- Phoenix
- Portland
- Detroit
- Austin
- San Diego
- Miami
- Las Vegas
- Sacramento
- Charlotte
- Cleveland
- Los Angeles
- Washington DC
- Boston
- Philadelphia
- Seattle
- Atlanta
- Orlando

We extracted data from the official websites of these counties and analyzed it. The data extracted contains information about housing and residential property in those counties of US. We focused on the multifamily homes along with their parcel numbers and other details.

Sample of data extracted from the Charlotte county website:

OBJECTID	TaxParcelID	PID	CardNumber	GISParcelID	HouseNumber	Direction	StreetName	StreetType	Jurisdiction	LocationID	LegalFrom	X_COORD	Y_COORD	GISAcres	ShapeSTArea	ShapeSTLength
358535293	101101	101101	1	101101			N C 73	HY	UNINC	101101	/10/22 11:19:00	1421798	616353.9	0.44983	19594.481	702.6578134
358535294	101102	101102	1	101102	13623		N C 73	HY	HUNTERSVILLE	101102	/10/22 11:19:00	1422115	616465.5	0.796597	34699.5054	760.4947179
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358535296	101104	101104	1	101104			N C 73	HY	UNINC	101104	/10/22 11:19:00	1422440	616507.8	0.756326	32945.3188	743.43948
358535297	101105	101105	1	101105			N C 73	HY	UNINC	101105	/10/22 11:19:00	1422510	616614	1.213393	52855.0526	1185.924923
358535298	101106	101106	1	101106			HAGERS FERRY	RD	HUNTERSVILLE	101106	/10/22 11:19:00	1422944	616597.2	3.510736	152926.618	1723.551876
358535299	101108	101108	1	101108	13516		HAGERS FERRY	RD	HUNTERSVILLE	101108	/10/22 11:19:00	1422189	617586.3	4.928173	214669.714	2313.105839
358535300	101109	101109	1	101109	13710		HAGERS FERRY	RD	HUNTERSVILLE	101109	/10/22 11:19:00	1422739	617420.3	1.286935	56058.4968	1330.498759
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358535302	101111	101111	1	101111	13820		HAGERS FERRY	RD	HUNTERSVILLE	101111	/10/22 11:19:00	1423407	616687.5	3.905655	170129.166	1837.305366
358535302	101111	101111	4	101111	13820		HAGERS FERRY	RD	HUNTERSVILLE	101111.4	/10/22 11:19:00	1423407	616687.5	3.905655	170129.166	1837.305366
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358535310	101301	101301	1	101301	13312		HAGERS FERRY	RD	UNINC	101301	/10/22 11:19:00	1422093	618551.6	0.625533	27248.0422	665.3329857
358535311	101303	101303	1	101303	16325		STINSON COVE	RD	HUNTERSVILLE	101303	/10/22 11:19:00	1422420	618726.5	0.745588	32477.5842	891.9617743
358535312	101304	101304	1	101304	16220		STINSON COVE	RD	HUNTERSVILLE	101304	/10/22 11:19:00	1422726	618150.9	1.420644	61882.8207	1411.123645
358535313	101305	101305	1	101305	13629		HAGERS FERRY	RD	HUNTERSVILLE	101305	/10/22 11:19:00	1422864	617884.3	0.830064	36157.3393	856.7602957

Source: <https://data.charlottenc.gov/datasets/parcels-62/data>

Sample of data extracted from the LasVegas county website:

