

An Internship Report On

“The Opportunities & Prospect of the Information Service in Bangladesh”

By

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An internship report submitted to BRAC Business School in partial fulfillment of the requirements for the degree of Bachelors in Business administration

BRAC Business School
BRAC University
October 2021

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Declaration

It is hereby declared that

1. The internship report submitted is my/our own original work while completing degree at Brac University.
2. The report does not contain material previously published or written by a third party, except where this is appropriately cited through full and accurate referencing.
3. The report does not contain material which has been accepted, or submitted, for any other degree or diploma at a university or other institution.
4. I/We have acknowledged all main sources of help.

Md. Sadman Sakib
Student ID-16204039

Ms. Tanzin Khan
Lecturer, BRAC Business School
BRAC UNIVERSITY

Letter of Transmittal

Ms. Tanzin Khan
Lecturer
BRAC Business School
BRAC University
66 Mohakhali, Dhaka-1212

Subject: Submission of Internship report on “The Opportunities of prospect of the information service in Bangladesh”.

Dear Madam,

The report is established on the Insights of the Comprehensive market, business of economic insight, Data intelligence and business advisory platform in Bangladesh. This internship program allowed me to learn and experience in several areas which will help me to be more knowledgeable about the practical circumstances. I consider myself to be fortunate to get the chance to work under your effective counsel. I will be very grateful if you go through the report and evaluate my performance. Thank You.

Sincerely yours,

Md. Sadman Sakib
Student ID-16204039
BRAC Business School
BRAC University
Date: June 14, 2021

Acknowledgement

Without major commitments and unlimited support from several individuals, this report would not have been feasible. Many people took advantage of me when this report was concluded. Their generous remarks, supporting proposals and commitments have all improved the quality of this report continually. To begin with, I thank Almighty Allah for granting me the grace to finish my report. I want to thank all the writers of the journals, books, and articles from secondary sources from which I collected vital information for my research.

I am also pleased to extend my sincere thanks to my distinguished academic supervisor, Lecturer Tanzin Khan, for assisting me in the design of this research in every way imaginable. Finally, I am grateful to BRAC University for having organized a fantastic opportunity to work on an internship, where students have a definite opportunity to develop their academic education.

Executive summary

All the details on my Bizdata experience is in this internship article. I began with an outline of my business and worked with the corporate structure of Bizdata on our goods and services. Since all my goals were to publish news, I covered them one by one with the exception of comparing the results of the pandemic, both before and after, due to less facts and evidence. When gathering and reviewing material, I listed my methods and difficulties. I subsequently gave a swot analysis of Bizdata and summarized them with hopes and the reality of interns. I did what I could to provide an overview of the Bizdata news department based on how they work for their business challenges.

Contents

• Executive summary.....	5
• Chapter 1: Overview of Internship	8
• Introduction.....	8
• Vision statement:	8
• Mission statement:	8
• Contribution to the company	9
• Learning from the experience	10
• Difficulties Encountered	14
• Interaction with co-workers	15
• Expectations vs Reality.....	16
• Another opportunity	18
• Chapter 2: Organization Part: Bizdata	19
• Overview of the Company	19
• Objectives	19
• Different departments of Bizdata Insights:	20
• Organogram	23
• Scope.....	23
• Limitations	24
• SWOT Analysis	24
• Financial Performance	26
• Summary and Conclusions	28
• Chapter 3: News Publication Intern.....	29
• Introduction:.....	29

• Methodology:.....	29
• Primary Job responsibilities:.....	30
• Findings and Analysis:.....	31
• The Opportunities and Prospect of the Information Service in Bangladesh.....	31
• Questionnaires.....	35
• Summary	40
• Recommendations.....	41
• Conclusion	42
• Appendix.....	43
• References.....	47

Chapter 1: Overview of Internship

Introduction

BIZDATA INSIGHTS aims at becoming Bangladesh's largest market, industry and business analysis, data analytics and corporate advice network. They provide industry-specific news, information, insights and information for more than Fifty business and economic sectors in Bangladesh, including market surveillance, screening, validation and analysis, business and economic news, data from more than 100 national and international news agencies, news agencies, news agencies and news websites, social media, business websites, partner agencies and governmental organizations. Therefore, they provide investors, industry experts and corporations with the data & insight-driven intelligent business decisions that provide the most detailed view on business and economy in Bangladesh.

Vision statement:

To be the Standard of Excellence

Mission statement:

BIZDATA INSIGHTS aims at becoming Bangladesh's largest market, industry and business analysis, data analytics and corporate advice network.

Contribution to the company

Mostly my job was to analyze and monitor media reports and to support the whole BizdataPublication department. It contains various types of events from data entries to demonstrations along separate lines for Publication pitches. Every week I've been allocated various kinds of works, and within one week I must deliver it. I participated in data entry at the very beginning. It might sound tedious to people, but I found my boss an interesting chance. I was directed by my boss and he used to make me realize the job in his busy days. Later, I participated in several campaign pitch presentations. I was initially assigned to produce advertisement pitches in the decorative product line industry. My boss was impressed with my job and my thoughts. After this, I was invited to take on the various campaign reports with slides or presentations. Since Bizdata's goods are numerous and consumers and sellers are new to many of these products, these reviews and slides is of major importance. As previously reported, the organization started various new products but the course of the initiative shifted as a result of this pandemic. Later in the pandemic campaign, I was appointed to the creative team for the new product and I believe that the campaign is actually doing very well. With ads being so unpredictable and varying from person to person, we had to come up with many fresh and innovative concepts for the campaign and the nature of the campaign within the creative team. Following the campaign, the results of the campaign had to be recorded, and I did so. As my boss told you about me, the managing director of the group was really pleased with my performance. She asked me to keep shining in the business life. The campaign was quite fruitful and both my bosses and the superior management were impressed.

There were certain goods on the market, on the other hand, that did not work well and the company was not happy with it. I was then appointed to participate in a reprofile study

Publication with a team and to identify the core issues surrounding the problem and what the solution may be. The technique of branding involves restoring the product name to the public in order to attract further revenue for that product. I was therefore very glad to be part of the communications testing team for reprofile. I have recently been guided to participate in the event squad. Although I am so passionate about events and organization, I was very proud and excited to be part of the event team. Finally, I was asked to create the local database in my last week of internship. The database based on geography usually indicates the needs and requirements of a company and revenues in a particular location. Based on this, the organization and the Publication staff develop their sales advertising plans. My bosses and my other colleagues encouraged and assisted me a great deal in all ways and assignments. Whenever I was trapped in a job, they came to my rescue to show me how to do it. I believe I have accumulated a great deal of practical experience in this phase, and in future I believe I will assist other staff such as me when facing some kind of challenge.

Learning from the experience

It was a perfect occasion for me to work with Bizdata Insights. I had no contact with an organization before. So, I have learnt a great deal from Bizdata's work. I didn't know about the job only; by working here I got too much experience. This information would also be of great assistance to me in the long term. It bore fruit during my internship. Here are some of my internship lessons.

Corporate Life: Before, I didn't have any clue about the corporate world, and I didn't have business experience. This internship gave me an insight into the way the business world works.

The collection of information from schools is really simple for a pupil, but it is not very easy to properly perform this expertise in the right place at a right moment, whether an individual is good or poor. I was able to imply my analytical understanding of all that I had throughout my life as a student to practice or to solve challenges and multiple business activities through this practice experience.

