



MBA (FULL TIME) 2019-21

SUMMER INTERNSHIP PROJECT REPORT

(Phase -2 Report)

Internship Organization :

infoAnalytica

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.

Submitted to :

Prof. Dr. Jayesh Aagja

Faculty Mentor

Submitted by :

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Section: C

Date of Submission: 5th July, 2020

Details of Summer Internship

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Organization Office Contact Number	+91-79-6611-8050
Organizational Mentor	Mr. Mittal Shah
Designation of Organizational Mentor	Manager (Operations and Custom Research)
Internship Area	Market Research and Lead Generation
Duration	30 th April 2020- 30 th June 2020

Declaration

I, hereby, declare that the work presented in this report, in fulfillment of the requirements for MBA FT Program, submitted to Institute of Management, Nirma university, Ahmedabad is an authentic record of my own work and is free from any type of plagiarism, carried out under the supervision of Mr. Mittal Shah, Organization Mentor and Prof. Jayesh Aagja, Faculty Mentor.

I also declare that the work embodied in the present report is my original work and has not been copied from any source.

Place : Ahmedabad

Date : 05 / 07/ 2020

Signature : _____ (Ajinkya Yavalkar)

ACKNOWLEDGEMENTS

I would like to take this opportunity to thank Institute of Management, Nirma University, which has kept this very necessary summer internship training program for the benefits of the students.

Secondly, I would like to thank Mr. Mittal Shah (senior manager) for giving an opportunity to pursue my summer internship in this organization. I would also like to thank him as at each moment he has given me valuable guidelines and without his constant support, this training program would not have been as rich a learning experience as it is now.

I would also like to thank Prof. Jayesh Aagja for constantly supporting me and providing valuable guidelines through the journey of my summer internship program.

Last but not the least; I would like to thank all my colleagues at InfoAnalytica, who have motivated me and have given me right direction throughout my internship program.

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Summary

InfoAnalytica Consulting was founded in Ahmedabad, India on January 1, 2009 with 3 people. It is a multinational marketing consulting firm with focus on B2B demand generation, marketing research and B2B marketing analytics. It currently has more than 200 employees in India, USA and Canada. InfoAnalytica has many renowned companies like Amazon, Yahoo, Bank of America, and PayPal as its customers. It ranks 319 in INC 5000 as fastest growing company.

I mainly worked on 2 projects during my internship under guidance of Mr. Mittal Shah. In one project, I did competitive lead generation. I found different competitors for a B2B Credit Lending Company (name cannot be disclosed due to company policy) in USA and found customers of 4 such competitors. This data will be used by client company to contact and convert customers of competitor companies. The data I gathered included many details like address of business, owner, owners contact number / email address, type of business and much more which will help client company approach potential customers with customized offers.

Second project I worked on was part of bigger project that InfoAnalytica is doing for a well-known multinational E-commerce giant. In this project, I gathered property assessor data of many counties and states in USA. All this data will be used by Client Company to identify different owners / managers of Multi-family housing units and contact them via obtained addresses to make them participate in a scheme of Client Company. I also did state wise market sizing to identify potential and extent of project undertaken by Client Company. I worked on B2B E-commerce market sizing of Japan and also worked on Tagging of Reddit posts/comments for purpose of Sentiment Analysis.

During my internship, I was able to apply various concepts and Learnings I learned from subjects like Marketing Management and communication for managers at IMNU. At InfoAnalytica, I learned how to do market research and lead generation efficiently and smartly. I also learned how exactly a consulting firms works, its structure, what different services such firms provide, how different companies have different requirements, why exactly consulting firms are preferred by other companies and much more.

PART B - PROJECT WORK

INTRODUCTION OF PROJECT

Title of Project :

Market sizing and Lead Generation for one of the B2B e-commerce giants of the world for its North American, European and Japanese markets for multiple business units.

Area of Project :

This project is a market research and analysis based project which involves application of our theoretical knowledge in field of marketing. We will be working on lead generation, competitive analysis, market research, applications of analytics and will be gaining practical experience by working with one of very renowned multinational consultancy firms i.e. InfoAnalytica.

Introduction :

InfoAnalytica has been working with wide variety of customers like EBay, PayPal, Google, Amazon, Strykar, Fundbox, QuinStreet, Google, Malwarebytes and many more. I was part of the Market Research and consulting department of Indian division of InfoAnalytica. I worked with my friend and colleague Apoorv Sundrawat, who is also from Institute of Management Nirma University under guidance of Mr. Mittal Shah who is a Manager of the same department. Mr. Mittal shah has been working with InfoAnalytica for last 5 years and 10 months and has total working experience of more than 9 years.

The project I did was a part of big project InfoAnalytica was doing with a very well-known multinational e-commerce giant (name of which cannot be disclosed due to company non-disclosure policy). This e-commerce giant has to spend lot of time and resources while delivering items to different addresses or condominiums in same area or even in same building. Many times parcels are returned due to locked doors, limited access to delivery personnel and many other such restrictions. Due to this, both customers and this company suffers losses as customers don't get their deliveries on time and which subsequently results into bad reviews and opinions about company.

To save the costs and time, it has decided to start delivering these items collectively at a decided time in common area of a building or any other multi-family residential households. Using cloud data and IOT devices, this facility allows building owners and managers give timely and restricted access to delivery personnel. Customers can collect their package as per their convenience and there won't be much time wastage in delivering door to door, no more buzzing and no more giving access to delivery personnel to whole building.



With this, building managers can control and monitor deliveries and people in building will also feel much safer and will prefer this e-commerce company over others. To see potential in implementation of this idea and gather data of multi-family and condominium like properties in North American, European and Japanese markets, we did market research. Apart from this, we also did competitive analysis for few customers of InfoAnalytica to find out their competitors and identify customers of these competitors (direct list of customers is never given directly by these companies). This data of actual and potential customers will help clients of InfoAnalytica in lead generation and starting new services due to which they can attract customers of their competitors.



Image source: Depositphotos

Date of Commencement :

30th April, 2020

Date of Completion :

30th June, 2020

Objectives of Project :

1. To gather Assessor Parcel / Property Assessment data of different counties in USA.
2. To use different analytics tools to identify scope, market size and potential customers for a particular objective (Kept Confidential) using this assessor/property data.
3. To identify state wise market sizing for multifamily households in USA.
4. To study competitors of few Credit Lender companies and identifying their customers and probable customers.
5. To do analysis of those credit lender companies to identify why customers choose them over others.
6. To study business to business market size and b2b e-commerce market size in Japan.
7. To observe statistics like CAGR of those market sizes to identify potential of and growth of those markets.
8. To do tagging of Posts and Comments on Reddit for the purpose of Sentiment Analysis.

B2B Competitive Lead Generation

Market research is defined as the process of evaluating the feasibility of a new product or service, through research conducted directly with potential consumers. This method allows organizations or businesses to discover their target market, collect and document opinions and make informed decisions. Market research is mainly conducted for comprehending or looking at the market related with a specific item or service, to speculate and choose how the crowd will respond to an item or service. The data got from directing statistical surveying can be utilized to tailor promoting or advertising exercises or to figure out what are the component needs or service requirements (assuming any) of customers.

Lead generation is the process of drawing in leads (your potential clients) into a contact management or marketing framework system with the expectation of nurturing them all through the purchasing procedure to help persuade them about your contributions and afterward convert them into a paying client. The methodologies used to produce these contacts are set up by your business to guarantee that your leads are quality leads. Lead generation is tied in with building trust with your audience and instructing them about your industry and offerings along the way (Banerjee & Bhardwaj, 2019, p. 298).



InfoAnalytica is specialized in B2B lead generation and have done accurate lead generation by not only using exhaustive market research and analytics tools but has also deployed ground force which does verification of details of phone numbers, addresses, employees and other data to ensure generated leads are of good quality. As a part of my summer Internship, I was given a task to identify close competitors of a well-known business Credit lender company (Name of this company is kept confidential due to company Policy). I was also tasked with identifying confirm

as well as potential customers of those competitors. This research, as we can identify, is a Qualitative research. For this task I was expected to generate Quality leads in form of specific business names and not statistics or numbers.