ASSR_ACRES	PARCEL	PRCLVER	PCLBOOK	PCLSEC	PCLPAGE	PCLSUBD	PCLNO	FIREMAPNO	CENTRACT	PRECINCT	COMMISS(K	ASSEMBLY	SENATE	CONGRESS	TAZ	WARD	ZIP	
0	13926811025	703	139	26	8	11	25	2326	510	4387	D		11	2	1	425	3	89101
0.00101746	16308797031	721	163	8	7	97	31	2616	5809	6665	F		5	8	3	594	2	89117
2	12607401019	701	126	7	4	1	19	31398	7500	3540	C		36	19	4	0	0	89166
0.00179179	13724497015	721	137	24	4	97	15	2214	3249	3382	C		2	8	3	261	2	89144
0	13823813005	703	138	23	8	13	5	2219	3422	3814	C		3	3	1	347	5	89108
0	14019315224	703	140	19	3	15	224	2228	4710	4553	D		28	2	1	364	0	89115
0.00185051	13833396001	719	138	33	3	96	1	2417	3261	6604	F		5	8	1	518	2	89145
0.0018654	12521697007	721	125	21	6	97	7	1517	3320	2652	B		13	18	4	83	6	89131
0	13927211054	703	139	27	2	11	54	2325	301	4616	D		6	4	4	384	5	89106
0.00188885	13813797018	721	138	13	7	97	18	2121	3427	3855	C		3	3	4	294	5	89108
0	12613113150	703	126	13	1	13	150	1414	3230	3706	C		36	19	4	1365	6	89166
0.00424772	13827197008	721	138	27	1	97	8	2318	3003	3764	C		34	6	1	374	1	89128
0.00424824	13805496006	719	138	5	4	96	6	1816	3242	3780	C		37	6	4	172	4	89129
0.00425425	16304397009	721	163	4	3	97	9	2517	2915	6634	F		5	8	1	538	1	89117
0	12525311064	703	125	25	3	11	64	1621	3307	2702	B		13	18	4	1278	6	89130
0.00114725	12535497015	721	125	35	4	97	15	1719	3305	2711	B		4	18	4	131	4	89130
0.00114728	12517597011	721	125	17	5	97	11	1416	3317	2611	B		13	18	4	56	6	89143
1.95	14030803002	701	140	30	8	3	2	2328	514	4552	D		28	2	1	1294	3	89110
0.00114764	12517597010	721	125	17	5	97	10	1416	3317	2611	B		13	18	4	56	6	89143
0.0011478	12517197005	721	125	17	1	97	5	1416	3317	2611	B		13	18	4	1285	6	89143
0.00114785	12535497023	721	125	35	4	97	23	1719	3305	2711	B		4	18	4	131	4	89130
0.00114785	12535497021	721	125	35	4	97	21	1719	3305	2711	B		4	18	4	131	4	89130
0.00114786	12535497017	721	125	35	4	97	17	1719	3305	2711	B		4	18	4	131	4	89130
0.00114786	12535497024	721	125	35	4	97	24	1719	3305	2711	B		4	18	4	131	4	89130

Source: <https://opendataportal-lasvegas.opendata.arcgis.com/datasets/parcels-and-assessor-information/data>

After gathering all the data of 25 counties, we understood the starting phase of the market sizing approach. The next thing we needed for market sizing is the universal data which we extracted from the official websites of census and data collection of US government. The accurate market sizing can be done by applying the analytical tools on the county data and universal data that is obtained from the official census website.

Total number of Households in the above 25 counties:

Place	Total Households
US	1197,30,128
Boston	2,66,724
Orlando	1,11,674
Seattle	3,23,446
Philadelphia	5,94,778
Chicago	10,56,118
New York	31,54,103
Denver	2,94,358
Portland	2,64,428
Minneapolis	1,73,916
San Francisco	3,59,673
Los Angeles	13,73,864
Atlanta	1,99,478
Tampa	1,49,279
Phoenix	5,55,013
Dallas	5,05,816
Detroit	2,60,383
Austin	3,70,043
San Diego	5,03,463
Miami	8,70,051
Las Vegas	2,26,396
Sacramento	1,83,106
Charlotte	3,23,709
Cleveland	1,69,365
Houston	8,48,340

Source: <https://www.census.gov/quickfacts/fact/table/US/PST045219>

Total number of households in USA:

	Number of units (in thousands)						
Year		2	3 to 4	5 to 9	10 to 19	20 to 49	50 units
	Total	units ¹	units	units	units	units	or more
United States							
by 2011	20584.82	3084.75	2471.07	1894.445	1467.786	2223.786	9442.986
2012	166	4	5	12	32	60	53
2013	195	5	4	11	31	69	75
2014	264	5	4	11	26	92	127
2015	320	5	5	21	39	105	146
2016	321	5	6	15	33	104	159
2017	358	5	6	16	32	111	187
2018	345	5	4	10	27	88	211
Total	22,554	3,119	2,505	1,990	1,688	2,853	10,401

Source: <https://www.census.gov/hhes/www/housing/poms/multifam/mfpropty/mftab7.html>

Analysis & Lead generation

Developing a Size of Market includes market estimate as a very first step in building the business for any new product or service. The amount of investment required to be successful needs to make sense given the potential return that the market offers. By being explicit about the facts and assumptions used to generate a market size estimate, we are able to identify critical factors that need to be addressed in business planning activities.

Moreover, through market sizing of the US market, leads are to be generated for the e-commerce giant (name cannot be disclosed due to company policy).

