



Summer Intern Final Report

SUBMITTED TO:

Prof. Kyathi Desai

SUBMITTED BY:

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Batch: MBA FT (2019-21)

Institute of Management, Nirma University

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Acknowledgment

I, Ajith reddy Y hereby thank the institute and placement cell for giving me an opportunity to intern at Infoanalytica. I further thank my manager Zainab Kapasi and HR team for a valuable learning experience. I also thank my mentor Professor Khyati Desai for being a guide through the intern.

Author of the Report	Ajith Reddy Y
Name Of Organisation	InfoAnalytica Inc.
Internship Area	Market Research
Institute Name	Institute of Management, Nirma University
Faculty Mentor	Prof. Khyati Desai

Company Details:

The company I am presently interning at is Infoanalytica inc; established in December, 2007 by Amit Gupta who is a post graduate from NJIT. Since its establishment, Infoanalytica has been growing without bounds.

Below are a few historical achievements of the company

2018 - The company has found itself a place in inc 500 companies of USA, where the top 500 growing companies in America are listed and Infoanalytica has secured 319th position.

2015 - In 2015, Infoanalytica formed a partnership with Demand Drive which is one of the leading B2B demand generation platform in the world.

2010 - The company has started offering market research solutions for global companies and markets.

2014 - The company has expanded its market research domain into Indian market.

2013 – Changing to the market context, Infoanalytica has also started doing market research through social media platforms and text analysis.

Business Organisation:

Infoanalytica inc was founded by its CEO Amit Gupta as a Management servicing company. It first started with B2B demand generation and later expanded into market research and B2B marketing analytics. Infoanalytica's headquarters is located at San Jose, California. It has two other offices at Ahmedabad, India and Ontario, Canada. The offices in USA and Canada generate most of the customer base and the Indian office is responsible for the analytics and market research domain.

Markets and business scope:

Infoanalytica inc is a Management servicing company which offers services like B2B Demand generation, Market research and B2B marketing analytics. It operates in global markets and also the Indian market. With the increase of competitiveness in every industry, demand generation and market research domains are the factors which are setting the industry leaders apart. With the huge flow of data, companies now have a chance to anticipate decisions of possible customers and target them accordingly. Also, it

has been compulsory for companies to analyse their competition in an effort to outperform the competition.

Services:

The services offered by Infoanalytica inc are: *B2B Demand generation

*Market Research

*B2B marketing analytics

Customers:

Few prominent customers of Infoanalytica inc are

Company	Industry
Paypal	E- payments service
United Capitals	Financial Services
Malwarebytes	Software service
Jumio	Online Security



Infoanalytica has a sales team at California whose primary focus is to reach and increase the customer base. The sales team does person to person selling and also generates ads according to the prospected customer.

Pricing:

Going to the pricing, since Infoanalytica does most of its research operations based in India which means that the research activities come at a much lower price than its competitors.



Competitors:

Company	Revenue
InfoAnalytica	5 million dollars
Built with	4.5 million dollars
HG Insights	28 million dollars
Clearbit	6 million dollars
Lead IQ	2.6 million dollars

(approx. figures)

Source: Owler

Industry Classification:

InfoAnalytica Inc. belongs to the Business Consulting industry. The various services which come under this industry are:

- Strategy based Consulting firms
- IT support firms
- Human Resources firms.

Infoanalytica comes under strategy based consulting firms given that the analytics and customer acquisition works directly and help shape the strategy of the client.

Industry Structure:

Management consulting companies were first established in the second quarter of the 20th century. Consulting consists of huge variant of activities including IT support, HR support, Performance engagement and enhancement, Customer acquisition, Data analytics, Predictive analytics.

A company operating in any other industry takes assist of the management consulting company in order to do specific tasks which the consulting firms are good at.

Management consultants are usually the problem solvers for all industry. From analysing data to improving manufacturing efficiency, various consultancy firms do a set of tasks for the client company.

External environment factors:

Most economic policies are favourable towards consulting firms, in fact consulting firms mostly avoided radar of policy makers till recent times. But these days due to the concerns regarding data breaching consulting firms slowly started getting affected by these policies. On a broader perspective, this industry is not yet affected. There has been a rapid data production in the past three years which made Research consultancies even more necessary for clients.