Finding close competitors is comparatively easy job as we can find companies doing same business in the same region where the client operates. But finding leads (Customers of competitors) is a tough job as the list of customers is not directly given on the competitor's web site. At first, I was trying to find data just by searching it through browsers but wasn't getting much data. After some tricks were taught to me by Mr. Mittal Shah, I used different secondary data sources to gather required data.

Data Collection :

To obtain close competitors for B2B credit lending company based in USA, first I searched different sites suggesting companies who give credit to other businesses mainly in big cities like San Francisco and Washington. I searched data from sources like :

- <https://www.merchantmaverick.com/>
- <https://list.ly/list/wBL-top-online-business-lenders>
- <https://www.crunchbase.com/hub/united-states-lending-companies>

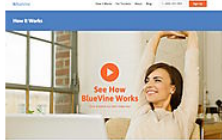
I found several companies which were competitors of Client Company. Few examples are Fundera, BlueVine, Behalf, Credit Key, Fundation, Resolve Pay, Apruve etc. After consultation with Mr. Mittal Shah, we decided to find customers of four companies – 1. Behalf, 2.Resolve Pay, 3. Apruve and 4. Credit Key.

Behalf extends no fee terms and offers financing for 30-180 days through payment medium suitable to its customers. Resolve Pay's solution extends risk free payment terms to buyers and pays merchants upfront which boosts order size, optimizing cash flow and building new growth channels. It also helps its customers create buyer channels. Apruve provides fully customizable and automated solutions for B2B credit programs and payments for businesses. It is famous for valuing ethics more than profits and focuses more on simplicity. Credit key is quite flexible considering payments from customers and quick for credit approvals. It is also supported by huge number of platforms like Magento, Commerce cloud, Big commerce, Shopify, IBM

websphere and hybris. Image below shows screenshot of one such list which provides information about companies like InfoAnalytica's client who provide short term, customized credit to different businesses.

8 BlueVine

Dec 27, 2015 - bluevine.com - 156 clicks



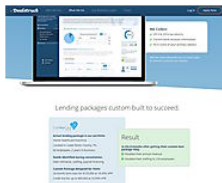
BlueVine is an invoice factoring company founded with a simple goal - to help small businesses overcome their short-term cash flow challenges. Specifically, BlueVine bridges the cash gap which happens due to slow paying customers by enabling businesses to sell their unpaid invoices. With BlueVine there's no need to wait for net 30 or even 60 ever again. The company provides a quick, simple and 100% online solution. Opening an account is easy and takes less than 2 minutes. Funds are typically available within 1 business day.



0 Comments Relist Share

9 Dealstruck

Dec 27, 2015 - dealstruck.com - 201 clicks



The Dealstruck lending marketplace connects profitable, small- and medium-sized businesses with individual and institutional accredited investors. Unlike the one-size-fits-all approach offered to them by banks and the high-cost, short-term credit offered to them by alternative lenders, Dealstruck claims to provide more patient growth capital that allows businesses time to plan and execute for maximum success.



0 Comments Relist Share

10 Behalf

Dec 27, 2015 - behalf.com - 200 clicks

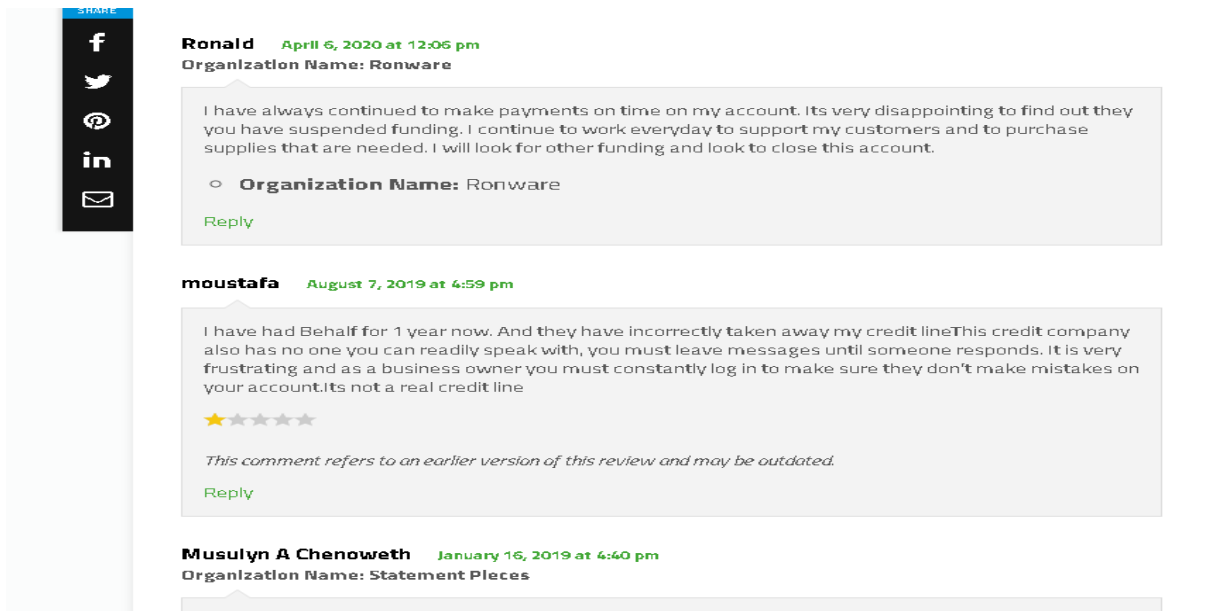


Behalf fills a significant economic need, by offering access to short-term financing for businesses of all size, with flexible repayment terms. Its innovative method of analyzing credit requires businesses to answer just four questions. Then, customers get access to fast, fair financing to help them seize opportunities, address cash flow needs, and keep growing. Behalf pays vendors directly, so there's no paperwork to deal with, no time wasted waiting for checks to clear, making the process as simple and efficient as possible. Behalf was previously

To find customers of competitors firms, at first I tried searching using browser and general terms but was unable to find much of a data. Then Mr. Mittal Shah told me to search data using :

1. Reviews given by companies:

Reviews given by different companies on different sites that give information about credit lending companies. To give an example, consider I want to find customers of Behalf. I will then visit web sites like 'Merchant Maverick' which compares different credit lending companies and gives brief information about all companies in USA. Here, I will check reviews of companies who are talking about Behalf.



Source : <https://www.merchantmaverick.com/reviews/behalf-review/>

SO, we can identify Ronware and Statement Places are definitely customers of Behalf as can be seen in the image above.

2. Blogs written by company or third party :

With objective of impressing and attracting customers, many times companies mention premium companies / big companies being their customers. So, we can obtain names of customers of companies through blogs on their official sites. Sometimes third party writers or web sites also mention some companies being customers of other companies. We can obtain required data through such blogs as well. To give example <https://www.behalf.com/blog/page/6/> reveals FinWise Bank to be customer of Behalf.

3. 'Our Customers' section on official website of a company:

This section mentions names of the very old / big companies which are customers of this company. Displaying names like this makes visitors to web site feel more confident and appealing to work with this company. It makes visitors think that if such big companies are already working with this lender, this company must be very good to work with. Image below shows some of the customers of Behalf shown in Our top partners category..