Importance of effective time management: as a worker, the office time is like too much but 8 hours on most days are not enough when you have to do the daily task or the everyday routine job. Daily duties must be done and not packed if everyone needs to perform properly on time. Since an individual is very hectic when the deadline arrives to do all of the stacked work.

Effective working pressure: We have a number of assignments simultaneously and still fulfill company world deadlines. We must tackle the job burden successfully. During the month or end of the year, working pressure is usually high. In the other hand, some days there is no strain. There is still friction, but the working pressure is variable on time. We need to work efficiently based on the time needed to work effectively within the deadline for each mission.

Teamwork: The employees of each group have to work in each company accordingly. Without coordination, an organization cannot perform efficiently. All must work honestly and responsibly because the whole teamwork will be compromised if a Person is incorrect. I had to deal with an unbelievable team and an amazing Bizdata team because every department had to work together as a team.

Signature and understanding of an Agreement Form: Before the start of the internship phase before formal recruitment, all candidates were sent a document to sign. There are also terms and conditions of a contracting agreement that staff have to meet in the internship before they signed.

I had to consider all terms and conditions before signing the agreement document. It is necessary for employees and other employees who operate or serve the organization to be involved. In addition, all terms and conditions must be seen before signing and entering the corporation with the persons responsible for large purchases.

Communication: In business as well as personal life, communication and interpersonal skills are essential. I've just been assigned to one manager, but I have to work for all the teams. From the very beginning, I wanted to contact my department members and teammates. I spoke to them about work in my lunchtime or worktime in order to improve my relationship and interpersonal skills. They always came and spoke to me when I was an intern and asked me about my future or goals and other stuff and gave me useful insight. My boss assigned me my assignments, so communicating with my supervisor was highly necessary. I heard his orders very carefully, but I went to him and asked his advice if I had encountered any problems. I was fortunate that I both had a friendly overseer and friendly team members.

Orientation: I was given a job of directing new employees who in recent months have been recruiting temporary workers and part of our team. The corporation was very behind some technological aspects. I was always glad to support you whenever you look for me.

Work ethics: Until you are in a practical working environment, you won't learn about work ethics. We are used to excusing late entries, brief attendances and other events in college education. However, I gained work ethic when we are introduced to the actual situation. This is one of my major learnings from this internship.

Adaptability: Not all are adaptive from the start. In reality, even while your stays you may refuse to do so, but you are losing. Adapting readily to your environment is one of your employer's

most helpful soft skills and vital to your own progress. Take advantage of your internship and gain adaptation skills while you are there. I was really lucky that I could adapt the work environment and all the skills I learned from this internship experience.

So, my advice will be to take an internship that does not trigger too much pressure and reimbursement, but you will find that once you start the internship, you get less than you deserve. It'd be appropriate. Staff have a short-term contract and almost anywhere they pay less than full-time employees, while doing the same job. Although if you have a sufficient amount of training, it will be added to your resume and your full-time experience will be accepted. So, it's not bad to forfeit any of it. Moreover, coordination is one of the problems that an internship can impede. You could end up with a real nice internship; the working atmosphere, though, is so professional; in this environment it is difficult to ask questions because you are scared of being judged. You all remember, you are an employee, you have expertise. You have experience. Therefore, be calm and concentrate on your own duties. Just ask without delay about something.

It was a great experience to learn with Bizdata. I have read of the vilest stuff about an internship and that is my biggest worry. It was a wonderful internship. But it was always like a home for me in Bizdata's observations because of the wonderful surroundings. Each Bizdata insight team member was so friendly and great to do. You are so kind and supportive that I never found difficult to communicate with you. They are really supportive and polite. My boss and other colleagues encouraged me to do so while I was trapped with some kind of job. I will also still advise a student looking for a Bizdata internship. The students can not only know but also learn in excellent surroundings with some great people. If someone has problems, their managers are very good at helping them.

The operating atmosphere is another benefit of Bizdata. The workers are so compliant and knowledgeable that you can learn a lot from your internship. You will think not only about business but also about something more that helps you in the long run.

Difficulties Encountered

Communication is one of the hands-on obstacles my internship will face. But I have too professional a working atmosphere, I can't raise any questions in such an environment, because I fear that I will be judged. I have really good internship. I'm a practitioner and there I have experience and experience. It's known to everybody. Therefore, I must remain calm and concentrate on my work. Without being hesitated, I must ask something. I had a few problems adapting my life and the company's employees for the first time. I figured there was a bit of pressure, whenever I was given several assignments. A little more strain, I realized. In accordance with the deadline, I used to plan and priority job one by one. Typically, I'm under so much pressure when my job comes to me, but I'm cool and patient. I have found that persistence is the secret to pressure removal and I've done my work calmly and patiently. I was still fortunate that I had my internship in Bizdata so at the very beginning it was a huge burden on me. I was committed to doing well in my internship and I was stressed a lot to do this. Yet I was very happy with Bizdata as the days passed. I felt really anxious, on the other hand, at Bizdata's first meeting with my colleagues. Whenever I was in trouble, I was hesitant to ask them questions. So, at first I had some problems. Yet I was happy talking to them until I got to know them better. I was sure that I would still raise questions at sessions.

The PC I was provided by the company was another challenge I faced. I was met with a little old issue when many others had run it before me. It took command very slowly and it was a huge

headache. So, I called for a better PC, but I was not able to substitute the particular piece and I had to deal with that according to company policy. I have changed and I have no other choice left. My Bizdata trip was awesome, even though I was a little late. Bizdata stages have been a great joy to me, but in some ways the business will change or see. In the other side, the office room might be a little bigger. They should search for a bigger office room and there are a lot of personnel and staff. I believe the new office space is not enough. This should be expected to have more and more experience for workers.

Interaction with co-workers

My coworkers at Bizdata were nice and welcoming, it is such a blessing. I have strengthened my internship experience. As an assistant, I have had the opportunity to collaborate with several agencies. On the very first day, I was very welcome at the firm. A plus was the welcoming environment. I can't believe how nice and vibrant my colleagues are. First of all, my boss helped me great. He instructed me not to wait to need some support. Any time I went to support him, he was still there. While I still felt unable to speak to my coworkers at first. I was asked by my boss, and I told her I felt hesitant. And in the second week of my internship he took the lead and introduced me to everyone. I was so happy until I knew everyone. All were very welcome at lunch sessions and gave me lunch. Everyone was very welcome. It meant a lot for me, because I was very much received even as an intern, because I knew from my elders that most of their internships were poor because I didn't have engaging and welcoming colleagues.

During my lunch break or during my internship, I had strong conversations with my colleagues. They asked me for a chat as a newbie and gave me various perspectives into the company because I did not have a work background. When I was panicking, I used to get suggestions from

my boss. He always advised me to make my job one by one as a priority. He took time before he gave me some kind of job to appreciate and clear all my questions. He still led me to thank him. I think these tips will help me a great deal in the long run.

