

Final Year Report On Business Analyst Intern of Inovace Technologies Ltd.

by

Jannatul Ferdous Sayeema
21301508

An Internship submitted to the Department of Computer Science and Engineering
in partial fulfillment of the requirements for the degree of
B.Sc. in Computer Science

Department of Computer Science and Engineering
Brac University
January 2026.

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Declaration

It is hereby declared that

1. The internship report submitted is my 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 have acknowledged all main sources of help.

Student's Full Name & Signature:



Jannatul Ferdous Sayeema

21301508

Approval

The internship titled “Business Analyst Intern of Inovace Technologies Ltd” submitted by

1. Jannatul Ferdous Sayeema (21301508)

of Summer, 2025, has been accepted as satisfactory in partial fulfillment of the requirement for the degree of B.Sc. in Computer Science in January 2026.

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(Member)



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Dedication

This internship report is for my parents, who have always loved, supported, and encouraged me. They have been my biggest source of strength throughout my studies. Without their continual support, patience, and sacrifices, I wouldn't be able to do anything. They have been a big part of building my character and determination. I would also want to respectfully dedicate my effort to Sahib Kowsar, my university supervisor, for his help, support and encouragement during the internship. His guidance helped me keep on track with my academic goals and inspired me to improve my talents with confidence and professionalism.

Abstract

Together with my internship engagement in Inovace Technologies Ltd. I gained skills to make decisions basing on the data and conducting an operational analysis as well as create business procedures that will be used to grow a SaaS and IoT-based enterprise. I received an opportunity to complete daily analytical assignments such as the development of structured documents, exploring sales and growth KPIs, processing CRM data, and preparing pitch decks and internal investment memorandum in favor of potential investors. I also worked on other day-to-day analysis tasks, such as generating reports, market research, and working on cross-functional teams to improve our data pipelines. I needed to acquire new analytical instruments, learn how to coordinate more complicated business operations, and transform raw data into actionable knowledge with the least oversight. I learned that it requires tackling problems effectively and performing independent research to be always up-to-date, meet the deadlines, and keep up with the new systems, all being able to manage a significant amount of analytical tasks. These difficulties compelled me to be disciplined, flexible and critical in my thinking. The experience in this case taught me the importance of addressing real-life issues during the process of business analysis. KPIs, lead funnels, persona analysis, and operational data allowed me to relate classroom theory with a real-life situation. On the whole, the internship was an experience that actually helped me to consider how data can be used to make the strategic decisions in the business with a focus on technologies, and train both my analytical and communication skills in practice.

Acknowledgement

Before anything else, I want to thank Allah for giving me the courage and determination to finish my internship. I am very thankful to my university supervisor, Sahib Kowsar, for all the aid, support, and advice he gave me during my internship. It helped me stay on track with my academic goals. I would also like to thank my parents from the bottom of my heart for their constant prayers, encouragement, and unwavering support. They have always been there for me and have been a constant source of motivation throughout the years. They have helped me reach this vital milestone on my way to graduation.

Appointment letter



Appointment Letter
Private & Confidential

REF# HR/AP/02062025/099

Date: May 22, 2025

To,
Jannatul Ferdous Sayeema
Address: Mohammadi Housing Ltd.
Mohammadpur, Dhaka-1207
Phone: +8801711178763

Subject: Pre-Employment Appointment as "Intern- Business Analyst" at Inovace Technologies

With reference to your application and subsequent interview with us, you are hereby informed that you are selected as Intern in our organization as per terms and conditions stated below:

- **Intern Honorarium and Benefits:** 9000 BDT (Per Month)
- **Date of Joining:** May 22, 2025.
- **Internship Period:** Three (03) months.
- **Lunch Facility:** Will be provided from the office.
- **Leave Policy:** As per service rule.
- **Working Hour:** Normal working hour from 09.00 AM to 06.00 PM with one hour lunch break from Sunday to Thursday. You may require to work beyond normal working hours for discharges of your duties without extra compensation.
- **Resignation, Termination:** Seven (07) days prior to resignation date. Where no notice or insufficient notice is served salary (Gross) in lieu of notice or short notice will be withheld.
- **Certificate/Credentials:** You have to submit one copy of your last Academic Certificate, NID showing the original copies along your appointment letter.