Lead Generation & Competitive Analysis

Client

It is a fintech company (name cannot be disclosed due to company policy) headquartered in United States. The company provides business funding including small business funding, business line of credit, small business loans, SBA loan, micro loans and trade credit.

Objective of the project

To find the list of competitors, direct customers of the competitors, potential customers of the client. This lists are processed through the analytical tools and eventually it helps in lead generation and competitive analysis.

Market Research & Data Collection

I along with my teammate Ajinkya Yavalkar worked on this project. We worked on the part of the project where we have to identify the names of potential customers and competitors. Further, these potential customers and competitors were processed using analytical tools and used to develop marketing strategies, identify the competitive edge of the competitor and ways to attract customers in the long run.

Some names of the competitors were provided to us like Behalf, Apruve, Resolve Pay and Credit Key. We surfed through the websites of the competitors provided to us. We tried to understand the difference and the unique features of each of the competitors. Case studies and blogs on the websites provided us a deep insight into the information required.

We made a list of total 300 plus customers including direct customers of these competitors and potential customers of the company. We also identified other competitors of the client. Also, more companies were present in the competitor's database and websites which will be fetched by employing technology and tools to identify potential customers.

Samples of the lists prepared:

Direct Customers List:			
Customers of Behalf			Sources :
Sr. No.	Company Name		https://www.behalf.com/
1	888 Lots		https://www.merchantmaverick.com/reviews/behalf-review/
2	PCM/TigerDirect Business		https://www.behalf.com/blog/page/6/
3	B stock		
4	Direct Liquidation		
5	BOB's for Business		

Customers of Resolve Pay			Sources :
Sr. No.	Company Name		https://www.resolvepay.com/
1	COZY EARTH		- https://www.pymnts.com/news/b2b-payments/2019/affirm-re
2	HYPERIKON		https://www.finextra.com/pressarticle/78122/resolve-spins-out
3	INTERIOR DEFINE		https://www.resolvepay.com/improve-cashflow
4	SIMPLETIRE		
5	real thread		

Potential Customers List:			Sources :
Sr. No.	Company Name		https://www.merchantmaverick.com/reviews/bluevine-review
1	QuickBooks		https://www.merchantmaverick.com/reviews/behalf-review/
2	Xero		https://www.nbcnews.com/business/business-news/which-cor
3	FreshBooks		https://www.merchantmaverick.com/reviews/loanbuilder-pay-
4	Professional Painting Group		https://www.inc.com/inc5000/list/2017?metro=boston
5	Picture Build		https://www.merchantmaverick.com/reviews/fundbox-review/
6	Balloon Adventures		https://www.bill.com/resources/?field_resource_type_value=C
7	Oliver Law Office		https://www.bluevine.com/client-stories/?utm_source=google
8	Grey Wolf Armory		https://invoiced.com/resources/customers
9	Tej Corporation Inc		
10	Campbell & co.		

The list of total 300 direct customers and potential customers prepared is process through analytical tools and senior research team of InfoAnalytica. The processed list contained 159 names. This list was provided to us by our manager Mr. Mittal Shah.

The processed list of potential customers:

Sr. #	Company
1	3 LaBordes LLC
2	A&D Bicycle Shop
3	Anaconda Vape
4	Appalachian Technical Services
5	ASHBEE CORP
6	Beano & Bargains
7	Bedford Cty Transporters LLC
8	BeGeared, LLC
9	Birdsongs Distribution
10	Blue Angels Marketing
11	BOB's for Business
12	B-Stock Solutions
13	Cellular Freedom LLC
14	Celulares 5 Estrellas
15	cheapos LLC
16	DBA LUIS M COK
17	Debbieu0027s apparel
18	DollarsMarket
19	Dynamic Wireless
20	Earthmark
21	E-based outlets LLC
22	Ernie\u0027s Planet Vapor Kentucky
23	Estes Park Auto Group, LLC - Chandler
24	EveryBuddyVapes, LLC
25	Excel Team Excellence LLC
26	Florida Discounts
27	Flowers To go
28	Glamorous Rentals
29	Graphix Enterprises
30	Hendersonhill
31	Hotbox Vape Corp.
32	House of vapors