Expectations vs Reality

I felt many butterflies and a lot of anxiety, and many other things, during my first days as a student, when I walked to the office wearing the shirt that you chose last night. I wondered what would my workplace look like, who would my bosses be, what kind of work I might need to do to give my manager a loud smile and to compose my letter of advice or a position at Bizdata insight. Traineeships are certainly an unbelievable opportunity for you to develop your curriculum vitae, gain experience and decide if you really have the career. For your resume, Bizdata can be an ideal company. However, normally we develop our first ticket impressions to be decent or sometimes not good, but they could really be even better or bad. I still expect interns to go to coffee or to use the copying machine, even though I thought the same thing, in fact, I was involved in more thrilling and fascinating works since entering the machine.

Firstly, I expected to ask everybody for a paper copy or the main man to be the official coffee maker. I actually did not work much at first when I started, but when I asked my boss for more jobs, he gladly gave me tasks in the sense that a newbie won't do that. Fortunately, then, the decision to make coffee was not for me. In the opposite, I've been promised more If I want a cup than to get one.

Secondly, I was really worried about the office people how I would connect with them, or whether I were the only internee in the department of publishing. After spending a short period with my colleagues in the workplace, any worry vanished. They greeted me warmly each time

and proposed to me appropriately, for support or some kind of guidance I may quickly approach my seniors. I built a close relationship with four more interns. Finally, we went on a walk one weekend at Cox's Bazar. Thirdly, we were a very fun and friendly publication chief. He ensured that the new students never felt abandoned during work of any kind. We also assume that we remain poor at meetings or choose to ignore the meeting so we don't trust and ignore our views. Rather, each meeting was called and every view was appreciated and assessed fairly. So, we felt the job we did was more valuable and prouder. Fourth, I didn't know what kind of insight I might gather because I worked for a very short time. I have innumerable skills on the table, primarily. Most firms are too big to have the time to train you all in very little time, but it can be the start of something much larger. The skills I have at the table will motivate me to overcome situations that are tough. During coffee breaks, my time with other elderly people contributed to knowing how to deal efficiently with real-life issues without affecting the business or the post to which I am named. Finally, while my internship at Bizdata was rather uncertain and dubious, it was ideal for me. It must be said. I acquired a handful of experience, made some new links, learned my full potential, and obviously received a letter of recommendation. Many of us perceive that they have a poor internship or some of us even have that experience but they owe you what they agreed to deliver in Bizdata. You ensure that the job you do benefits the business and your growth. I'm happy that because of its outstanding expertise, I did my internship with Bizdata.

I believe I've studied and been involved, and this is the main objective of the position. If I look back, I find that I think everybody says that people who settle on their internships based on dream work or their preferred companies frequently do not get them because they are extremely fortunate. So, you are prepared to face something in any circumstance without aiming to get a place in the preferred business. Your trainer is proud of you if you're proud of your position and

do your job. It was totally fun in my name to try to do so that I didn't treat my project as work, so I treated it as something fun that I have to do for a day, and I'm really happy.

Another opportunity

I would've done a few things differently if I had another chance to take the internship at Bizdata. Firstly, my internship at Bizdata will be a massive privilege for me.

I didn't communicate much to my colleagues at first. I felt very shy and made little move to visit my new colleagues and welcome them. But if I get another opportunity for my internship, this time I'll make sure I don't. Now that I first did not struggle, I feel very frustrated and culpable. My boss supported me, so I met everyone in Bizdata. Secondly, I fought with my PC given by the organization within the first two weeks of my internship. The corporation has a strategy that the interns cannot change the PC until anything important happens. So, I was supposed to run a laptop and come with it to improve myself. But this time, I'll be taking my laptop from the very first time, while the company's PC is lovely. Thirdly, I was scared in my internship to share my ideas that my colleague might criticize me. But once I knew them and their friendship, I was sure that I would share my thoughts later. I hope I would be able to express my thoughts confidently, once I have a chance again. First of all, I was stressed because I felt I should survive my internship seamlessly because I didn't have any part-time experience.

Chapter 2: Organization Part: Bizdata

Overview of the Company

Bizdata Insights seeks to be Bangladesh's most complete and accurate market, industry, and economic insight platform, as well as a data intellectual ability and business consulting platform. They organize, filter, validate, and analyze market, business, and economic news, information, and data from more than hundred different national and international sources – media sources, newspapers and online publications, social media, company online platforms, government websites, and partner organizations and provide industry specific reports, information, expertise, and data for various sectors of Bangladesh business and economy. As a result, we enable investors, business professionals, and corporations to make data-driven, intelligent business decisions by providing the most comprehensive view of Bangladesh's business and economy.

Objectives

In companies' data analytics are used to help companies decide better. In order to make the correct decision, the study of details would provide insight into the market analysis, product research, positioning, consumer feedback, opinion analysis or any other issues on which information exists. Data analysis is critical for businesses today, since the only way to fully trust business decisions is through statistics choice. While some successful companies may be built on a hunch, almost all business decisions are based on evidence.

Different departments of Bizdata Insights:

Operations: Bizdata insights has an analysis team including associates, senior associates & interns to perform the day to day activities, the activities are curretting news from authentic sources, writing articles, and publishing those on Facebook and also in the website and in the LinkedIn page. Regularly they provide insight image story. Besides they on a regular basis organize a business talk show name insight talk and also, they keep updating the data terminal.

Marketing: Our products are basically intangible products, as the product is intangible so they do the marketing through social media and other digital platforms. They promote their posts and articles through different Facebook pages and groups and also boosting those.

Human resource: A department of human resources ensures that the corporation has a robust staff member trained to play and well rewarded for their tasks. Bizdata's HR department follows that also. The Department of Human Resource of Bizdata insights offers excellent policies, processes and standards and assistance for individuals. In addition, the human resources role ensures that the goal, vision and values of the organization are part of the corporate culture.

- **Recruiting:** One of the objectives of a human resources department of Bizdata Insights, which makes use of the corporate goals to steer the recruitment process is to locate and hire promising people. They frequently examine their job before drafting job descriptions and submitting posts to identify important tasks and needed characteristics. They take qualified corporate applicants and hire the individuals throughout the hiring process and perform summaries and interviews.
- **Hiring:** The Department for Human Resources of Bizdata Insights, provides suitable applicants with offers and negotiates wages and benefits. Right Hiring is an extremely

vital role of the Department of Human Resources since it is necessary for a company's workers to succeed. Good employment improves corporate results and efficiency, and hence it is vital to scrutinize each candidate for work carefully, including background checks. The Human Resource Department is responsible for the new onboarding procedure for the applicant if accepted.

- **Compensation:** The Department of Human Resources of Bizdata, normally oversees remuneration, including pay or earnings and perks such as paid holidays or health insurance. To keep employees pleased of the company, ensuring enough and timely remuneration is crucial. The HR department answers issues that an employee may have about his/her health benefits, holidays, tax deductions or other problems.
- **Training and Development:** Bizdata training is often organized by the human resources department to increase the productivity of an employee. The department can conduct in-house training or can be contracted by experts. The agency is also working to ensure that staff credentials or licenses are up to date and can even arrange for reimbursement of higher education or courses.