I accept the above Term & Conditions.

Regards,
Md. Aminur Rashid

Managing Director, Inovace Technologies



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Shahbagh, Dhaka-1000

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info@inovacetech.com

Figure 1: Internship appointment letter

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Chapter 1

Overview of Internship

1.1 Student Information

- Name: Jannatul Ferdous Sayeema
- ID: 21301508
- Program: Bachelor of Computer Science and Engineering (CSE)
- Major: Computer Science (CS)

1.2 Internship Information

- Period: 22nd May 2025 - 22nd August 2025
- Company Name: Inovace Technologies Ltd.
- Department: Growth Operations
- Address: H-18 (Level 4), Kazi Nazrul Islam Ave, Dhaka 1000

1.3 Preamble

At university, I am up to my knees in theory, however internships are where my knowledge is going to be put into practice. They offer you, the shot at the real businesses, the opportunity to apply analytics in solving actual problems, and assist you in picking up not only tech chops but also people skills, which would come paid off in the future of your career. Not to mention, such an experience puts in confidence and demonstrates the way things work within a company. I completed my internship experience in Inovace technologies Ltd as an intern analyst. The old staff members taught me a lot as they have the ropes. My job involved doing actual business assignments such as the analysis of data, key performance indicator (KPI) monitoring, CRM activities, writing investor-focused reports. The environment at Inovace taught me about the potential to apply analytical insights to make a growing SaaS and IoT firm make smart strategic decisions.

I had this accountable person all through my internship, my university supervisor, Sahib Kowsar who made sure that my work remained very focused within my academic goals. Integrating sound academic counseling with practical projects enabled me to derive as much learning as I could out of the internship experience. The BRAC University internship program is meant to augment the knowledge in the classroom with the field experience that will provide them with an opportunity to apply to the field what they have learned. This internship helped to enhance my analytical skills, communication and work ethic as a professional. All in all it was a good experience that widened my technical and professional scope and demonstrated how to apply what I have learned into actual business scenarios.

1.4 Objective

I completed this report as part of my internship at Inovace Technologies Ltd. and as part of the requirements for the Computer Science and Engineering program at BRAC University. The major purpose of this report is to meet the academic requirements of the internship program and keep track of what was learned during the internship. The paper also attempts to give an overview of Inovace Technologies Ltd., including its work environment, company operations, and important initiatives related to the Tipsoi platform. This write-up is an account of my experience as a Business Analyst Intern including what I learned, the obstacles encountered, the analytical ability I trained, and the advancement that I made as a professional. Moreover, my report can be of benefit to the classmates or any other person interested in the organization and role I played during the internship.

1.5 Information Sources

Most of the observations and events in this report are founded on my personal experience working in Inovace technologies Ltd and interactions with team members, managers and stakeholders in other departments have helped me open my eyes. The official corporate records, internal documentation, study of analysis, and operational data of the Tipsoi platform were also mentioned in this report.

1.6 Document Overview

Throughout the course of my internship with Inovace, I was able to work a lot with my hands, which is why in this report, I am going to recall all my actions, the obstacles that I encountered, and the ways to address them. I further describe the analytical, technical and the professional skills that I acquired during the time there. I also discuss what Inovace Technologies Ltd. is all about and feature Tipsoi, which is the most important staff management tool of the company. Lastly, I take a moment to assume the reflection of my experience working as a business analyst intern and the way it has assisted in my personal development.

Chapter 2

Company's profile

2.1 Company Overview

Inovace is a Bangladeshi software company that develops advanced, data-driven software to operate businesses and employees. They have an IoT-powered flagship product, Tipsoi, which is an attendance and workforce management platform allowing firms to automate their routines, increase efficiency, and track all things at any time in real moment. [1] The tech stack of Tipsoi is relatively innovative, and it involves biometric sensors and cloud-based software that enables one to monitor attendance, schedule work shifts, analyze workforce metrics, and extract reports, all in one place. Its purpose is to enable businesses in such industries as manufacturing, education, health, retail, and services to cope with large work forces without the hassle.