Infoanalytica has its operational office at Ahmedabad, Gujarat. Due to the cheap labour options here, Infoanalytica has an advantage over its competition due to external environment factors.

Growth Story:

After graduating from New jersey institute of technology, Amit Gupta was working for New Jersey Transit in a technical role. He later founded Infoanalytica inc in the year 2007 as a business consulting firm. In no time, they expanded their operations to India and Canada. In the span of a decade, Infoanalytica has almost worked with more than 250 clients. It has also been awarded a position in the top 500 fast growing companies in America by inc 500 in the

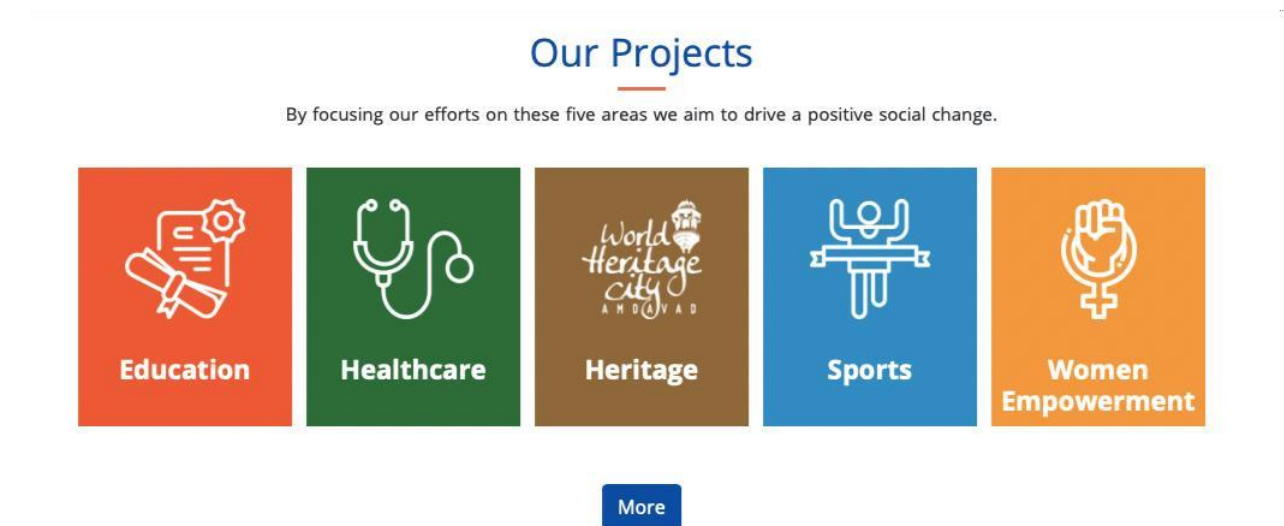
year 2018. Infoanalytica has also been awarded with various awards such as ICS and Microsoft silver partner award. These achievements help us understand how the company has thrived in the hands of an efficient management. Infoanalytica has also

partnered with Demand Drive which is the leading B2B demand generation company. Right now, Infoanalytica is working with many high profile clients such as Paypal, United capital etc.



Organisational Culture:

Infoanalytica is a company which prioritises certainty and time efficiency. Infoanalytica is an employee friendly company. They also have a motive to give back to the society. They have an active CSR cell. Infoanalytica foundation responds and helps out to the needy at all times. Overall, the organisational culture at Infoanalytica is dependent on empathy, sympathy and efficiency.



Industry leader practices:

Mckinsey can be termed as a leader in Business consulting firms. It has a huge diversity in the consulting services it offers. It employs more than 30000 employees globally. InfoAnlytica is relatively a very smaller firm which just started making a name for itself.