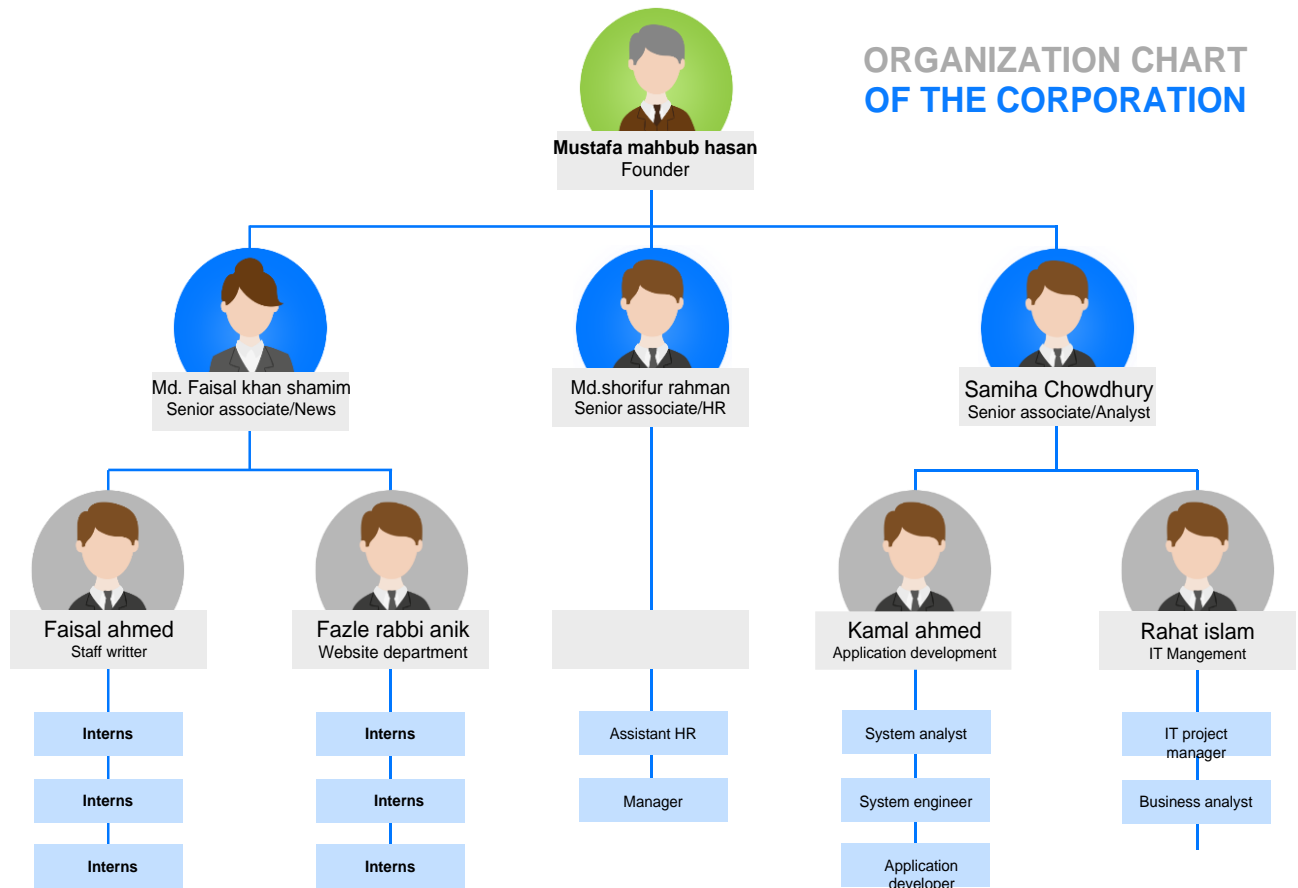
The human resources department of Bizdata, also is responsible for the development of employees, which might entail training but also focus on career development and succession planning. It is a human resources department's obligation to prepare selected personnel for advancement and higher jobs.

- **Firing:** Finally, the Human Resource department of Bizdata, is responsible for the management of firings when the employee just does not work out. They might carry out departure interviews and arrange the last paycheck for the employee for delivery.

Strategy: they try to reach out their clients through insightful news on the contemporary business and economic news and by providing data. They focus more on the analytics; in future they aspire to offer a platform which will be the largest source of business and economic insights and data bank.

Finance:The financial departments are operated by the accounting staff of Bizdata Insights.It controls balance sheet preparation and reporting, covering all payrolls, accounts payable and receipts, financial statement, cash flow accounts and day-to-day records. It also administers and carries out all internal audits, controls, tax and reporting duties. It ensures that the organization is consistent with the rules and is financially sound.All transactions and financial occurrences must be followed up to ensure that good reports are retained.These records are preserved for a number of years securely to reflect the growth of the organization – be it profit or loss – and to maintain track of the money owing to investors and other partners.The records of an organization are used to arrange for and foresee the future, and banks, tax officials and external auditors examine for balance.

Organogram



Scope

Data analysis is an important field which brings data, technology, knowledge together in one platform. statistical analysis. The collected knowledge is incorporated in our everyday lives between smartphones and our online movement. Organizations seek innovation methods to improve their efficiency and reduce costs. As has been observed in recent times. A large amount of data is generated in almost every region by every organization. The study that data helps to

clarify the areas that need to be improved and recognize possible threats in some locations and it can only be achieved by analyzing data.

Limitations

This report is prepared on the basis of both primary and secondary research. My personal experience and observation are also there but still due to this current extraordinary situation that we all are going through; we definitely faced some limitations in preparing the report which are:

- Lack of operational activities because of Covid-19 situation.
- Time constraints will always be there in this type of situation and research-based reports.
- Confidentiality remains in any type of organization.
- Interviewing during rush or business hours.
- Information from secondary research might have some inaccurate or unclear data.
- Insufficient books, statements, or journals.
- Strict and conservative in terms of providing information.
- Availability of the interviewees.

SWOT Analysis

Strengths

- The demand for unique experience in a particular industry grew substantially as the economy became increasingly specialized.
- The company will still stay sustainable and cash flow positive if an independent Bizdata has a particular ability that can be commercialized.

- They have incredibly large margins because it is an enterprise based on service.
- Once they establish a stream of consulting contracts starts to generate revenue, most financial institutions will provide capital support for these businesses.

Weaknesses

- Anyone can just set up a Bizdata company very easily, with very low barriers to entry.
- In order to ensure that clients obtain contracts, Bizdata companies must position themselves correctly on any given market.
- Banks and finance endeavors normally hesitate to provide enterprises with ongoing funds. Therefore, a contractor must always have considerable cash at hand, particularly at the start of operations.

Opportunities

- Unlike most other companies, Bizdata companies can extend their market quickly by engaging persons with significant expertise or training qualifications in any given discipline.
- Many financial institutions would have the funding required to allow these purchases for existing businesses. However, a long history of operations is normally a must.