Some of our top partners include:



Source: <https://www.behalf.com/>

4. Different web sites mentioning small to medium businesses needing credit for doing business:

Events like 'CreditCon' happen throughout the year in USA. Different participating companies who are not money lenders can be classified as potential customer for our B2B Money Lender firm client. From the list of potential clients, analytic tools are used to identify refined list of potential customers. Some of the examples of such sources are :

- <https://invoiced.com/resources/customers>
- <https://www.merchantmaverick.com/reviews/bluevine-review/>
- <https://credit-con.com/>

Using all such different resources and doing research, I prepared list of Confirm customers and list of potential customers for InfoAnalytica's Client company which is a credit lender company in USA. Apoorv and I managed to identify 52 confirm customers and about 250 potential customers of those 4 competitor companies. These lists were run through an purchased analytics software (name cannot be revealed as per company policy) and list of most convertible customers (Leads) was obtained.

Now, next task was to gather information of each company (lead). This included website, street, city, state (all in USA), ZIP code, number of employees, Company revenue, Product, Industry, First Name and Last Name of CEO / Owner / director of company, email address and phone number of company and of management personnel.

Company Name	Website	Street	City	State	ZIP/Postal Code	Country	Employees	Product	Industry	First Name	Last
Hotbox Vape Corp.	https://hotboxvaporizer.com/	14084 Amargosa Rd Ste 220	Victorville	California	92392	US	1-10 Employees	E Cigarette Shop	Vape & E-Juice		
House of vapors		404 Chandler St	Worcester	Massachusetts	1602	US	1-10 Employees	E Cigarette Shop	Vape & E-Juice		
Ice Bear	https://icebearhwac.com/	740 Lamat Road	La Habra Heights	California	90631	US	11-50 Employees	HVAC equipments	Electrical Equipment		
Jazzman 8 Entertainment, LLC		4010 PARTRIDGE AVE	Evans	Colorado	80620	US	1-10 Employees			Lauren	Woo
JC Capital Transportation Inc		7229 Landover Rd	Hyattsville	Maryland	20785	US	1-10 Employees	Local Trucking services	Transportation		
Jules Hidden Treasures		156 S Park Square	Fruita	Colorado	81521	US	1-10 Employees	Hand made merchandi	Retail		
Karizma Shoes and Apparel		3962 Sweetwater Parkway	Ellenwood	Georgia	30294	US	1-10 Employees	Footware	Retail		
Marquez Concepts	https://www.marquezeconcepts.com/	2221 RAVEN RD SUITE 100	Raleigh	North Carolina	27614	US	1-10 Employees	Security cameras and s	Electrical Equipment	Mike	
Mastodonte LLC	https://www.lamastodonte.com/	2437 Bienville St	New Orleans	Los Angeles	70119	US	1-10 Employees	Stormwater managem	Construction	Arien	Hall
My Insurance Guy LLC	http://www.myguynetwork.com/	211 N Loop 1604 E, Ste 260	San Antonio	Texas	78232	US	11-50 Employees	Insurance Services	Insurance		
Native Vapes, LLC dba Charlotte E-Cigs	https://shop.nativevapes.net/	9640 S Tryon St	Charlotte	North Carolina	28273	US	1-10 Employees	E Cigarette Shop	Vape & E-Juice	Danielle	Cruz
Nature Hero International, LLC	http://www.mynaturehero.com/default.asp	85 North University Avenue	Provo	Utah	84601	US	11-50 Employees	Nutrition Suppliments	Dietary Supplement	Darrell	Lere
New Choice Vaping LLC	http://www.newchoicevaping.com/	2716 Pineridge Ln	Powhatan	Virginia	23139	US	1-10 Employees	E Cigarette Shop	Vape & E-Juice	John	Vets
O\0027Malley\0027s											
One Simple Connection Ilc	http://www.onesimpleconnection.com/	4300 S. Semoran Blvd Ste.	ORLANDO	Florida	32822	US	1-10 Employees	Mobile Phone Shop	Electronics	Laura	Sanc
Overton Enterprise		8201 E Riverside Dr Ste 125	Austin	Texas	78744	US	1-10 Employees	Apparel Accessories M	Manufacturing	Kim	Over
PCM TigerDirect	http://www.tigerdirect.com/	9250 W Flagler St	Miami	Florida	33174	US	1-10 Employees	Computer shop	Electronics		
Phillips Auction & Sales	https://www.phillips.com/	450 Park Avenue	New York	New York	10022	US	11-50 Employees	Auction house and sup	Auction	Edward	Dolm
Raptor Wireless	http://www.raptorwirelesslabs.com/	801 Cascade Pointe Lane	Cary	North Carolina	27513	US	1-10 Employees	Wireless Design	Manufacturing	Willi	Dard
Rolling Aces Trucking, LLC		2557 Monarch Bay	Las Vegas	Nevada	89128	US	1-10 Employees	Trucking	Transportation		
Rosie Wright											
savesavesave	http://www.savesavesave.co.uk/		San Francisco	California	94103	US	1-10 Employees	Charity	Charity	Paul	
sellfastforpaper, LLC		17190 Mt. Vernon Rd	Golden	Colorado	80401	US					
Shandie Case Agency		3240 D 1/4 Rd Apt A	Clifton	Colorado	81520	US	1-10 Employees				
Sierra wholesale Ilc		30725 Us Highway 19 N	Palm Harbor	Florida	34684	US					
Sofa Vapes, LLC		5058 Peters Creek Plawy	Winston Salem	North Carolina	27127						
Sound & Video Solutions	https://svs2u.com/		Macon	Georgia	31210	US	1-10 Employees	Sound and Video soluti	Electronics		
Steven Williams Enterprise LLC		9520 LIVERPOOL STREET	JAMAICA	New York	11435	US	1-10 Employees			Steven	Willi

Company names painted in red are those companies which are permanently closed now. This data was collected using multiple channels. Some data was obtained from official websites, some data like CEO's information was obtained from official LinkedIn accounts, some information was obtained from Facebook pages etc. This data was then verified by other InfoAnalytica officers by using calling and by actually visiting the places. I worked on data of total 157 companies.

Such verified quality data of companies who are customers of competitors of credit lending company (Client of InfoAnalytica) and who do take short term credit to do business is then given to client company. That client company will use this list to send offers, promotions to those companies and will contact their managers to try to make them customers.

Names of all the companies of which I gathered data and generated lead are given in table below:

Sr. No.	Company Name	Sr. No.	Company Name	Sr. No.	Company Name
1	Hotbox Vape Corp.	53	JCE Wireless	105	Cell Phone Solutions (Lobo)
2	House of vapors	54	Jim kounnas Optometrists	106	Central Discount
3	Ice Bear	55	American Countryside Farmers Market	107	Chalet Brothers
4	Jazzman 8 Entertainment, LLC	56	Charles Knight sole proprietor	108	Clean Break Hawaii
5	JC Capital Transportation Inc	57	Kokonte Enterprise	109	Cozy Earth
6	Jules Hidden Treasures	58	La pulga otay	110	DA GUAM BOMB VAPE
7	Karizma Shoes and Apparel	59	3B wireless	111	Death before failure ent. Inc.
8	Marquez Concepts	60	E-smoke shoppes	112	Discount Apparel
9	Mastodonte LLC	61	Mobilesentrix	113	American Powersports Sales Ctr.
10	My Insurance Guy LLC	62	Monett Cummnings	114	Eagle tax breaks plus
11	Native Vapes, LLC dba Charlotte E-Cigs	63	Mwr contracting	115	East County Gazette
12	Nature Hero International, LLC	64	Quality Beauty Distributors	116	eretailbazaar
13	New Choice Vaping LLC	65	New home building stores	117	Cellular Next
14	O\u0027Malley\u0027s	66	East Valley Treasures LLC	118	Feliciano
15	One Simple Conection llc	67	Nikki Blue	119	Felix