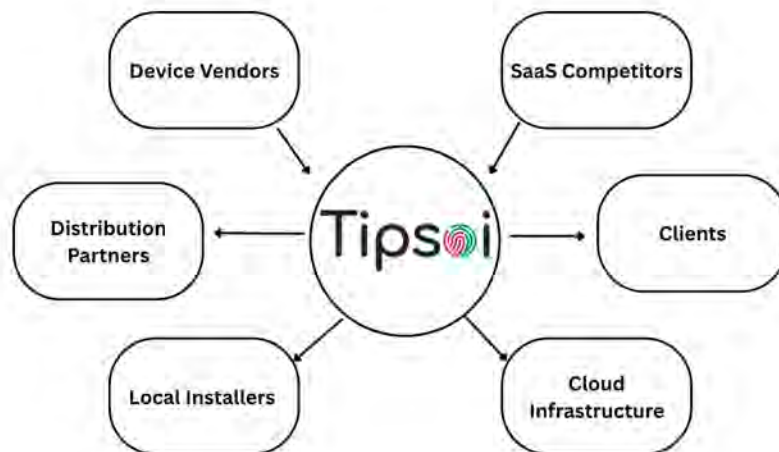


Figure 2.1: Tipsoi in the Workforce Management Market

From Fig 2.1 the thing that I find cool is the way that Inovace collaborates directly with the real-world business trying to find out which points cause pain or hurt to the business and develop the solution to which the business can relate. They do not consist only of automation, they advocate clean data, transparency, and actionable insights to enable company leaders to make smart, data-driven decisions instantly.

To remain competitive in a rapidly developing digital world, Inovace inundates itself with new products, adapts its systems, and makes things simpler to remain flexible. They make Tipsoi accountable and of the future by using the latest cloud technology and creating the platform with sound data research-tech first, and always having the needs of the users on their mind.

Inovace Technologies Ltd. is literally pushing companies in Bangladesh and other places to bring about digital transformation and increase their efficiencies in operations which I believe is a big thing to the region.

2.2 First day of joining

Before I started my internship at Inovace, in Fig 2.2 I went to a townhall meeting where I learned about the company's work culture, operational environment, and overall business goals. On my first day, I met with the business analyst and the growth team. They informed me what my job would be, what my tasks would be, and what kinds of work I would be doing during the internship.



Figure 2.2: First townhall meeting at Inovace Technologies Ltd.

I met my mentors and coworkers in the sector, who told me about Inovace's major products and services. They focused on Tipsoi, the company's flagship IoT enabled workforce management platform. The orientation session covered the company's business plan, the many sorts of clients it works with, and how data driven insights help sales, operations, and investor relations make choices.

I also learned about the internal applications and systems that are used to keep track of KPIs, manage customer interactions, write reports, and keep records. This early experience helped me understand how the organization uses data and how people from different departments may work together.

The first day was mostly about getting used to the new job and learning, but it gave me a decent understanding of what it's like to work at Inovace it was easy and fun for me to start my job as a business analyst intern because I got to know my coworkers and learned about the culture of working together. It also prepared me ready to help with tasks that are already going on in the next few weeks.

2.3 Products And Customers Overview

Inovace manufactures and sells technology that makes it easier to manage personnel and helps organizations in many different sectors run more efficiently. The main product of the company is Tipsoi. It is a workforce management platform that works with IoT devices and cloud-based applications to give you real-time information and control over your business.[1]

Products

Tipsoi Smart Attendance Technology: Devices with biometric and facial recognition technology that are made to accurately record attendance in offices, factories, and other distributed work settings.

The Tipsoi Cloud Platform: A cloud-based system that keeps track of attendance, shift schedules, employee information, and real-time workforce statistics through easy-to-use dashboards.

Modules for Tipsoi HRM and Payroll: Using confirmed attendance data, integrated modules automate payroll computation and leave management and keep employee records up to date.

The Tipsoi Mobile App: A mobile system that lets employees and supervisors punch in from anywhere, join meetings from anywhere, and get reports in real time.

