

IN-focus

Internship in Focus
Industry Experienced Series



 **legrand**[®]

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During my internship at Legrand India Pvt. Ltd., I spearheaded a comprehensive market-penetration analysis across 185 Pune-PCMC construction projects. I drove on-ground stakeholder engagement, collaborated with builders, contractors and consultants, benchmarked competitors, and translated deployment analytics into actionable growth strategies. This experience enhanced my analytical acumen, deepened my understanding of B2B market dynamics, and strengthened collaboration with senior professionals.

During the internship, I honed data analysis and market research skills, leveraging Excel, Power BI and advanced spreadsheet modelling for deployment analytics, interactive dashboards, and competitor benchmarking. I enhanced stakeholder communication and cross-functional collaboration, developed presentation and report-writing proficiency, and strengthened strategic thinking by translating field intelligence into actionable insights for market penetration and go-to-market strategies.

I enhanced my ability to collaborate as a proactive team player, adapting to diverse work styles and driving outcomes in a fast-paced corporate setting. I built competitive landscape intelligence, identifying pricing agility and channel strength as key levers to defend premium positioning. I learned to convert field intelligence and deployment analytics into white-space opportunities, strengthening the regional go-to-market strategy.

Proactively reach out to senior leaders and mentors, ask insightful questions, and learn from their strategic perspectives to broaden your understanding of the business. Go beyond collecting numbers; focus on turning field observations and deployment analytics into actionable growth recommendations that create visible impact.