16	Overton Enterprise	68	Office FMT	120	Firehouse vapours
17	PCM TigerDirect	69	One globe communication	121	GNH Lumber, Inc.
18	Phillips Auction & Sales	70	Optimistic medical equipment	122	Habersham Hardware & Home Center
19	Raptor Wireless	71	Plum Crazy Vapour	123	Haley Lumber & Building Supply
20	Rolling Aces Trucking, LLC	72	Premium Leisure LLC	124	HCV Inc.
21	Rosie Wright	73	Prestige Touch	125	Henix C LLC
22	savesavesave	74	Pronto multiservices LLC	126	HT Computers and Electronics Repair
23	sellfastforpaper, LLC	75	Pyramid Interior Distributors	127	Hydras Collection Inc.
24	Shandie Case Agency	76	Rebecca Montrone	128	Hyperikon
25	Sierra wholesale llc	77	Reliant Brokers USA	129	Interior Define
26	Sofo Vapes, LLC	78	Roberts Computer Center	130	iTransport & Logistics, Inc.
27	Sound & Video Solutions	79	Royal prestige amazing buying	131	3 LaBordes LLC
28	Steven Williams Enterprise LLC	80	Saad Distributors LLC	132	A&D Bicycle Shop
29	Superior Jewelry	81	Safety Glasses USA	133	Anaconda Vape
30	Susan Weller	82	Shawn n Theresa Wynecoop	134	Appalachian Technical Services
31	TLC Consulting, LLC	83	SimpleTire	135	ASHBEE CORP
32	Total DJ, LLC	84	El sitio Mobile and Associates Inc.	136	Beano's Bargains
33	TWINS & SONS	85	Smart Electronics	137	Bedford City

					Transporters LLC
34	Uberglas LLC	86	Sound video solutions	138	BeGeared, LLC
35	Vapor Depot Electronic cigarettes	87	Southpaws pizza	139	Birdsongs Distribution
36	VB ONLINE	88	Sprung LLC	140	Blue Angels Marketing
37	1-800 Accountant	89	SS&Si dealer network	141	BOB's for Business
38	1800celular wireless	90	Statement pieces	142	B-Stock Solutions
39	Adrian VEGA	91	Sustainable supply	143	Cellular Freedom LLC
40	Advanced Automotive Performance	92	Taiphoon Online ventures	144	Celulares 5 Estrellas
41	ALI Boom Bye YAE	93	Techmate LLP	145	cheapos LLC
42	All Choices	94	The belene company	146	DBA LUIS M COK
43	Amari Ashton Designs Boutique	95	The root of all people	147	Debbie's apparel
44	ANA DINORA PEREYRA Los Magicos Roxbury	96	The tea store	148	DollarsMarket
45	Antigua Catering & Events	97	The wright Exchange LLC	149	Dynamic Wireless
46	Bargains 4 Less, LLC	98	Trupar.com	150	Earthmark
47	Bill Bailey Images dot com	99	Ultimate Wireless	151	E-based outlets LLC
48	C&C Express Trucking Inc.	100	Vape Commander	152	Ernie's Planet Vapor Kentucky
49	CabinetParts.com	101	Varaspec	153	Estes Park Auto Group, LLC - Chandler
50	CablesandKits.com	102	W.E. Aubuchon Co.	154	EveryBuddyVapes,

			Inc.		LLC
51	J&S Distributors	103	D&W Vapors	155	Excel Team Excellence LLC
52	Glamorous Rentals	104	Graphix Enterprises	156	Florida Discounts
				157	Flowers To go

Market Sizing and Lead Generation for an E-Commerce Giant

Potential of a market is identified by a process called Market Sizing. Market sizing is usually done for identifying which product is required in which area, which is a part where a particular product is in demand, to identify proper time for launching particular product etc. A wide variety of primary and secondary data sources are studied to take important decisions in all the companies for market sizing. Market Sizing is usually done for :

- To identify products / services already in market
- To identify competitors in market
- To identify total size of market
- Profiles of customers
- Current trends in market

As mentioned in Introduction section, this project is a part of bigger project that InfoAnalytica is doing for an well-known multinational E-Commerce giant. To identify market size, I was supposed to gather data from official web sites of different counties in USA. County is a administrative or political subdivision of states in USA. Most counties are further divided into subdivisions which may include townships, municipalities and unincorporated areas. Others have no further divisions, or may serve as a consolidated city-county where a city and a county have been merged into a unified jurisdiction.

I was tasked with doing research and finding out Assessor parcel / Property assessment data which includes brief information like

- PID (Property Identification Number)
- GIS ID (Geometric Information System ID)
- Street Number
- Street Name
- Zip Code
- Property Type Code
- Owner Name
- Mail Address

- Gross and Living Area
- Number of Floors
- Building Style
- Roof Type

Large amount of such data is available on official sites of Counties. But this data is difficult to find and needs lot of searching to find latest updated database among lot of tabs and sections on any county's web site. I am giving brief example of identification of Assessor Parcel data for city of Boston (Suffolk County).

First step is to use browser to get overview of government sites of Boston and county which includes Boston. Following are some of the examples of such government owned sites-

- <https://www.cityofboston.gov/assessing/search/>
- <https://data.boston.gov/>
- <https://docs.digital.mass.gov/dataset/massgis-data-standardized-assessors-parcels>

City of Boston.gov
Official Web Site of the City of Boston

Home | 311 | Residents | Business | Visitors | Students | Government

Assessing

- Home
- Letter from the Commissioner
- Assessing Online
- Abatement Procedures
- Assessed Values
- Betterments and Tax Bills
- Boat Excise
- Boat Mooring/ Docking Compliance Law/ Permits
- Circuit Breaker Income Tax Credit
- Exemptions
- Condo Conversion
- Data & Mapping Resources
- Forms
- Frequently Asked Questions
- Motor Vehicle Excise
- Municipal Liens
- Personal Property
- PILOT Task Force
- Property Classification
- Property Identification
- Proposition 2 1/2
- Real Estate Parcel Consolidation
- Real Estate Taxes Tax Bills and Payments
- Tax Rates
- Tax Deferral

Assessing Online

COVID-19 UPDATE 2020-04-07: The Mayor has extended the deadline for fiscal year 2020 residential and personal exemption applications to June 1, 2020.

The Assessing Online application brings direct access for taxpayers, homeowners, real estate and legal professionals as well as business owners to property parcel data including assessed value, location, ownership and tax information for each piece of property in the city.

The information assists homeowners directly in their ownership responsibilities by providing the current value and tax status of their property. Professional real estate, business and legal entities access and draw upon Boston property parcel data to support and enhance their specific business operations. The GIS data appended to this application provides valuable graphical contexts for researchers, analysts and other professionals interested in demographical patterns, property usage and development.

Search FY2020 Real Estate Assessments and Taxes

Search by address or parcel... Search parcels

examples: 1 City Hall Sq | 0504203000 | KENNEDY JOHN | 352R Blue Hill Ave Apt # 3

We are trying to make Assessing Online better. Please help us by [taking this short survey](#).

How to Obtain an Online Application for Abatement and/or Exemption

The deadline for filing a FY2020 Real Estate Property Tax [Abatement](#) Application was Monday, February 3, 2020. Applications for FY2021 will become available for download beginning Friday, January 1, 2021.

The deadline to file for a FY2020 Personal Exemption (Blind, Elderly, Surviving Spouse, Veteran) and/or Residential Exemption Application is Monday, June 1, 2020 at 5:00 PM.