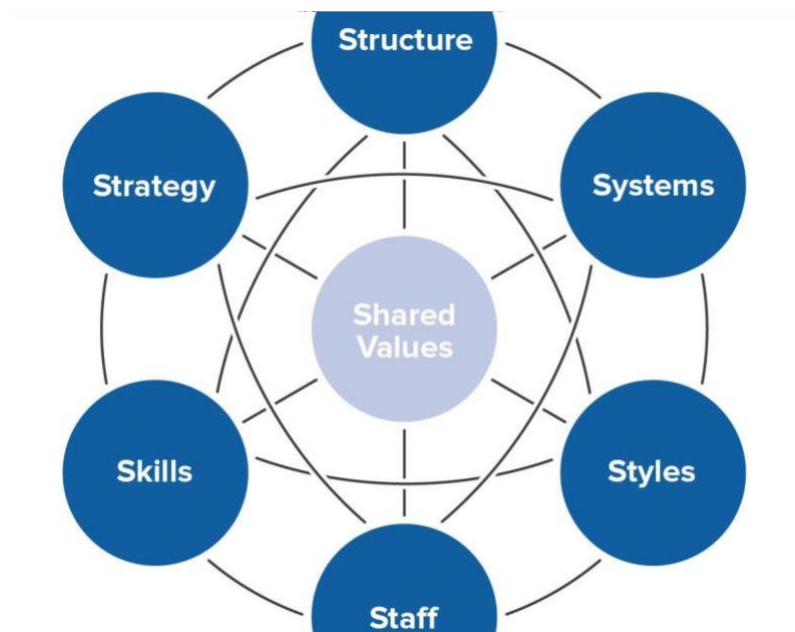
7-S Framework:

Strategy:

Infoanalytica does most of its business or has most of its clientele in the United States of America. Though the business is in USA, Infoanalytica is able to run all of its desk research and analytics operations from Ahmedabad, India. By doing this, Infoanalytica is able to sell its service at 30% cheaper price than its competitors. So, the primary strategy that Infoanalytica employs is price sensitivity.

Structure:

Infoanalytica does follow a definite hierarchy system and also tries to be as transparent as possible. Though there is a definite supervisor for all the employees, everyone can contact and discuss their issues with the highest management. Also, Infoanalytica follows a very transparent appraisal policy. A clear chart of percentage increase in salary and their criteria are presented to all the employees and only those who meet that criteria would be given the respective appraisal.



Systems:

The projects and clients are mostly managed by the sales team at California. Once they bring in a project, it is assigned to the department head at the Indian office. The department head forms a team for this project and assigns individual work for the employees.

Staff:

Infoanalytica has around 200 employees who report to the senior management team. Infoanalytica has also appointed 4 highly experienced consultants as the company advisors. The senior management includes the CEO who runs the show and a list of highly experienced individuals as directors for their respective branches.

Skills:

Most of the management at Infoanalytica are from reputed management schools from across the country. Almost all the directors have an experience of not less than 40-50 projects each.

Styles:

The top level management at Infoanalytica deals with the employees in a kind manner and the policies are mostly employee friendly. All employees at Infoanalytica are given access to high quality gym and other facilities. Hence Infoanalytica provides more than monetary benefits and this in a way increases the loyalty of the employee.

Shared Values:

Infoanalytica aims at increasing the customer base of their clients by using technology and provide predictive analytics for the clients to assess a proper strategy.

Porter's Framework:



Porter's five force model deals with the mentioned parameters in the image above and is used as a framework to analyse the competitive nature of the industry. By using this framework, we can easily identify the attractiveness of the industry. Further we can decide working strategy according to the analysis.

Threat of new entry: With the rapid increase in demand for analytics and demand generation and also due to the low investment, there is zero to low level entry barriers for this industry. Hence, there is a high threat of new entry in this industry

Threat of Substitute product: With analytics playing a major role for marketing strategy, it is highly unlikely that there would be a threat of substitute product.

Threat of Competitive rivalry: Almost 60% of the bigger companies are now opting for analytics for their strategies and with every passing day the industry is growing rapidly. Given these circumstances, every company has their own share of the pie and hence the threat of competitive rivalry is low.