33	Ice Bear
34	Jazzman 8 Entertainment, LLC
35	JC Capital Transportation Inc
36	Jules Hidden Treasures
37	Karizma Shoes and Apparel
38	Marquez Concepts
39	Mastodonte LLC
40	My Insurance Guy LLC
41	Native Vapes, LLC dba Charlotte E-Cigs
42	Nature Hero International, LLC
43	New Choice Vaping LLC
44	O\u0027Malley\u0027s
45	One Simple Connection llc
46	Overton Enterprise
47	PCM TigerDirect
48	Phillips Auction & Sales
49	Raptor Wireless
50	Rolling Aces Trucking, LLC
51	Rosie Wright
52	savesavesave
53	sellfastforpaper, LLC
54	Shandie Case Agency
55	Sierra wholesale llc
56	Sofo Vapes, LLC
57	Sound & Video Solutions
58	Steven Williams Enterprise LLC
59	Superior Jewelry
60	Susan Weller
61	TLC Consulting, LLC
62	Total DJ, LLC
63	TWINS & SONS
64	Uberglas LLC
65	Vapor Depot Electronic cigarettes
66	VB ONLINE
67	1-800 Accountant
68	1800celular wireless
69	Adrian VEGA
70	Advanced Automotive Performance
71	ALI Boom Bye YAE
72	All Choices

73	Amari Ashton Designs Boutique
74	ANA DINORA PEREYRA Los Magicos Roxbury
75	Antigua Catering & Events
76	Bargains 4 Less, LLC
77	Bill Bailey Images dot com
78	C&C Express Trucking Inc.
79	CabinetParts.com
80	CablesandKits.com
81	Cell Phone Solutions - Gene Gomez
82	Central discount
83	Chalet Brothers
84	Clean Break Hawaii
85	Cozy Earth
86	DA GUAM BOMB VAPE
87	Death Before Failure Entertainment Inc.
88	Discount Apparel
89	Don Hopper - American Powersports
90	Eagle Tax Breaks
91	East County Gazette
92	etailbazaar
93	Ernesto at Cellular Next
94	Feliciano
95	Felix
96	firehouse vapors
97	GNH Lumber, Inc.
98	Habersham Hardware & Home Center
99	Haley Lumber Building Supply
100	HCV Inc
101	Henix C LLC
102	Ht computers & Electronic repair
103	Hydras Collection Inc
104	Hyperikon
105	Interior Define
106	iTransport & Logistics, Inc.
107	J&S Distributors
108	JCE Wireless
109	JIM KOUNNAS OPTOMETRISTS
110	John Levy American Countryside
111	Keven Knight, Port Charlotte, FL

112	Kokonte Enterprise
113	LA PULGA OTAY
114	Masudi 3B Wireless
115	MATTHEW E-Smoke Shoppes
116	MobileSentrix
117	Monett Cummings
118	mwrcontracting
119	NaQuita at Quality Beauty Distributors
120	New Home Building Stores
121	NG - Tempe Az - East Valley Treasures LLC
122	Nikki Blue
123	Office FMT
124	ONE GLOBE COMMUNICATION
125	Optimistic Medical Equipment
126	plum crazy vapor
127	Premium Leisure LLC
128	Prestige Touch
129	Pronto Multiservices Corp
130	Pyramid Interiors Distributors
131	REBECCA MONTRONE
132	Reliant Brokers USA
133	Roberts computer center
134	royal prestige amazingbuying
135	Saad Distributors Ilc
136	Safety Glasses USA
137	Shawn n Theresa Wynecoop
138	shohan group
139	Simpletire
140	Sixto at El sitio Mobile and Associates Inc.
141	Smart Electronics
142	Sound Video Solutions
143	Southpaws Pizza in Albany, Oregon
144	Sprung LLC
145	SS & Si Dealer Network
146	Statement Pieces
147	Sustainable Supply
148	Taiphon Online Ventures
149	TechMate LLP
150	The Belene Company
151	The Root of All People

152	The Tea Store
153	The Wright Exchange
154	TruPar.com
155	Ultimate Wireless
156	Vape commander
157	Varaspec
158	W.E.Aubuchon Co., Inc
159	Wendy at D&W Vapors

The next task was to find the details of the 159 potential customers of the client. The details include company name, website, complete address, postal code, country, employees, revenues, product, industry, owner's name, title of owner, email, phone number. We performed a detailed study of the above companies and gathered the desired data. The main sources of the same are

- Website
- Facebook Page
- Linked In

Analysis & Lead generation through the data

Knowing who your competitors are, and what they are offering, can help you to make your products, services and marketing stand out. It will enable you to set your prices competitively and help you to respond to rival marketing campaigns with your own initiatives.