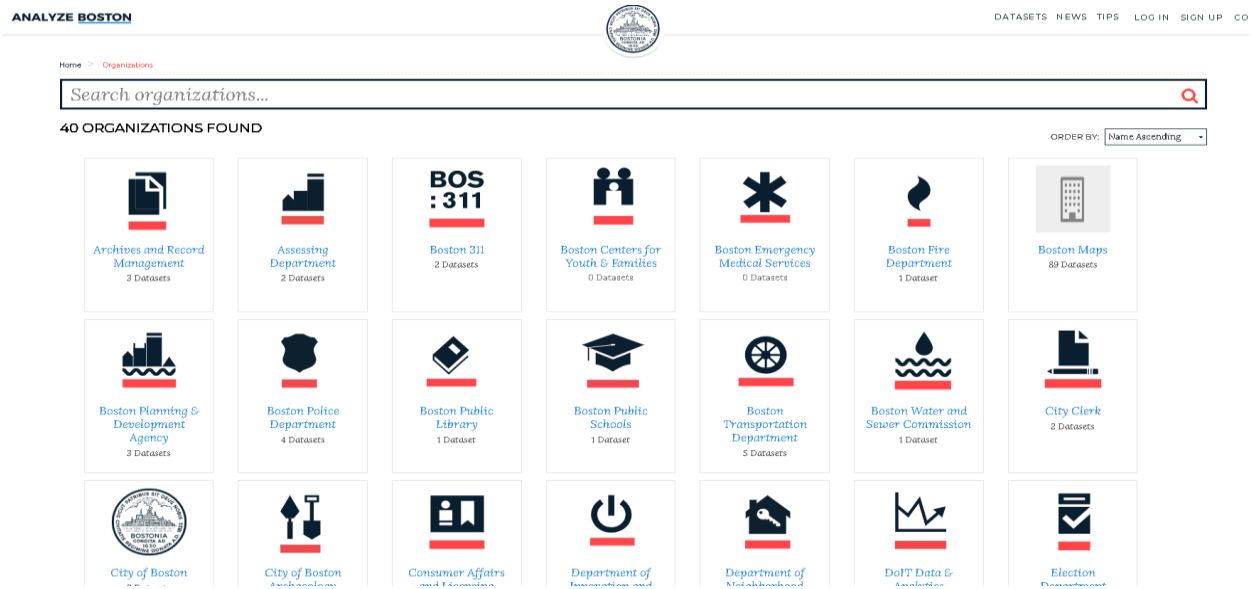
The deadline to file for a FY2020 National Guard Exemption is Monday, June 1, 2020 at 5:00 PM.

Instructions for obtaining an online application for [abatement](#), [personal exemption](#), and/or [residential exemption](#):

1. Property owner must first enter identifying information such as parcel ID, last name, or street address in the search box above.

As we can see it has lot of tabs and sections through which we need to find the data we need.

- I obtained data of Parcel Assessment for Boston by using <https://data.boston.gov/> this web site after searching through other web sites for hours.



Among all the available departments in Assessment Department followed by Property assessment page I found required Property data for city of Boston. Figure attached below is a screenshot of Boston Property Data I found on <https://data.boston.gov/dataset/property-assessment>.

	A	B	C	D	E	F	G	H	I	J	K	L	N	
1	https://data.boston.gov/dataset/property-assessment/resource/8de4e3a0-c1d2-47cb-8202-98b9cbe3bd04													
2	PID	CM_ID	GIS_ID	ST_NUM	ST_NAME	ST_NAME_SUF	UNIT_N	ZIPCODE	PTYPE	LU	OWN_OCC	OWNER	MAIL_ADDRESS	MAIL_CS
3	100271002	100271000	100271000	356	PRINCETON	ST	1	2128	102 CD	Y		BLOHM BILLIE	356 PRINCETON ST, UNIT 1	EAST BOSTO
4	100271004	100271000	100271000	356	PRINCETON	ST	2	2128	102 CD	Y		JOHNSTON JAMES S	356 PRINCETON STREET #2	EAST BOSTO
5	100271006	100271000	100271000	356	PRINCETON	ST	3	2128	102 CD	N		GADKARI SWAPNIL	356 PRINCETON ST, UNIT 3	EAST BOSTO
6	100272000		100272000	352	PRINCETON	ST		2128	105 R3	Y		DINDIA DIANA	352 PRINCETON ST	EAST BOSTO
7	100273000		100273000		PRINCETON	ST		2128	132 RL	N		DINDIA DIANA	352 PRINCETON ST	EAST BOSTO
8	100274000		100274000	342 R342	PRINCETON	ST		2128	109 R3	N		FIRST PRINCETON LLC	66 CRAGMORE RD	NEWTON MA
9	100271000	100271000	100271000	356	PRINCETON	ST		2128	995 CM	N		356 PRINCETON STREET CONDO	356 PRINCETON ST	EAST BOSTO
10	100275000		100275000	18 20	SHELBY	ST		2128	105 R3	N		ANDRADE MIGUEL	114 SARATOGA ST	EAST BOSTO
11	100276000		100276000	16	SHELBY	ST		2128	105 R3	Y		LOPEZ HUGO	16 SHELBY ST	EAST BOSTO
12	100277000		100277000	14	SHELBY	ST		2128	105 R3	N		PATTI JOSEPH	14 SHELBY ST	EAST BOSTO
13	100278000		100278000	12	SHELBY	ST		2128	105 R3	Y		GUTIERREZ EDUARDA	12 SHELBY ST	EAST BOSTO
14	100279000		100279000	10	SHELBY	ST		2128	111 R4	N		10 SHELBY STREET LLC	94 WINSTON RD	NEWTON MA
15	100280000		100280000	8	SHELBY	ST		2128	105 R3	N		CARVAJAL MARCO A	358 NEPONSET, UNIT F	CANTON MA
16	302975106	302975000	302975000	85	E INDIA	RO	7-D	2110	102 CD	N		PENDERGAST PETER R	85 E INDIA ROW #4A/B	BOSTON MA
17	302975108	302975000	302975000	85	E INDIA	RO	7-E	2110	102 CD	Y		GO-2-11 REVOCABLE TRUST	85 EAST INDIA RO #7-E	BOSTON MA
18	302975110	302975000	302975000	85	E INDIA	RO	7-F	2110	102 CD	Y		CLIFT SHARRON A	85 E INDIA ROW #7-F	BOSTON MA
19	302975112	302975000	302975000	85	E INDIA	RO	7-G	2110	102 CD	Y		EVERTS ALBERT P II	85 E INDIA RO # 7-G	BOSTON MA
20	302975114	302975000	302975000	85	E INDIA	RO	7-H	2110	102 CD	N		YOUNG JANE	85 E INDIA ROW #7H	BOSTON MA
21	302975116	302975000	302975000	85	E INDIA	RO	8-A	2110	102 CD	N		ESTIA PROPERTIES LLC	27 MYOPIA RD	WINCHESTEF
22	100281000		100281000	6	SHELBY	ST		2128	105 R3	Y		ALBARO CARMELLA	10 HAMMERSMITH DRIVE	SAUGUS MA
23	100282000		100282000	22 24	SHELBY	ST		2128	13 RC	N		FRENCH KIMBERLY	41 WABAN ST	SAUGUS MA
24	100283000		100283000	345 345R	PRINCETON	ST		2128	332 C	N		30 PROPERTIES LLC	8331 BEACON ST #205	NEWTON MA
25	100284000		100284000	347	PRINCETON	ST		2128	105 R3	Y		SARAVIA MARTIR E	347 PRINCETON ST	E BOSTON M
26	100285000		100285000	349	PRINCETON	ST		2128	101 R1	Y		MERO LEONARD J ETAL	349 PRINCETON	EAST BOSTO
27	100286000		100286000	357	PRINCETON	ST		2128	104 R2	N		HERNANDEZ RAUL	357 PRINCETON ST	EAST BOSTO
28	100287000		100287000	359	PRINCETON	ST		2128	101 R1	Y		LINCOURT SUSAN J	359 PRINCETON ST	E BOSTON M
29	100288000		100288000	361	PRINCETON	ST		2128	104 R2	Y		DADSI ABDELGHANI	361 PRINCETON ST	EAST BOSTO
30	100289000		100289000		PRINCETON	ST		2128	106 RL	N		DADSI ABDELGHANI	361 PRINCETON ST	EAST BOSTO

This data file has 76 different columns for different categories of data and 175054 properties/rows of data is in this file. These data files are mostly available in Excel spreadsheet format with size ranging from few MBs to GBs.

After lot of research Apoorv and I was able to gather data of different counties as specified by Mr. Mittal Shah. List given below shows links for different cities of which counties are given in bracket. Page link will take you to the page on which preview of excel file and tab to download data are present. This page link helps identify if data is taken from authentic source and from government web site only. Data link will enable you to download data directly. This list of links is being shared in this report after taking permission from project manager i.e. Mr. Mittal Shah.

