

NOTICE

Internship – Digiqt Technolabs

Digiqt Technolabs is a passion turned into a company based in Ahmedabad-Gujarat. They are a trusted, quality-driven, and value-driven digital product development company delivering services in the BFSI sector.

Requirements : Interns - Market Research Analysis

Responsibilities :

- Collect data on consumers, competitors, and market place and consolidate information into actionable items, reports, and presentations
- Understand business objectives and design surveys to discover prospective customers' preferences
- Compile and analyze statistical data using modern and traditional methods to collect it
- Perform valid and reliable market research SWOT analysis
- Interpret data, formulate reports, and make recommendations
- Use online market research and catalog findings to databases
- Provide competitive analysis on various companies' market offerings, identify market trends, pricing/business models, sales and methods of operation
- Evaluate program methodology and key data to ensure that data on the releases are accurate and the angle of the release is correct
- Remain fully informed on market trends, other parties research and implement best practices

Requirements and skills :

- Proven Market Research Analysis experience
- Ability to interpret large amounts of data and to multi-task
- Strong communication and presentation skills
- Excellent knowledge of statistical packages (SPSS, SAS or similar), databases, and MS Office
- Search engines, web analytics, and business research tools acumen
- Familiarity with CRM programs
- Adequate knowledge of data collection methods (polls, focus groups, surveys, etc)
- Working knowledge of data warehousing, modeling, and mining
- Strong analytical and critical thinking
- BS degree in Statistics, Marketing, or a related field

The Stipend will be **5k**,

The internship must be **4 months**.

Students interested may revert to Ms. Preeti Das, Placement coordinator, Rai School of Management Studies by August 11, 2023

**Rajesh Nair
Training & Placement
Corporate Resource Cell**