What the competitors are offering and who are the big players in the market are important fields to research for the company. These will be used and processed through analytical tools to design market campaigns and make the services stand out. It will enable the client to set the prices and also to respond with the initiatives to the marketing campaigns. Also, it is used to target the desired customers.

Market Sizing & Potential Identification of B2B E-commerce in JAPAN

This project aims at market sizing of e-commerce market of Japan. This project includes doing market research and gathering data of status of Japan market of 14 years. The future data is to be predicted by analysing the past and current data.

Objective of the Project

The objective of the project is to do the market sizing of the B2B E-commerce market of Japan. Also predicting the future growth of the market through the CAGR Ratio.

Market Research & Data Collection

From three different websites, three types of data are collected by us. The first meti.go which is official website of Japan's government showed the market size of Japan's B2B e-commerce from 2014 to 2018 i.e. 5 years. The second website showed the data of 2013 to 2018 i.e. of 6 years and the third website showed data of 12 years from 2005 to 2016. Also the data of overall Japan's E-commerce market is taken for the calculation of CAGR.

								Japanese B2B E-Commerce Market Size						
											(Market Size in Trillion Japanese Yen)			
Sr. No.	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018
1										279.99	287.225	290.91	318.16	344.23
2									265.38	279.99	287.23	290.91	318.16	344.23
3	139.5	146.8	160.6	157.8	130	167.4	170.3	177.3	185.1	194.2	200.2	202.5		

CAGR
5.300%
5.341%
3.446%

Source:

1. <https://www.meti.go.jp/press/2019/05/20190516002/20190516002-1.pdf>
2. <https://www.statista.com/statistics/901264/japan-b2b-e-commerce-market-size/>
3. https://books.google.co.in/books?id=DT_CDwAAQBAJ&pg=PA109&lpg=PA109&dq=%27japan+market+size%27+b2b&source=bl&ots=szf4_v9KE1&sig=ACfU3U3QQyilzxSmcLJqELEzi4i41ekhjQ&hl=en&sa=X&ved=2ahUKewi3voM1bjpAhUMzTgGHVq2DxoQ6AEwEnoECAGQAQ#v=onepage&q=japan%20market%20size%20b2b&f=false

E-Commerce > B2B E-Commerce

PREMIUM

Business-to-business (B2B) e-commerce market size in Japan from 2013 to 2018

(in trillion Japanese yen)



Source: <https://www.statista.com/statistics/901264/japan-b2b-e-commerce-market-size/>

Japanese E-Commerce Market Size															
(Market Size in Trillion Japanese Yen)															
Sr. No.	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	CAGR
						8.355	9.075	9.133	11.979	13.729	14.778	16.238	17.708	19.294	11.029%

Source: <https://plusalphadigital.com/ecommerce-japan/>

CAGR
11.029%

Compound Annual Growth Rate (CAGR) is calculated using the Below formula.

$$\text{CAGR} = \left(\frac{V_{\text{final}}}{V_{\text{begin}}} \right)^{1/t} - 1$$

CAGR = compound annual growth rate

V_{begin} = beginning value

V_{final} = final value

t = time in years

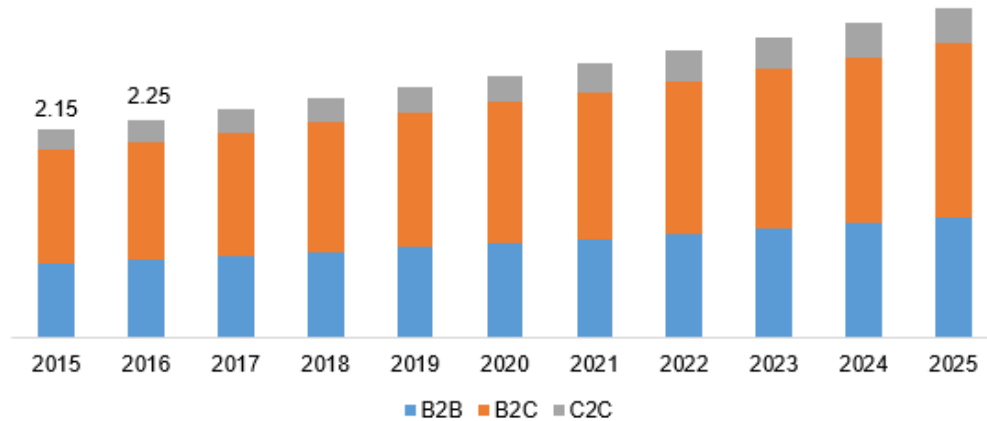
Analysis of the Data

B2C (Business-to-Consumer) held the largest share, accounting for more than half of the market in 2017. This growth is due to the continuous progress in the digitization of various number of transactions and the availability of good number of e-commerce platforms offering a broad range of products which is backed by prominent customer service.