Bargaining Power of supplier: In this industry, data collection is the key element for analytics and hence for decision making. So a supplier with accurate and required data has the power to bargain the price. Hence, Supplier has a bargaining power

Bargaining power of customer: Considering the situation of rapid growth in demand, customers yet don't have the power to bargain the price and hence this threat is low.

Threat of New Entry	Threat of Substitute	Bargaining power of Supplier	Bargaining power of Customer
High	Low	Medium	Low
Low Investment	No Substitute for consumer data analytics	Reliable sources of data are low	Less Research companies at the moment
No external opposing factors	Competitive analysis is a must to survive		High demand for analytics and Consulting services
High demand for Analytics			

So by studying all the above parameters, a conclusion can be drawn that Infoanalytica is operating in an attractive business.

Future Problems:

- Going by the present scenario of Corona, like many other companies Infoanalytica might also face problems liquidity problems. In these hard moments, Infoanalytica might want to boost their marketing and advertising schemes to attract the few customers present at this time. Also, there is a probability that companies would invest more into market research to design marketing campaigns and hence would increase revenues of such firms like Infoanalytica
- With the rapid increase in demand for analytics, it would be hard to expand and find professional workforce. I suggest that Infoanalytica should segregate all the departments into more sophisticated divisions and should slowly keep increasing its workforce over years to meet the demand.
- Also with the exponential increase in data present, it has been very hard for the companies logistically. The storage budget of data driven companies is sky rocketing for these kind of firms.
- Also we have seen that many prominent companies are taking work from home initiative as a permanent gesture. This would substantially save the real estate budget of the company but for work from home to be more affective, leaders should be able to micromanage each of the employees. Hence Infoanalytica team should divide its departments into more branches to make micromanagement of each employee easy.

Part B

During the course of 2 months at InfoAnalytica inc, I have worked on two projects:

- A project on data analysis from a prominent online education provider.
- A project regarding market research from cloud computing giant.

Ed-tech Company Project:

Objective: Arranging raw user data into processable data for business decision making. In this project, ABC a prominent ed-tech company gave us raw data of their sales and user base so that the data would be segregated and converted into processed data which would help them provide insights for decision making and forming market segment.

We had data for three financial years, that data was initially segregated into 10 modules based on the revenues generated. This data is further segregated based on various other factors like Gender, Age range, User country, Type of certification, Streams, Educational background etc. Considering the three years data, it was clear that users started preferring more paid online courses with every passing year.

I have worked on excel for data segregation through out my time on the project. By the time my intern has started, this project was in its final stages. Hence, I didn't get to work on any other phase of the project except for data segregation on excel. Though this project didn't help me to upgrade my research skills, it certainly has improved my excel skills. As a Market research enthusiast, acquiring excel skills through a live project would help me better relative to any other way of learning through excel.

XYZ Cloud Services Project:

XYZ cloud services wanted to launch its Cloud computing and other software services in Australia and New Zealand regions. XYZ has hired Infoanalytica to do market research across Australia and New Zealand

Objective: The objective of this research is to improve understanding of the developer landscape and market size in ANZ countries (Australia and New Zealand) so that XYZ can take a decision regarding its investment in ANZ countries.

Market size

InfoAnalytica has to understand and document the developer universe in these countries. Infoanalytica has employed multiple research approaches including standard secondary and primary research practices.

Infoanalytica also reviewed various data sources, including proprietary contact databases (iA database, 3rd party, etc.), public professional networks (LinkedIn, Indeed, Angellist, etc.) and other relevant sources by geography to assess universe the developer universe.

Market segmentation

Infoanalytica will also understand, and document existing companies based on additional data points for company segmentation like industry, company type (vertical), size (small, mid-market, or enterprise companies) and application area to further understand segmentation of the developer market

Partner Ecosystem

Infoanalytica will also conduct research to evaluate the partner ecosystem prevalent in the market to provide insights. The market size estimates, and other findings will be further validated through limited (2 to 5) primary interviews with industry experts and thought leaders. InfoAnalytica will review sources including trade publications, e-magazines and blogs covering industry articles, current trends & developments, industry reports, conferences and seminars that relate to the domains of choice to prepare list of industry experts and thought leaders, based on their quantum of work, publication/media house they are associated, popularity of their articles and other relevant factors. Infoanalytica is using mixed methodology to conduct these interviews (telephonic as well as online, as per requirement and reach).

