

**IN-focus**

Internship in Focus  
Industry Experienced Series

**adani**

Cement

# Kripa Gopakumar

## MBA - Infrastructure Development and Management 2024-2026



As a Marketing Intern at Adani Cements, I enhanced dealer profitability by analyzing ROI of Dealer operations across 100+ dealers, identified high-potential focus markets for B2C expansion, and amplified consumer insights through data-driven analysis.

During my internship, I gained proficiency in Excel (advanced formulas, correlation, regression, p-value analysis), Power BI (dashboarding, data visualization, mapping), and statistical interpretation. These tools enhanced my ability to analyze market performance, derive actionable insights, and present findings effectively to support strategic marketing and operational decisions.

My internship enhanced my analytical and visualization skills, strengthened market research capabilities. I learned to translate data into actionable strategies, balance dealer profitability with consumer insights, and leverage tools like Excel and Power BI to support sustainable growth and informed business decisions.

For internships, focus on building communication, and problem-solving skills. Learn tools like Excel and Power BI, stay curious, and back your ideas with data. Be proactive in taking ownership of tasks and always seek feedback-it accelerates both professional learning and personal growth.