The market for B2B e-commerce was valued at Yen 318.16 trillion (840 million USD) in 2017 and is expected to rise at a CAGR of around 5.0%. B2B is expected to continue with less revenue as compared to B2C understanding the buying frequency of products at different price points. The segment is highly competitive with Amazon emerging as the big player in the country in 2017 with its online market place.

C2C is expected to grow at a CAGR more than 5.5% in 8 years from 2017 to 2025. The segment stands at very low market share when compared to the other two segments (B2B, B2C) and has low transaction sizes.

Japan cross-border e-commerce market revenue, by platform, 2015 - 2025 (USD Billion)



Japan is the third biggest—and one of the fastest developing—e-commerce markets. The development rate has gotten steady in the course of recent years, with yearly development assessed at 9.1% in 2017. With Internet penetration assessed at 93.3% of the total population, Japan speaks a critical market opportunity. As indicated by the Ecommerce Foundation's Japan 2017 report, the E-GDP was anticipated to rise 1.59% in 2017, with 74% of the online population's online shopping. Japan's great economy, exceptionally high urban population and single language make the market alluring to online retailers. Profoundly created distribution foundation and little size of the country make conveyance simple and helpful. Market growth is expected to be steady in the near future.

Sentiment Analysis

The project is a sentiment analysis study where we are required to review and tag comments/feedback on client products and services posted by users on various public and social media platforms. The sources (LinkedIn groups, Facebook groups, reddit groups etc.) have been discussed and approved by the client.

The key phases of the study are defined as –

- ✓ Kick-off meeting with client to understand expectations and key objectives
- ✓ Sentiment aggregation
- ✓ **Sentiment categorization**
- ✓ Data compilation and analysis
- ✓ Weekly update to present findings till date and acquire feedback
- ✓ Report preparation along with relevant supporting information

Client

The client (name cannot be disclosed due to company policy) delivers IT service management solutions to empower MSPs of every size and scale. It's the world's leading integrated IT Service Management platform provider. It includes wide range of products designed for Managed Service Providers under a subscription model.

Products:

- N-Central
- RMM
- Backup & Cloud Storage Services
- Mail Protection & Archiving
- Password Management
- Risk Intelligence
- Pass portal

Objective of the Project

The purpose of the web sentiment study is to analyze the feedback available on internet and social media channels for the client (name can't be disclosed due to company policy) brand and its products to assess volume of sentiment, trends and any salient themes.

Methodology

Sentiment Aggregation

To study the feedback available on internet and social media platforms, sentiments are needed to be aggregated. The comments/feedback on client products and services posted by users on various public and social media platforms are gathered. The sources (LinkedIn groups, Facebook groups, reddit groups etc.) have been discussed and approved by the client. The data is then filtered to remove the noise and irrelevance. We worked on the posts and comments/feedbacks gathered from the reddit groups.

Sentiment Categorization

- The links of the posts/user-sentiments are collected and structured. It is provided to our team (team of four) for the sentiment categorization in into positive, neutral and negative by tagging the response on the basis of which the sentiment is categorized.
- We were provided with 2 workbooks
 1. Reddit Extracted Data - This workbook contains extracted data from reddit groups.
 2. Tagged Sentiment Analysis - This workbook is to enter the tagged post/comment/reply and to fill other details.

Sentiment Analysis Tagging Sheet

Sr. #	Date of Tagging	Date of Post	Group Name	Post URL	Post	Comment	Reply	Tagged Response	Product Type	Theme	Category	Sentiment