Threats

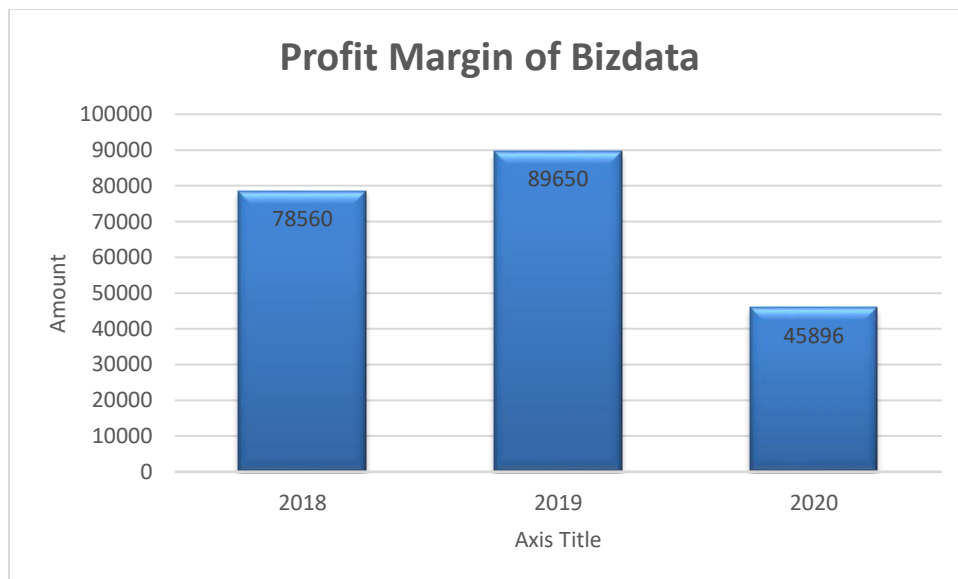
- In order to cope with these challenges, the economy continues to change, which demands that the managing directors of advisory companies recruit the right personnel.
- At present, the way certain companies' function is not affected by regulatory problems.

- The other major problem facing these firms are the continuing competitive challenges. This is the greatest challenge to Bizdata companies.

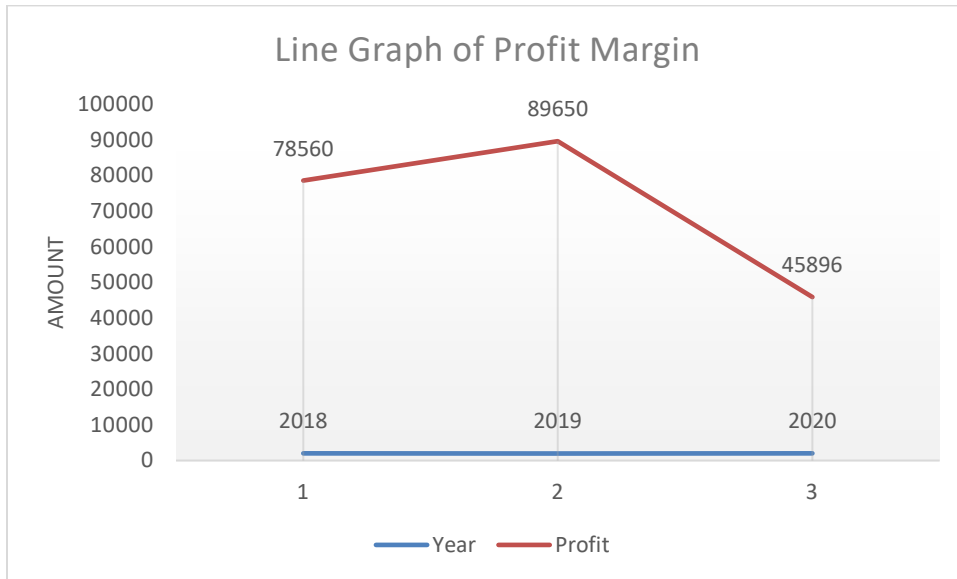
Financial Performance

Financial performance is a subjective measure of how well a firm can use assets from its primary mode of business and generate revenues. The term is also used as a general measure of a firm's overall financial health over a given period. Analysts and investors use financial performance to compare similar firms across the same industry or to compare industries or sectors in aggregate.

Now, let's take a look at Bizdata's performance in the last three years



Bizdata was doing well in the year 2018 and 19, they had an increasing profit margin. They were getting clients more and more to serve till pandemic hit in 2020 and disrupted their function.



The line graph also illustrates how the margin faltered in the year 2020.

However, Bizdata did start their operations in the second half of 2020. We had huge pressure of providing data to different companies, stocks and many other clients, as the situation made changes to many sectors in a very drastic way. Value of data increased in the market, so as the demand for data-based company.

Therefore, Companies like Bizdata has scope of creating and fulfilling demand in the market, especially after this pandemic situation. They would surely be back on track in their previous form by the year 2021.

Summary and Conclusions

In recent years, parallel and distributed computer systems have grown rapidly and have largely become the backbone of the digital ecosystem of Internet-based knowledge. They provide the platform from which large data analytics have emerged. They have powered search engines, e-commerce, social networking sites and entertainment. Real challenge ahead is the issue of increasingly large data sets by sizing these systems and algorithms. However, it is important to recognize that the objectives of mass analysis are beyond the mathematical and representative problems of traditional search engines and the database processing province to address the challenges of statistical analysis in order to transform data into information and to support efficient decision-making. Their aim is to provide information. Information assertions need bug management, and much of the problem of the large data analysis is to establish statistically sound methods for controlling massive dataset errors, realizing that these methods are analytical operations themselves that use resources.

Chapter 3: News Publication Intern

Introduction:

Bizdata's insights were seeking for a few young people that love business insight, economic insight and market information. They believe in ongoing learning and synergy. It was a tough position internally. Economic news, information and information from trustworthy sources were mostly collected. It also includes articles with substantial writing abilities from the specified industries. In addition, analytical information on the themes provided might be prepared. Finally, cooperate with webinars and social media advertising team partners. You might do assignments such as interviews, upload web site material and manage the corporate social media accounts throughout your internship. You may also be able to write articles to your portfolio that you may add. The journalist's primary goal is to acquire information, write news and report honestly and equally. They also work on stories and features, which update and affect public opinion. They also research and cover current events.

Methodology:

Data collection has been a bit easy for me as I was directly involved with the operations. I collected my information from these sources:

Primary Sources:

- Interview with the supervisors.
- Direct observation and involvement
- Operational process.

- Experience gained from the internship.

Secondary sources:

- Bizdata website.
- Various journals.
- Research papers.
- Articles and reports related to the study.
- Basic textbook information.

I would like to address that, from these two sources, primary data collection provided me with clear and accurate information as I was directly involved in the news publication. I kept track of the interviews with the officials and If any new and different experience is gained, I used to write it in my diary. Then, the secondary data was needed to organize, analyze and interpret the information gained from the sources.

Primary Job responsibilities:

Bizdata's insights sought a handful of young people who appreciate business insight and economic insight. You trust continuous learning and synergy. It was an internally challenging situation. Most economic news, facts and information have been gathered from trustworthy sources. It also contains articles with significant writing skills from the sectors indicated. Analytical information on the subjects offered might also be produced. Finally, work with webinars and publicity partners of social media teams. You can complete tasks like interviews, publish website material and maintain social media accounts during your whole internship. You might also write to your portfolio articles, which you may add. The main aim of the journalist is

to obtain honestly and equitably information, publish news and report. They are also involved in articles and features that update and influence the audience. They also study current events and cover them.

Findings and Analysis:

This is a brief summary of the findings that I have received while working in this project. My main goal was to keep the product sales volume high by placing ads directed to the target customers. The establishment and promotion of a group is one of the key goals of any social media campaign. I learned that It was a very customer centric program where execution is very important to get the desired result.