List of Data Links :

- Boston (Suffolk County) –

Page: <https://data.boston.gov/dataset/property-assessment/resource/8de4e3a0-c1d2-47cb-8202-98b9cbe3bd04>

Data: <https://data.boston.gov/dataset/e02c44d2-3c64-459c-8fe2-e1ce5f38a035/resource/8de4e3a0-c1d2-47cb-8202-98b9cbe3bd04/download/data2020-full.txt>

- Orlando (Orange County) –

Page: <https://www.ocpafl.org/searches/parcelsearch.aspx>

Data: [Select Property by search option on same page](#)

- Seattle (Kings County) –

Page : <https://info.kingcounty.gov/assessor/DataDownload/default.aspx>

Data: <https://aqua.kingcounty.gov/extranet/assessor/Parcel.zip>

- [Philadelphia \(Philadelphia County\) –](#)

Page: <https://www.opendataphilly.org/dataset/opa-property-assessments>

Data:

[https://phl.carto.com/api/v2/sql?q=SELECT+*,+ST_Y\(the_geom\)+AS+lat,+ST_X\(the_g](https://phl.carto.com/api/v2/sql?q=SELECT+*,+ST_Y(the_geom)+AS+lat,+ST_X(the_g)

[eom\)+AS+lng+FROM+opa_properties_public&filename=opa_properties_public&format=
=csv&skipfields=cartodb_id,the_geom,the_geom_webmercator](#)

- Chicago (Cook County)–

Page - <https://datacatalog.cookcountyil.gov/Property-Taxation/Cook-County-Assessor-s-Residential-Property-Charac/bcnq-qi2z/data>

Data - <https://datacatalog.cookcountyil.gov/api/views/bcnq-qi2z/rows.csv?accessType=DOWNLOAD&bom=true&format=true>

- New York (New York County)–

Page - <https://data.cityofnewyork.us/City-Government/Property-Address-Directory/bc8t-ecyu>

Data - <https://data.cityofnewyork.us/download/bc8t-ecyu/application%2Fzip>

- Denver (Denver County) –

Page : <https://www.denvergov.org/opendata/dataset/city-and-county-of-denver-parcels>

Data : <https://www.denvergov.org/media/gis/DataCatalog/parcels/csv/parcels.csv>

- Portland (Multnomah County)–

Page - <https://gis-pdx.opendata.arcgis.com/datasets/publicly-owned-parcels/data>

Data -

https://opendata.arcgis.com/datasets/09d7f507168e41e99a57ef3a3587da7b_91.csv?outSR=%7B%22latestWkid%22%3A3857%2C%22wkid%22%3A102100%7D

- Minneapolis (Hennepin County) –

Page - <https://www.hennepin.us/gis/opendata>

Data - https://gis.hennepin.us/publicgisdata/hennepin_county_parcel_attributes.zip

- San Francisco (San Francisco County) –
Page : <https://www.sfassessor.org/news-information/property-data-0>
Data -
https://www.sfassessor.org/sites/default/files/uploaded/2019.8.12_SF_ASR_Secured_Roll_Data_2017-2018_0.xlsx
- Los Angeles (Los Angeles County) –
Page - https://geohub.lacity.org/datasets/6d85cb5f5f5641c6aa95203849ca05bb_0/data
Data - https://opendata.arcgis.com/datasets/6d85cb5f5f5641c6aa95203849ca05bb_0.csv
- Atlanta, GA (Fulton County) –
Page -
<https://iaspublicaccess.fultoncountygga.gov/search/advancedsearch.aspx?mode=advanced>
(Can download max 250 most related property data)
- Tampa (Hillsborough County)–
Page: <https://gis.hcpafl.org/propertysearch/#/nav/Advanced%20Search>
(Data of SF (single family) condominium ,SF Co-op , villa and MH cannot be extracted MF – MFR)
- Detroit (Wayne County) -
Page - <https://data.detroitmi.gov/datasets/parcels-2/data?geometry=-83.622%2C42.264%2C-82.579%2C42.442>
Data - https://opendata.arcgis.com/datasets/a210575930354d758c12d7f45eebaa2f_0.csv
- Austin (Travis County) -
Page - <https://data.austintexas.gov/Building-and-Development/Land-Database-2016/nuca-fzpt>

Data - <https://data.austintexas.gov/Building-and-Development/Land-Database-2016/nuca-fzpt#Export>

- San Diego (San Diego County) -

Page - <https://data.sandiego.gov/datasets/city-owned-properties-parcels/>

Data - http://seshat.datasd.org/read/city_property_parcel_datasd_v1.csv

- Maimi (Miami – Dade County) -

Page- <https://gis-mdc.opendata.arcgis.com/datasets/parcel/data>

<https://gis-mdc.opendata.arcgis.com/datasets/property-boundary-view/data?page=2>

Data-

https://opendata.arcgis.com/datasets/347bce97227c4b54b04a3e626b558950_0.csv?outSR=%7B%22latestWkid%22%3A3857%2C%22wkid%22%3A102100%7D

- Las Vegas (Clark County) -

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

Data - https://opendata.arcgis.com/datasets/1a89b7b4de56414088c854c4f785e3e7_0.csv

- Sacramento (Sacramento County) -

Page - http://data.saccounty.net/datasets/54b1835ffb7b4e728a3506fe1a23618d_0/data

http://data.saccounty.net/datasets/54b1835ffb7b4e728a3506fe1a23618d_1/data

Data -

https://opendata.arcgis.com/datasets/54b1835ffb7b4e728a3506fe1a23618d_0.csv?outSR=%7B%22latestWkid%22%3A2226%2C%22wkid%22%3A102642%7D

- Charlotte Mecklenburg County) -

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

Data -

https://opendata.arcgis.com/datasets/b919780fc011446389c560fb91315595_3.csv?outSR=%7B%22latestWkid%22%3A2264%2C%22wkid%22%3A102719%7D

- Dallas (Dallas County) -

Data - <http://assessorweb.dallascountyiowa.gov/MassExportFiles/DCParcelsR.txt>

All this data will be used by Client Company to identify different owners / managers of Multi-family housing units and contact them via obtained addresses to make them participate in this scheme of Client Company. This data also gives brief information about number of units in building, type of building, detailed addresses, building style, total rooms per unit and lot more in all those counties in USA.

State wise Market Sizing for Multi-Family Households –

State wise market sizing is done to identify what percent of total housing units are Multi-family housing units in each state. I was instructed to search for required data only on official website of USA government, which is <https://www.census.gov/>. After searching for few hours and going through lot of other files containing partial or similar non useful data, I found required data at <https://www.census.gov/acs/www/data/data-tables-and-tools/data-profiles/>. On this page, separate options are provided for county wise, state wise data and that of whole USA. Selecting particular state gives statistical data of that state (O'Connor, Leach, Mama, & Lee, 2015, p. 306). Statistical data included about each state is Total housing units, occupied/vacant units, homeowner occupied units, unit wise distribution of houses, number of units built in particular span, rooms wise distribution of units, heating fuel available or frequently used like Coal, wood, solar energy, parking space, vehicles owned, value wise bifurcation and much more. Out of this data, I considered data of total housing units and number of households with more than 2 units. But as we can see in image below, the information is given in form of total housing units and not in actual number of structures (Total Multi-family structures). So, to get information of total multifamily building, I first identified average units in every column. For example, for range 5 to 9 units, average is 7. Then I divided 'total units' number in each row with average units calculated.