Reddit Extracted Data

Sr. No.	Alloted per	Group Nam	New Links	Post Link	Post Name	Post Date/ Posed by	Posted by	Comments Count
386	Apoorv	MSP	https://www	https://old	Kaseya vs Pulseway vs Syncro	7 days	ago by do	37 comments
387	Apoorv	MSP	https://www	https://old	Getting the first job?	11 hours	ago by Cai	10 comments
388	Apoorv	MSP	https://www	https://old	Disable BitDefender GravityZone	19 days	ago by N3	2 comments
389	Apoorv	MSP	https://www	https://old	Veeam. I need some help understanding the license	1 month	ago * by n	18 comments
390	Apoorv	MSP	https://www	https://old	How to efficiently document VLANs, Port mappings,	12 days	ago by Cro	11 comments
391	Apoorv	MSP	https://www	https://old	New Microsoft Defender ATP videos	1 month	ago * by T	12 comments
392	Apoorv	MSP	https://www	https://old	Practical guide to securing remote work using Micro	1 month	ago * by d	14 comments
393	Apoorv	MSP	https://www	https://old	Recommendations on books / resources - Selling, M	29 days	ago by Lia	5 comments
394	Apoorv	MSP	https://www	https://old	Education Environment - Distance/Online Learning	1 month	ago by AB	4 comments
395	Apoorv	MSP	https://www	https://old	Stop DropBox usage	1 month	ago by yak	19 comments
396	Apoorv	MSP	https://www	https://old	Azure joined pc with onprem server	3 days	ago by de	4 comments
397	Apoorv	MSP	https://www	https://old	MSP in Tampa?	22 days	ago by cor	14 comments
398	Apoorv	MSP	https://www	https://old	Remote hands needed - Salt Lake City (Sandy)	8 days	ago * by h	8 comments
399	Apoorv	MSP	https://www	https://old	#VeeamON 2020 - Top Session Picks, Tech Demos...	8 days	ago by ant	comment
400	Apoorv	MSP	https://www	https://old	Easily enrolling users into SaaS Services	1 month	ago by GC	7 comments
401	Apoorv	MSP	https://www	https://old	MSP script writing and marketing video or whiteboa	6 days	ago by ITC	4 comments
402	Apoorv	MSP	https://www	https://old	Looking for beta users for an Autotask Time Import	28 days	ago by Br	2 comments
403	Apoorv	MSP	https://www	https://old	Looking for feedback on new podcast	1 month	ago by Mi	6 comments
404	Apoorv	MSP	https://www	https://old	Microsoft Teams and VOIP services to resell	23 hours	ago by ne	12 comments
405	Apoorv	MSP	https://www	https://old	How to query data straight from object stores?	20 hours	ago by gal	comment
406	Apoorv	MSP	https://www	https://old	WVD Sizing and pricing	3 days	ago by Ra	11 comments
407	Apoorv	MSP	https://www	https://old	WHMCS for running my MSP, why not?	4 days	ago * by l7	13 comments
408	Apoorv	MSP	https://www	https://old	Looking for a Technical Director	19 days	ago * by l7	16 comments
409	Apoorv	MSP	https://www	https://old	Datto RMM and Windows Updates	22 days	ago by jan	5 comments

- Subsequently, each comment/post/sentiment is categorized into one or more categories based on the theme of the comment such as features, customer service, pricing, etc. Each comment/post is tagged on whether the comment included a positive sentiment, a negative sentiment or a neutral sentiment. Also the **output tracker** is maintained accordingly for the number of each category of sentiment, total number of tagged responses, percentage of waste posts etc.

Sample Tagged Sheet:

Post Read:	107						
Tagged:	13	Positive:	5				
		Negative:	6				
		Neutral	2				
Date of Tagging	Date of Post	Group Name	Post URL	Post	Comment	Reply	Tagged Response
26/06/2020	27/05/2020	MSP	https://old.reddi	I'm leaving Solar			I'm leaving Solarw
26/06/2020	27/05/2020	MSP	https://old.reddi	I'm leaving Solar	I don't have a bitc	Ahh makes sense	I don't have a bitd
26/06/2020	27/05/2020	MSP	https://old.reddit.com/r/msp/comments/gf8uzj/mov		While the web filter works in SW I d		
26/06/2020	27/05/2020	MSP	https://old.reddi	I'm running a trial of Syncro right n	No that wouldn't be too bad, but is t		
26/06/2020	18/06/2020	MSP	https://old.reddi	Is anyone else se			Is anyone else see
26/06/2020	15/06/2020	MSP	https://old.reddi	Is there a way to	I use ConnectWis		I use ConnectWis
26/06/2020	15/06/2020	MSP	https://old.reddi	Is there a way to	Actually...Veeam f	This is super inte	Actually...Veeam h
26/06/2020	15/06/2020	MSP	https://old.reddi	Is there a way to	Passportal AD int		Passportal AD int
26/06/2020	27/05/2020	MSP	https://old.reddi	I've been going th			I've been going thr
26/06/2020	18/06/2020	MSP	https://old.reddi	Just an FYI for th	This announceme	This is correct. N	This is correct. No
26/06/2020	29/05/2020	MSP	https://old.reddi	Just curious if an			Just curious if any
26/06/2020	30/05/2020	MSP	https://old.reddi	Kind of a sleeper	£59/mo minimum	Looked at Syncro	
26/06/2020	30/05/2020	MSP	https://old.reddi	Kind of a sleeper	We have been usi		We have been usi