The Opportunities and Prospect of the Information Service in Bangladesh

Mobile phone-based information services enable knowledge exchange and assist in generating common visions for local development. Communities can obtain accurate and prompt information via mobile telephones that are an integral part of adequate growth. Mobile carriers provide chances to lessen rural areas' isolation and marginalization. They also engage in dialog with the rural community and decision-making authorities, such as government institutions, planners, development agencies, researchers and educators, etc. Mobile phone operators may also coordinate development efforts and exchange experiences, expertise, and "learning lessons" with other communities.

Moreover, mobile telephones make it easier for people to engage as active information creators instead of passive recipients. Thus, mobile phone information services can provide the following changes and advantages for rural development in Bangladesh:

To know the current knowledge in the globe

The rural people can use mobile telephones to know the latest international information. This reduces prejudice in communication between urban and rural regions and increases knowledge and awareness of the world outside the hamlet.

Free information services must be provided

By taking a fee, all operators supply information. For more significant growth in Bangladesh, they can supply it free of charge.

Work as a unique exchange platform

The mobile phone might be a unique platform for the villages to exchange ideas. In doing so, to benefit the whole community, villages might pursue cooperative development efforts.

To enhance knowledge and information

Through information services through mobile phones, rural residents may expand their information and knowledge base. Education, agriculture, health, the environment, politics, current affairs, economic MISs, human rights, legislation, etc. They may become aware of these issues. In this way, they would be able to take part in national socioeconomic activities entirely and successfully.

Contact family members easily

The rural people may contact their family members who live overseas effortlessly using mobile telephones. In addition, the Internet and E-mail can offer chances to students and jobless people for further education and work.

Sensitivity, talent, knowledge, and personality

Mobile telephone information services will allow rural residents to become more aware, capable, knowledgeable, and personable.

Rural alternatives to receive information services based on ICT

Most rural individuals cannot afford to pay internet maintenance charges. In this circumstance, the only choice in remote locations to obtain ICT-based information services may be mobile telephone-based internet services.

Mobile as a conductor

Learning is best possible by enhancing the link between a particular incentive and an answer in the behavioral paradigm.

As a builder, mobile

Learning is an active process in which students build new concepts or notions on their present and prior knowledge under the constructivist approach. Learners are encouraged to be active knowledge builders, increasingly incorporating mobile devices into a realistic setting while providing access to tools.

Situated mobile

Location of learning contributes to enhancing knowledge by making sure it takes place in a proper environment. In context, mobile devices are especially suitable simply because they are available in many circumstances to improve the learning activity.

Mobile as a partner

CSCW/L (Computer-Backed Collaborative Work and Lesson) research has led to collaborative learning based on social interaction in the learning process.

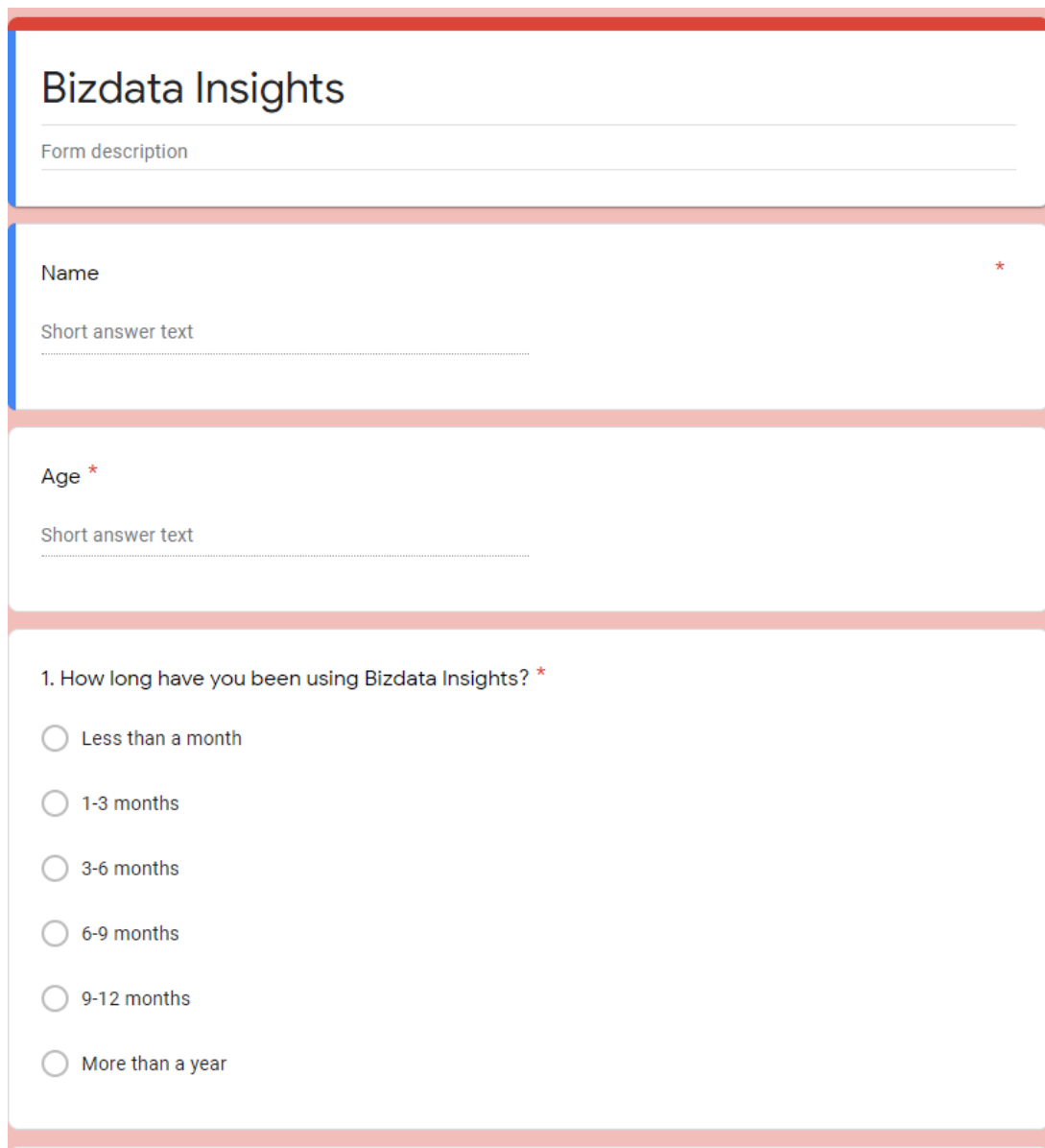
Informal mobile and lifelong education

Informal and lifelong learning research acknowledges that learning always takes place and is impacted by both the environment and the specific situations we confront. Informal learning may be deliberate, e.g., through intensive, meaningful, and purposeful 'project' learning (Tough, 1971), or maybe by chance, through discussions, TV, journalism, observation of the world, or even an accident or embarrassment. A wide-ranging approach to learning takes place beyond the classroom and, by default, embedded learning into everyday life. The system described in Wood et al. (2003), for example, enables breast cancer patients to get reliable information about their status, to contact other patients, and to keep an eye on their problems.

Mobile helps for learning and education

Education as a process relies heavily on learners and resources cooperation. For example, teachers can utilize mobile devices to register attendance, examine student markings, access central school data in general, and manage their schedules better. In addition, mobile devices can give students course content in higher education, such as schedule dates and information on programs and room changes.