Using the inputs from secondary and primary research exercise, Infoanalytica will put together all the findings on the overall developer landscape in ANZ, in a report format.

Methodology: We at Infoanalytica has done a wide range of primary and secondary research to understand the market size and current competitors in the industry. We have done open search in the internet for data regarding software companies, market size of software services, cloud computing scenario etc.

We have reviewed an array of relevant and reputed sources including government published statistics and reports, industry reports, whitepapers, news articles, marketing collaterals and thought leadership content from major industry players, and any other pertinent sources in the public domain

XYZ further wanted to understand what are the requirements demanded for cloud computing in ANZ regions. To understand this we have decided to roll out surveys through various means. We wanted to target the following for opinion and also for promoting:

- Software engineers/managers/leads
- Cloud/Solutions/Systems Architect
- Technical Leads/Managers
- Systems Engineer
- Data Scientist
- DevOps
- Application Developer/Lead/Manager

To reach this audience, we had selected different ways to reach them. One way is that they would be reached through software meets and groups which are

being held. We would find information regarding those meets through their official websites. These groups would further be used to push surveys and also to promote various software services offered by XYZ cloud Services. The data has been collected of the promoters who were interviewed through phone or online for this purpose. We have also collected Data for various developers so that they can be interviewed for what features they are looking into while opting for a cloud computing service. The features they were questioned about included:

- Ease of use
- Ease of onboarding
- Documentation
- Sample code
- Online video/tutorial

We also reviewed the social activities of various famous tech developers to understand the views of them and those followers. We have also recorded their frequency of social engaging for the client so that the client can push their product through their channels.

Industry Context:

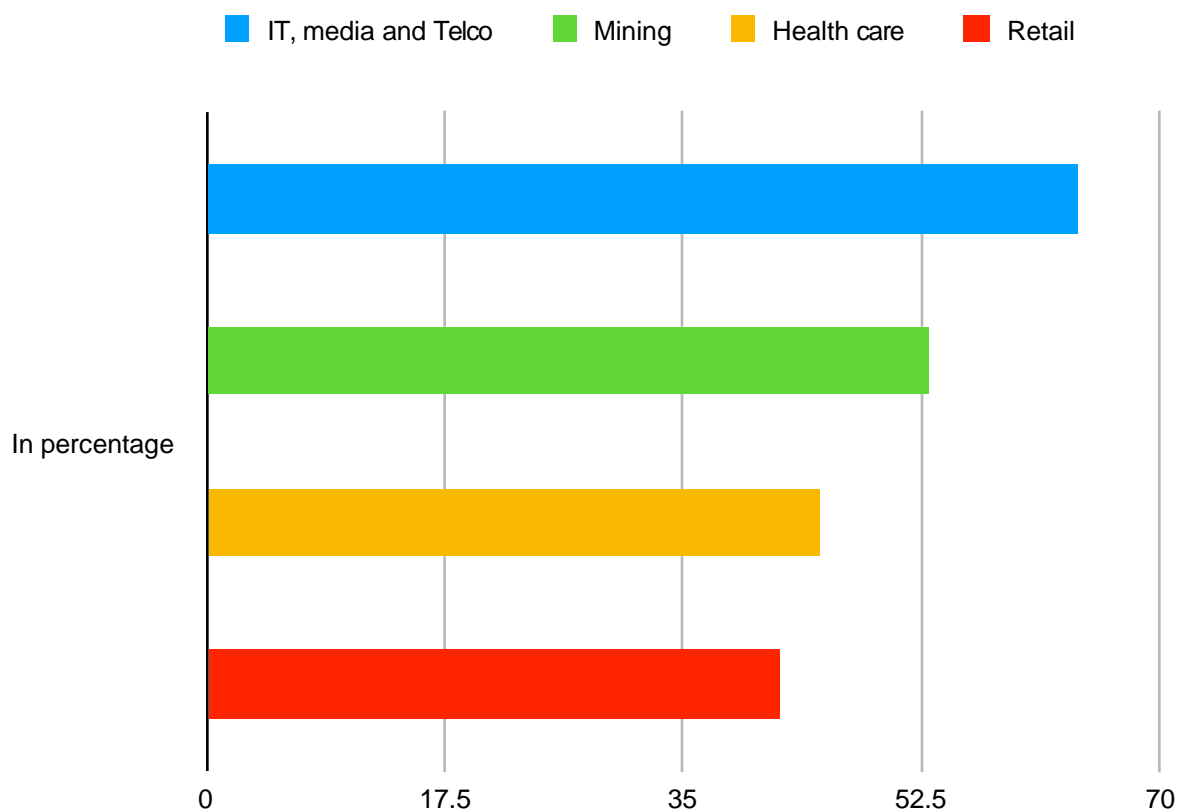
According to a report by Gartner, global Cloud services would rise by as much as 17% in the year 2020 and for ANZ region, it is predicted by 18.5% which is slightly higher than the global growth rate.