				Alabama
				Estimate
HOUSING OCCUPANCY	HOUSING OCCUPANCY			
Total housing units	HOUSING OCCUPANCY	Total housing units		2,244,462
Occupied housing units	HOUSING OCCUPANCY	Total housing units	Occupied housing units	1,860,269
Vacant housing units	HOUSING OCCUPANCY	Total housing units	Vacant housing units	384,193
Homeowner vacancy rate	HOUSING OCCUPANCY	Total housing units	Homeowner vacancy rate	
Rental vacancy rate	HOUSING OCCUPANCY	Total housing units	Rental vacancy rate	
UNITS IN STRUCTURE	UNITS IN STRUCTURE			
Total housing units	UNITS IN STRUCTURE	Total housing units		2,244,462
1-unit, detached	UNITS IN STRUCTURE	Total housing units	1-unit, detached	1,539,939
1-unit, attached	UNITS IN STRUCTURE	Total housing units	1-unit, attached	34,286
2 units	UNITS IN STRUCTURE	Total housing units	2 units	46,772
3 or 4 units	UNITS IN STRUCTURE	Total housing units	3 or 4 units	65,106
5 to 9 units	UNITS IN STRUCTURE	Total housing units	5 to 9 units	96,073
10 to 19 units	UNITS IN STRUCTURE	Total housing units	10 to 19 units	72,796
20 or more units	UNITS IN STRUCTURE	Total housing units	20 or more units	88,876
Mobile home	UNITS IN STRUCTURE	Total housing units	Mobile home	298,206
Boat, RV, van, etc.	UNITS IN STRUCTURE	Total housing units	Boat, RV, van, etc.	2,408
YEAR STRUCTURE BUILT	YEAR STRUCTURE BUILT			
Total housing units	YEAR STRUCTURE BUILT	Total housing units		2,244,462
Built 2014 or later	YEAR STRUCTURE BUILT	Total housing units	Built 2014 or later	35,723
Built 2010 to 2013	YEAR STRUCTURE BUILT	Total housing units	Built 2010 to 2013	80,214

After this calculation, I summed up column where answer of division was shown. This gave me total number of multi-family units in that state. Same process was repeated for all other states. Tables below shows example calculation and list of state wise multifamily houses.

					USA	Alab ama	Alabama
				Averag e of units	Estimate	Esti mate	No. of Multi- family Houses
UNITS IN STRUCTU RE	UNITS IN STRUCT URE						
Total housing units	UNITS IN STRUCT URE	Total housing units			136,384,29 2	2,24 4,46 2	
2 units	UNITS IN STRUCT URE	Total housing units	2 units	2	4,938,359	46,7 72	23,386
3 or 4 units	UNITS IN STRUCT URE	Total housing units	3 or 4 units	3.5	5,970,578	65,1 06	18,602
5 to 9 units	UNITS IN STRUCT URE	Total housing units	5 to 9 units	7	6,469,422	96,0 73	13,725
10 to 19 units	UNITS IN STRUCT URE	Total housing units	10 to 19 units	14.5	6,078,919	72,7 96	5,020
20 or more units	UNITS IN STRUCT URE	Total housing units	20 or more units	30	12,264,839	88,8 76	2,963

Total Multi-Family Units					35,722,117	369,623	63,695
--------------------------	--	--	--	--	------------	---------	--------

Table below shows Number of multi family houses identified in each state:

Sr. No.	State	No. of Multi Family Houses	Sr. No.	State	No. of Multi Family Houses
1	Alabama	63695	27	Montana	17402
2	Alaska	18438	28	Nebraska	23575
3	Arizona	81630	29	Nevada	52881
4	Arkansas	45006	30	New Hampshire	34000
5	California	623830	31	New Jersey	282531
6	Colorado	74425	32	New Mexico	25449
7	Connecticut	119675	33	New York	748281
8	Delaware	10623	34	North Carolina	131489
9	District of Columbia	20062	35	North Dakota	13043
10	Florida	353505	36	Ohio	236635
11	Georgia	133037	37	Oklahoma	45349
12	Hawaii	22753	38	Oregon	66681
13	Idaho	21963	39	Pennsylvania	238854
14	Illinois	332060	40	Rhode Island	48452
15	Indiana	95519	41	South Carolina	64364
16	Iowa	43156	42	South Dakota	11117
17	Kansas	41247	43	Tennessee	100495
18	Kentucky	73935	44	Texas	352294
19	Louisiana	83500	45	Utah	39608
20	Maine	35763	46	Vermont	18620
21	Maryland	72077	47	Virginia	101959
22	Massachusetts	274932	48	Washington	109976

23	Michigan	134695	49	West Verginia	21469
24	Minnesota	63727	50	Winsconsi n	146445
25	Mississippi	38456	51	Wyoming	8634
26	Missouri	110015	52	Puerto Rico	57477
			Total		2987724

Market Sizing & Potential Identification for B2B E-Commerce in JAPAN

Among all Nations in the world, Japan ranks as third largest and yet fastest growing country in terms of E – commerce markets. Last year, around 82.59 million E – commerce users were present in Japan. Total E - Commerce market in Japan amounted to \$166 billion in year 2018. METI (Ministry of Economy, Trade and Industry) keeps record and conducts surveys to identify market size of B to C, B to B and other markets. Keeping in view, impact of COVID – 19, where almost all of us are afraid to get out for shopping, use of E-commerce will definitely is bound to sky rocket (Saffu, Walker, & Hinson, 2008, p. 402).

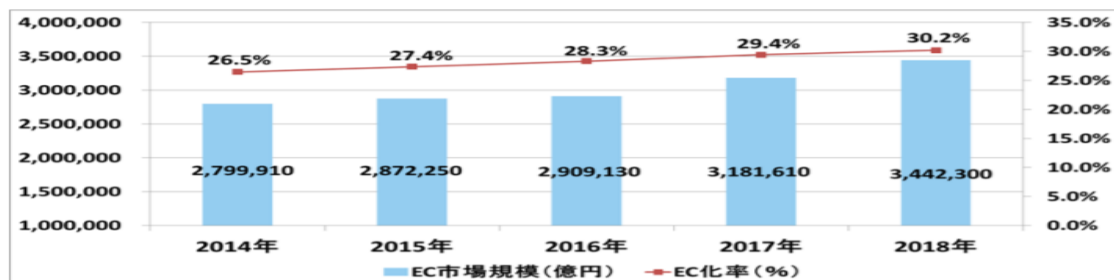
I have already mentioned that this e-commerce giant who is client of InfoAnalytica, is dominating e – commerce markets all over world. It is controlling high market share in B to C e-commerce market. It also wants to be a dominant company to control B to B market. As marketing research Inter, I was tasked to find out B to B E – commerce Market Size in Japan which is a primary initial step. Finding this data was not easy as I was supposed to find this data on official web site only and lot of content on this website is in Japanese only. Even most of required data I found was on Japanese pages and I had to translate content into English using Google translate.

1.3 日本の BtoB-EC 市場規模

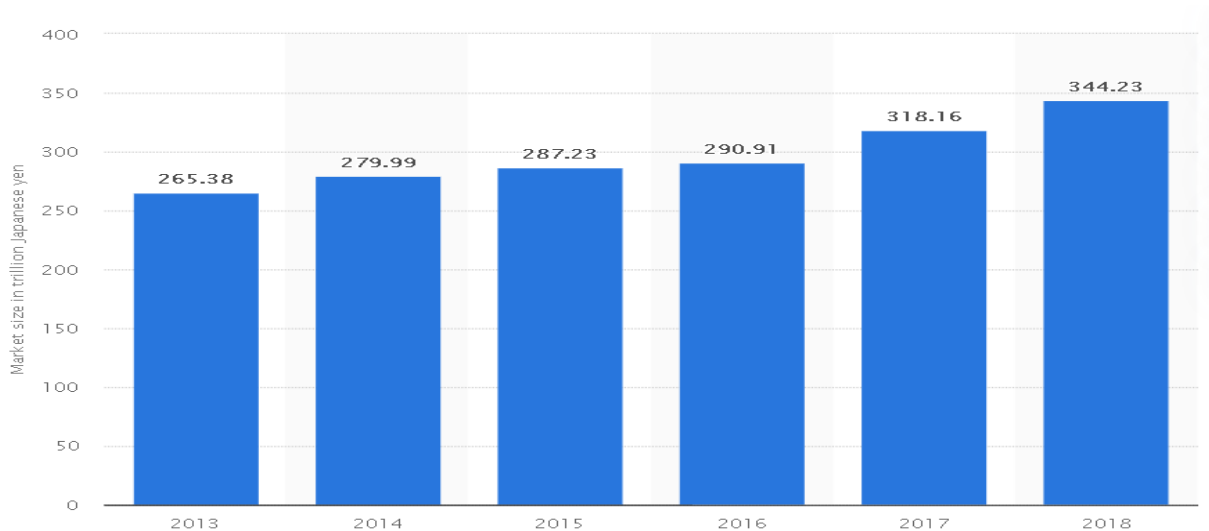
2018 年の BtoB-EC 市場規模は、344 兆 2,300 億円（前年比 8.1%増）となった。「その他」を除いた EC 化率は、前年から 0.8 ポイント増の 30.2%であった。