Questionnaires



The image shows a digital questionnaire form with a red border. The form is divided into four sections. The first section is the title 'Bizdata Insights' with a 'Form description' field below it. The second section is a 'Name' field, marked with a red asterisk, with a 'Short answer text' input line. The third section is an 'Age' field, also marked with a red asterisk, with a 'Short answer text' input line. The fourth section is a multiple-choice question: '1. How long have you been using Bizdata Insights? *'. The options are radio buttons followed by text: 'Less than a month', '1-3 months', '3-6 months', '6-9 months', '9-12 months', and 'More than a year'.

Bizdata Insights

Form description

Name *

Short answer text

Age *

Short answer text

1. How long have you been using Bizdata Insights? *

- Less than a month
- 1-3 months
- 3-6 months
- 6-9 months
- 9-12 months
- More than a year

Fig:1

In this figure, we have asked for the identities and their duration of using Bizdata Insights

2. How often do you use Bizdata Insights? *

Daily

Once a week

Fortnightly

2-3 times a month

2-3 times a year

Other...

3. How satisfied are you with our service? *

Very Satisfied

Satisfied

Neutral

Dissatisfied

Very Dissatisfied

4. What alternative sites you go to find about business and economic insights apart from Bizdata Insights? *

Fig:2

In this figure, we have asked some questions regarding their usage and satisfaction with Bizdata Insights

4. What alternative sites you go to find about business and economic insights apart from Bizdata Insights? *

Short answer text

...

5. What are the mediums you follow to seek job vacancies? *

Newspapers

LinkedIn

Kormo

Facebook

Bdjobs

Other...

6. What recommendations would you give us in order to make our service more user friendly? *

Long answer text

7. How did Bizdata Insights help you in your career ? (eg : Setting up a business, getting a job)

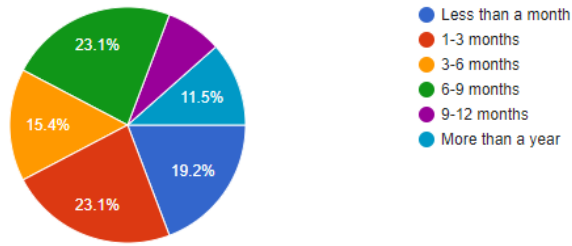
Long answer text

Fig:3

In this figure we have asked for the alternate options as well as different mediums. We have also asked for some feedback as well as how it has affected the customers life

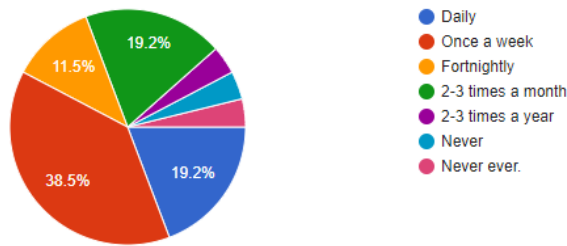
1. How long have you been using Bizdata Insights?

26 responses



2. How often do you use Bizdata Insights?

26 responses



3. How satisfied are you with our service?

26 responses



Fig:4

In this figure, we can see that the users are using the website for 6-9 months and 1-3 months mostly. That means there are some new users and some old users using the website

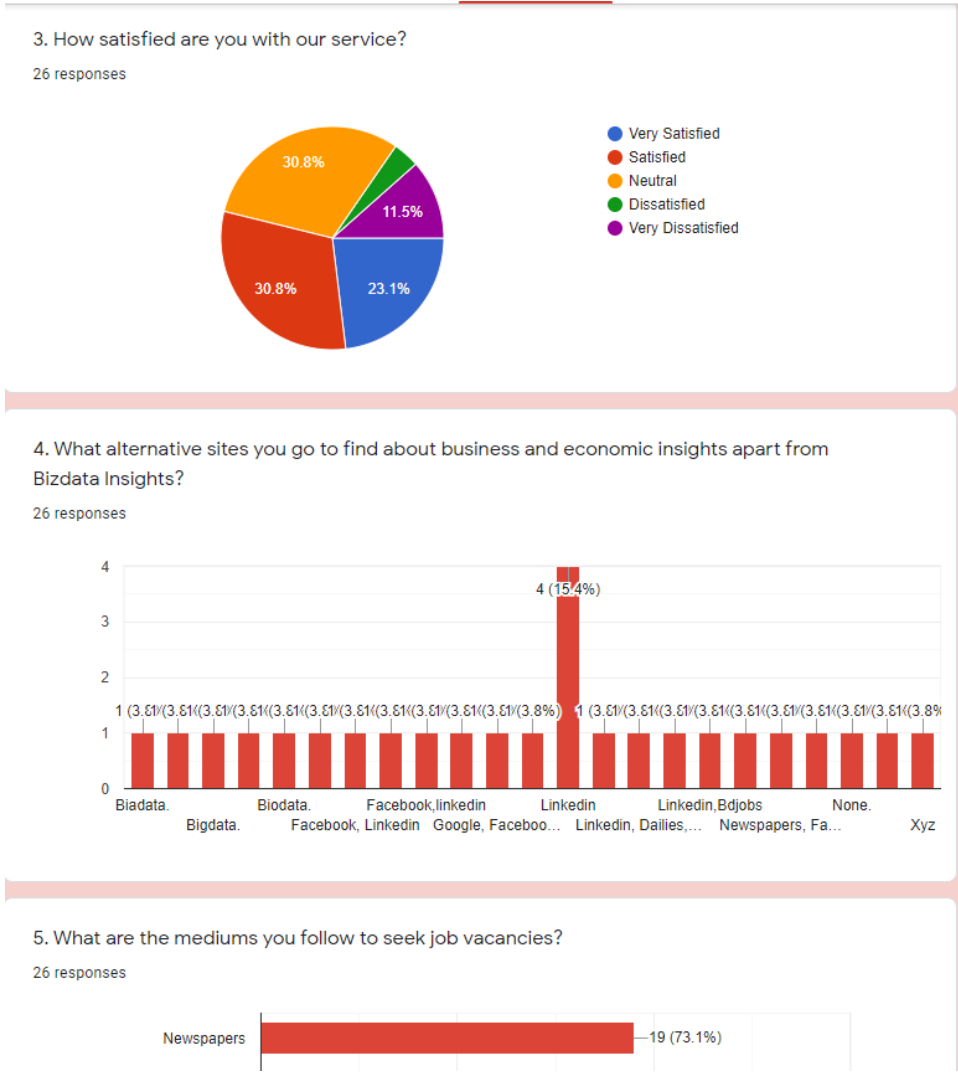


Fig:5

In this figure, we can see that, the users are mostly satisfied in using the Bizdata. On the other hand, some users prefer LinkedIn as an alternate of Bizdata

