

# IN-focus

Internship in Focus  
Industry Experienced Series



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During my Nestlé internship, I contributed to the Shopper Safari Project, focusing on analyzing shopper behaviour across multiple FMCG categories and channels. I conducted structured observations, exit interviews, and product samplings, while leveraging tools such as Power BI and SPSS for data analysis. My responsibilities included generating insights on POSM effectiveness, identifying purchase drivers, and presenting GTM recommendations to the Category Head.

I developed strong analytical and research skills through shopper observations, interviews, and verbatim analysis. I gained hands-on expertise in Power BI for visualization and IBM SPSS for hypothesis testing using ANOVA, Chi-square, and logistic regression. Additionally, I learned FMCG field operations such as merchandising, upselling, cross-selling, and retailer onboarding, which enhanced my understanding of consumer behaviour and sales execution.

The internship taught me how in-store visibility, POSM, and packaging significantly influence purchase decisions. I learned the importance of data-driven storytelling in shaping GTM strategies and regional positioning. Exposure to real-time shopper insights deepened my understanding of FMCG dynamics, while market visits reinforced practical skills in sales, retailer engagement, and logistics. It also emphasized the importance of aligning consumer psychology with business strategy.

Approach your internship with curiosity and openness to fieldwork. Strong preparation in research methods, Excel, Power BI, and basic statistics helps immensely. Build rapport with retailers and consumers to extract genuine insights. Treat every market visit as a learning opportunity, and focus on connecting data with business outcomes. Most importantly, stay adaptable and proactive in problem-solving.