2018 年規模が 2017 年から拡大した業種は、上位順に「卸売」、「輸送用機械」、「繊維・日用品・化学」、「電気・情報関連機器」であった。

図表 1-7 : BtoB-EC 市場規模の推移



The image above shows the format in which data was found after search. Part of it says, ‘The BtoB-EC market size in 2018 was 344,230 billion yen (up 8.1% from the previous year). So The EC rate excluding “others” increased by 0.8 points from the previous year to 30.2%.’. Source of this data is - <https://www.meti.go.jp/press/2019/05/20190516002/20190516002-1.pdf>



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

I also found similar data on Statista.com which is very widely used worldwide as source of authentic statistics data provider. Then I calculated CAGR (Compound Annual Growth Rate) for both data bases. CAGR is a business specific term for geometric progression ratio that provides constant rate of return over the required time period.

CAGR is defined as:

$$CAGR(t_0, t_n) = \left(\frac{V(t_n)}{V(t_0)} \right)^{\frac{1}{t_n - t_0}} - 1$$

Where, $V(t_0)$ is initial value, $V(t_n)$ is the end value and $t_n - t_0$ is number of years.

Japanese B2B E-Commerce Market Size (Market Size in Trillion Japanese Yen)							
2012	2013	2014	2015	2016	2017	2018	CAGR
		279.99	287.225	290.91	318.16	344.23	5.300%
	265.38	279.99	287.23	290.91	318.16	344.23	5.341%
177.3	185.1	194.2	200.2	202.5			3.446%

As CAGR denotes around 5.3% value, we can interpret that average annual growth of B2B E-commerce in Japan is steady and gradually increasing per year. This data is up to year 2018 only but now due to recent events of Covid-19, huge amount of businesses are turning towards B to B e-commerce to enhance their business and sustain in Covid era.

Tagging of 'Reddit' Posts for Purpose of Sentiment Analysis

Sentiment analysis is the interpretation and classification of emotions (positive, negative and neutral) within text data obtained from different sources. Sentiment Analysis is done for the purpose of discovering people's opinions, emotions and feelings about a product or service. In simple language, from different sources like Facebook posts, data is gathered about what customers and other people are talking about products and services of a company. This is called Sentiment Analysis. The Complete process of Sentiment Analysis Involves:

1. Tokenization
2. Cleaning the data
3. Removing STOP words
4. Classification (Usually in Positive/Negative/Neutral sentiments)
5. Apply Algorithm for classification
6. Calculation and Data Presentation

For this Project, I worked under Zainab Kapasi (Director – Research and Consulting Services). I worked with three more colleagues- Dhritiman Hazarika, Apoorv Sundarawat and Shaival Acharya. Client Company was a Leading IT service Management firm in USA. InfoAnalytica used analytics and data gathering tools to get list of posts posted on Reddit platform using certain keywords. Everyone was given a list of Posts, I was given a list of 385 such posts.

My task was to study each of those posts and comments on them to identify and classify them as Positive or Negative or Neutral sentiments. Data gathered was in form of Date of Tagging, Date of Post, Post URL, Post, Comment, Reply, Tagged Response, Product Type, Theme, Category and Sentiment. I was able to tag total 174 Posts / Comments out of which 60 were Positive Sentiment tags, 101 were negative sentiment tags and 13 were neutral. I observed 55% wastage in the posts that I assessed.

PART C – Learnings from Summer Internship

Application of concepts, tools, techniques and skills learnt at IMNU:

- Different terminologies and concepts like consumer market, market size, competitive forces, lead generation etc. learned during my first year at IMNU helped me a lot in my internship to complete this project. This knowledge helped me take proper decisions and do research more efficiently.
- Different subjects like Marketing Management and Social Media and Business helped me in lead generation as I was able to identify different sources to generate leads.
- Principles like 80:20 rule, division of work, discipline, taking initiative etc. helped me timely submission of every task, good team work with my colleagues, prioritizing and sequencing of different tasks and showcase of proactive nature.
- Subjects like Communication for managers and presentation skills developed my soft skills by a good margin. Different things learned during these courses, sharpened my soft skills which I applied during this internship.
- Clients of InfoAnalytica for whom I worked were mainly E-Commerce companies and B2B credit lender companies. Knowledge of such businesses and their industries helped me to deal with those clients properly and do lead generation more effectively.
- My Summer Internship involved working with Excel and Power Point. Lot of assignments in IMNU used to involve use of Power point and Excel. Frequent use of these tools made me aware of different functions in them which proved very useful. Workshop of MS Excel conducted was also very useful.

New Knowledge, tools, Techniques or Skills Learned at InfoAnalytica:

- I learned lot of things during my graduation and first year of MBA but I learned to apply lot of them practically for the first time during my Internship at InfoAnalytica.
- As InfoAnalytica is one of leading consulting firms for B2B lead Generation and market research, I learned how exactly a consulting firms works, its structure, what different

services such firms provide, how different companies have different requirements, why exactly consulting firms are preferred by other companies and much more.

- I understood designated Job role is not enough, to fulfill organizational objectives we need to go work beyond our job roles.
- I learned different techniques to do lead generation and market sizing. I used those techniques practically for lead generation for different clients of InfoAnalytica.
- I learned different ways to extract information of competitors of clients and to do effective market research.
- I learned about different property types in USA, County system, property data sites and how to extract data from them.
- Sentiment Analysis is not a new concept for me but I studied in depth at InfoAnalytica as I worked on a project which involved tagging of various posts based on Positive/Negative or Neutral sentiments showed in them.
- I learned what different steps you take from data gathering to presentation of detailed statistics of Sentiment Analysis.

Expected Future Career Path:

- I am a mechanical engineer with experience of 1 year in Volkswagen India Pvt. Ltd. (automobile sector). I have marketing as Major and Operations as minor specialization. Considering these facts and ever growing demand of consultancy sector, I believe, I would like to work with consultancy firm in near future. I am also open for options in logistics, supply chain management, market research or other marketing and operations related job in a good company.

Summer Internship Completion Certificate



A-5/6th Floor, Westgate, Besides YMCA Club, S G Highway, Ahmedabad, Gujarat, India- 380015

July 1, 2020

TO WHOMSOEVER IT MAY CONCERN

This is to certify that **Ajinkya Yavalkar**, has successfully completed his internship at infoAnalytica Consulting Pvt Ltd in Research Department, as an Intern starting from **30th April 2020 to 30th June 2020**. He was paid a stipend of INR 12,500/- per month.

During the period of his internship with us he was found punctual, hardworking and inquisitive. He worked well as part of a team during his tenure.

We wish him every success in life and career.

Sincerely,

For infoAnalytica Consulting Pvt. Ltd.



Maitree Patel

Senior Manager – Human Resources

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- Data provided by InfoAnalytica through Emails.
- Links mentioned in report time to time.