Product Type	Theme	Category	Sentiment
RMM	Products Aspects/ Features	General	Negative
RMM	Products Aspects/ Features	General	Neutral
RMM	Products Aspects/ Features	General	Negative
RMM	Products Aspects/ Features	General	Positive
MSP Manager	Products Aspects/ Features	General	Neutral
Others	Products Aspects/ Features	User Experience	Negative
Others	Products Aspects/ Features	User Experience	Negative
Others	Products Aspects/ Features	User Experience	Positive
MSP Manager	Products Aspects/ Features	General	Positive
RMM	Products Aspects/ Features	General	Positive
Backup & Recovery	Products Aspects/ Features	General	Positive
RMM	Products Aspects/ Features	General	Negative
RMM	Products Aspects/ Features	General	Negative

Output Trackers:

	Apoorv				Ajinkya			
Date	Total Posts Analysed	Sentiment Tagged	Wastage	Group	Total Posts Analysed	Sentiment Tagged	Wastage	Group
23-06-2020	23	5	78%	Reddit	70	25	64%	Reddit
24-06-2020	113	43	62%	Reddit	95	34	64%	Reddit
25-06-2020	75	46	39%	Reddit	72	54	25%	Reddit
26-06-2020	107	13	88%	Reddit	78	41	47%	Reddit
27-06-2020								
28-06-2020								
29-06-2020								
30-06-2020								
01-07-2020								
02-07-2020								
03-07-2020								
04-07-2020								
05-07-2020								
Total	318	107	66%		315	154	51%	

Month	Week	Total Posts Analysed	Sentiment Tagged
June	23-6-2020 to 26-6-2020	1114	475
Grand Total		1114	475

The further steps of this project are performed by the senior research team of InfoAnalytica. The compiled, categorized and rated sentiments will be exported into visual formats and analyzed for trends and themes. The research team will submit a summary report outlining key study findings in a PowerPoint presentation or any format of the Purchaser's preference.

Part-C

Learning from the Summer Internship Project

Application of concepts, tools, techniques and skills learnt in year I

- Different concepts and terminologies like consumer market, market sizing, competitive forces, lead generation etc. learnt during first year at IMNU helped me to understand the market sizing of US markets easily. The theoretical knowledge helped me relate the concepts to real life data and do research efficiently.
- Subjects like Social Media & Business, Marketing Management were really helpful in understanding the market sizing concepts and for successful completion of the project.
- Principles like division of work, taking initiative, discipline learnt at IMNU helped me for the good quality of work, timely submission of assigned tasks, team bonding with the colleagues, prioritizing of tasks and showcase of proactive nature.
- The clients of InfoAnalytica for whom I worked were big E-commerce companies and B2B credit lender companies. Assignments and subjects likes E-commerce at IMNU provided me knowledge of these businesses which guided me to do lead generation more efficiently.
- Along with the market research from various sources, my summer internship involved working on MS Excel and MS Power Point. Subjects like Operation Research already made me familiar with the tools and functions which helped me in data filtering in the project.

New knowledge, tools, techniques and skills learnt at InfoAnalytica

- I learnt to apply the theoretical knowledge from the subjects and assignments at IMNU during the Summer Internship at InfoAnalytica.
- I learnt how a consulting firm works. It's structure, how the tasks are distributed, what kind of services are provided by a consultancy firm, what are the various kinds of requirements by the clients. InfoAnalytica is one of the leading consulting firms for market research and B2B lead generation.

- To meet the organizational objectives, we have to work beyond the assigned job role.
- I learnt different techniques and concepts to perform market sizing, sentiment analysis and lead generation.
- I learnt efficient ways to do market research. It includes identification of the reliable sources, extract the desired data and filter it to remove noise and irrelevance.
- I learning various property types of US, County systems in US, different property data sites of US, understanding the data and extracting it.
- I learnt different ways and techniques to extract information about the competitors, customers of competitors of a company.
- Working on a sentiment analysis project, I studied in depth concepts about it. In the project I categorized the sentiments into positive, negative and neutral by tagging the responses of the users.

References

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