Going by the data of previous years, it can be clearly understood that be clearly understood that XYZ has been losing market over the previous couple of years. XYZ wants to understand the market in Australia and New Zealand for its expansion. Also, XYZ wants to understand why the users in Australia are deviating towards other cloud

computing services. They want to understand what the users are expecting from cloud softwares.

- Australian Cloud services has resulted in an economy of 9.4 billion dollars over the past 5 years.
- 42% of the companies use public cloud services

Use of cloud service across various industries in Australia:



In the last five years, cloud services have emerged as a new driving force for Australian business. Cloud services are changing business models, facilitating

a more innovative and dynamic way of working, and are a foundational technology unlocking the next wave of technologies, from artificial intelligence to the Internet of Things and robotics.

While the term 'cloud' has been used to describe distributed computing for over

20 years, recent years have seen a marked shift in the way businesses have been using cloud services. Businesses are progressing from being 'on the cloud' – using cloud technology for application hosting and data storage – to operating 'in the cloud' – using cloud-native applications and on-demand computing power. There is now an emerging class of business changing and refining their business models around cloud services.

Australia is still at the beginning of its cloud journey. There has been a rapid take-up of paid cloud computing by businesses, more than doubling between 2013-14 and 2017-18 (from 19% of businesses to 42% of businesses) however, this is still the minority (ABS 2019). More than half (57%) of users of cloud services have been using it for three years or less (Deloitte Access Economics 2018). There is significant scope for a greater share of businesses firstly to use cloud services, and also to deepen the sophistication of these operations].

With all these fast growing scenario, XYZ wants to hold its position before the market matures to its saturation.

Analysis and Discussion:

We have gathered contact data regarding IT professionals, groups and IT social media influencers. We have done all this so that the surveys and promotions can be pushed through these channels. Also we have determined the market size of software services and cloud computing through various sorts of media. The project at Infoanalytica is still going on. The senior research team at Infoanalytica would push the surveys through the data bases we have built through secondary research and the relevant information would be handed over to the client.

In terms of Market segmentation, we have classified the companies according to the number of employees(size of the company). In terms of market sizing, Relevant data has been collected through government and other trusted open sources.

With the rapid growth of Microsoft Azure services in ANZ region, it might not be long enough before Azure replaces XYZ cloud Services as the market leader. Microsoft Azure has even announced the establishment of its first data centre in the region. With the massive expansion happening, XYZ should also start their expansion soon enough if they do not want to lose out to azure.

Learnings from Summer Intern:

- I have learnt regarding various tools on Excel sheet, and also various shortcuts. A definite upgrade of skill regarding Excel has been achieved.
- I have learnt to conduct secondary research while gathering data regarding Market size, and other details.
- I have learnt how primary research is conducted and how secondary research can be used as a platform to perform primary research.
- I have learnt how raw data can be segregated according to a particular factor and to arrange data accordingly.
- I have learnt valuable marketing lessons from my team regarding the approach needed for promoting a product

July 1, 2020

TO WHOMSOEVER IT MAY CONCERN

This is to certify that **Ajith Reddy**, 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