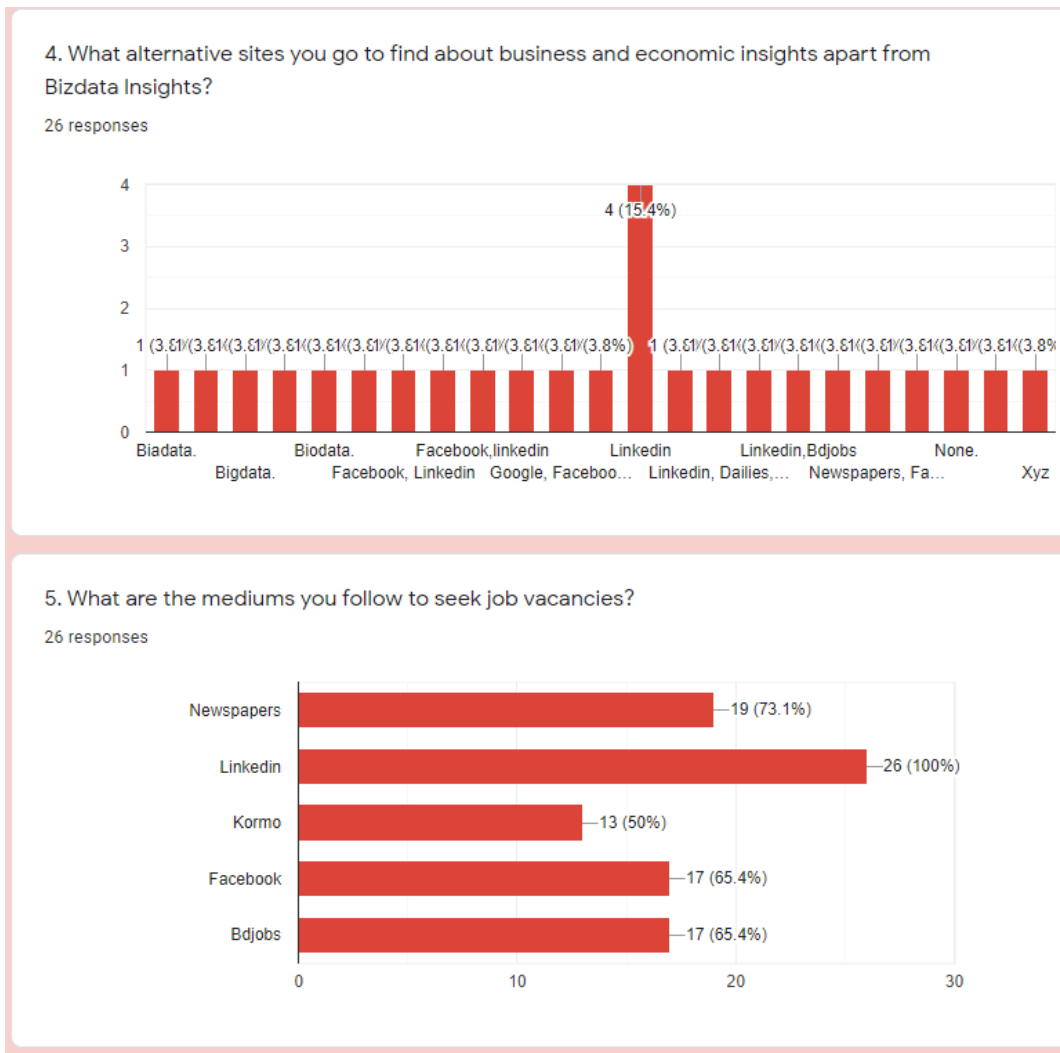


Fig:6

In this figure, we can see that, LinkedIn is the primary job seeking service where a user can look and apply for their desired job than the other alternatives

Summary

We can say news publication is more of a demand and supply than just responding to the customers also to meet the editors demand. A well-planned procedure and flawless execution of the newscan bring good annual return as well as reduce cost. It makes the business operation

smooth and makes the delivery of service more accurate. News publication can ensure a company's proper functioning or detect malfunctioning on the first hand as it is directly involved with the consumers. It may include if the customers are getting the true and proper news from the company also it needs the editor's approval. A company can easily find out their mistakes and begin to work on that soon after the complaint or flaw has been addressed and as a result customer satisfaction can reach the top level and company goodwill will increase rapidly.

Recommendations

Bizdata can certainly improve their internship programs in some specific ways which are:

- Being selective while hiring. It is very important as It is the very first step from the company.
- They can be more supportive and set meaningful goals. Though my company has been supportive towards me, still while setting up goals for the interns, Bizdata should be a little thoughtful.
- Being in touch with the interns. An intern should always be monitored and guided in fulfilling his task. Moreover, daily communication will help them to be more responsible and active towards work.
- Keeping your interns engaged can be another beneficial way to make them productive. An intern should not sit idle in the company or just hired to make coffee.
- Tracking interns' work should also be there with an experienced supervisor to guide them in difficult situations.
- Companies should give effort to make their interns comfortable with the workplace culture. It varies from place to place, so it will be very efficient and effective to have them comfortable with the office culture.

- Bizdata should have the mentality to give and receive feedback from the interns. New areas will come up and employees can start working for the development.

Conclusion

BIZDATA INSIGHTS seeks to become the largest market, industrial, commercial analytical and consulting network in Bangladesh. Including market supervision, screening, validation and analytics, business and economic news, the data from more than 100 national and international agencies, newsagents, news agencies and news websites, social media sites, business websites and partner agencies a. They provide news, information and insights for over 50 different business sectors in Bangladesh. Investors, business specialists and companies are provided with information and intelligent business judgments, which give the most thorough picture of Bangladesh's business and economy. We may assume that the administration of customer demand is more an offer and demand than a response to consumers' needs of seeing the truth. Successful yearly returns and costs will result in a well-planned process and faultless implementation of the services. It makes the running of a company seamless and makes service delivery precise. News publication service will ensure the proper operation of the business or spot first-hand malfunctions when they affect customers in a direct way. Because by seeing the news on various platforms, the customers or the potential customers gets a brief idea of the company, so there is no room for mistakes in this sector. An organization is able to instantly detect the errors and start working on them shortly after addressing the problem or failure and therefore customer loyalty will be at the highest level and the good will of the brand can grow quick

Appendix

Bizdata Insights

Form description

Name *

Short answer text

Age *

Short answer text

1. How long have you been using Bizdata Insights? *

Less than a month

1-3 months

3-6 months

6-9 months

9-12 months

More than a year

2. How often do you use Bizdata Insights? *

- Daily
 - Once a week
 - Fortnightly
 - 2-3 times a month
 - 2-3 times a year
 - Other...
-

3. How satisfied are you with our service? *

- Very Satisfied
 - Satisfied
 - Neutral
 - Dissatisfied
 - Very Dissatisfied
-

4. What alternative sites you go to find about business and economic insights apart from Bizdata Insights? *

4. What alternative sites you go to find about business and economic insights apart from Bizdata Insights? *

Short answer text

⋮

5. What are the mediums you follow to seek job vacancies? *

Newspapers

LinkedIn

Kormo

Facebook

Bdjjobs

Other..

6. What recommendations would you give us in order to make our service more user friendly? *

Long answer text

7. How did Bizdata Insights help you in your career ? (eg : Setting up a business, getting a job)

Long answer text

5. What are the mediums you follow to seek job vacancies? *

Newspapers

LinkedIn

Kormo

Facebook

Bdjobs

Other...

6. What recommendations would you give us in order to make our service more user friendly? *

Long answer text

7. How did Bizdata Insights help you in your career ? (eg : Setting up a business, getting a job)

Long answer text

References

- <https://bizdatainsights.com/>
- <https://www.facebook.com/BIZDATA.INSIGHTS>
- <https://www.linkedin.com/company/bizdatainsight/>