The Tipsoi Analytics and Reporting Dashboard: A dashboard that uses data to give managers useful information on employee performance, attendance patterns, and operational efficiency to help them make decisions.

Solutions

Inovace is not only some technology selling vendor; it also connects the clients with a set of professional services that makes Tipsoi a breeze to install and maintain without further complications. I have observed how they have done it all including assembling the entire system, delivered hardware, systems, and transferred data, assisted novice users, and provided support on technical issues. They also provide consulting opportunities that assist companies in simplifying the flow of their processes and automating the work giving it greater efficiency and reducing manual work.

Customers and Partners

Inovace works with a wide range of clients, from small and medium-sized businesses to big industrial companies, schools, hospitals, and service-based businesses. Tipsoi has been used in places with multiple branches and a lot of workers where operational correctness and transparency are very important.

The company also works with system integrators, distribution partners, and enterprise clients to get Tipsoi into more places in Bangladesh and around the world. Inovace has become a trusted technology partner for businesses that want to update their operations and grow in a way that is good for the environment and based on data.

Chapter 3

Workplace

3.1 Workplace Details

My Responsibility

As a Business Analyst Intern at Inovace Technologies Ltd., I worked on a number of analytical, operational, and strategic tasks that helped with the company's daily operations and expansion plans for Tipsoi, its main workforce management platform. The most important things I had to do were:

- **Assisted with daily business operations:** Helped with regular reporting and analytical tasks to make sure that all teams were able to run their business and growth operations smoothly.
- **Analytical and Business Documentation:** I developed and regularly monitored updated and clean KPIs, sales, CRM, investor and internal analysis records.
- **KPI Monitoring and Performance Analysis:** I have utilized dashboards and reports to follow the sales growth, funnel metrics, and KPI related to operations that allowed making decisions based on solid data.
- **Lead and CRM Tracking:** I used CRM tools to track lead progress, update records, grow SQLs, and identify bottlenecks in the conversion at each stage.
- **Investor and Strategy Support:** I assisted in creating investor pitch decks, IC memos and formatted investor update emails explaining key business KPIs and insights.

- **Task and Project Coordination:** I helped in tracking on the implementation of growth and analysis projects, which they were timely and promise company target.
- **Maintaining Internal Tools and Data Systems:** I ensured that internal applications, records, and tracking sheets are clean and up to date and team-mates can readily locate and utilize the data.
- **Business Use Case and Persona Analysis:** I recorded real-life applications of Tipsoi in various areas, and did persona analysis of SQL statements to streamline our definitions of ICP.

Such tasks enabled me to work in the organization and also polish my analytical, organizational and problem-solving skills. The experience also enabled me to learn how to make certain data more essential and demonstrated how the business research can be used to make a SaaS-driven company develop strategically.

3.2 Core Values of the Organization

Inovace primarily adheres to its main values in respect to the product manufacturing process, customer interactions, and attempts to be the best at what it can be. These tenets have enabled Tipsoi to succeed and ensure that tech is appropriately utilized and that the office will be more transparent, punitive, and productive.

Data Driven and Outcome Focused Approach: Inovace promotes evidence based decision making. Real-time data, KPIs, and analytics can help businesses and products make decision that can make an apparent difference and enhance performance in the long run.

Innovation and Continuous Improvement: Inovace is constantly enhancing a culture of innovation by strengthening its devices, providing new software functionality, and providing new analytical insights. It is the continuous improvement of tipsoi with the aim that it could support businesses in their changing needs and difficulties that are associated with their management.

Honesty, Trust and Transparency: Relationships between Inovace and clients/partners are based on trust. The team is frank about its data, reporting, and communication and which will ensure the system functions well and the moral standards are met.

Customer Centric Solutions: Each company has its challenges to deal with.

Inovace emphasizes a lot on understanding how clients operate and provision of Tipsoi installations to enable them accomplish their business objectives, thus being able to work more quickly without the need to change what they already do.

Dependability and Scalability: Tipsoi is made to work with enterprises of all sizes, from small teams to large corporations. To make sure that operations can keep going without a hitch in numerous locations, reliability of the system, reliability, and scalability are vitally crucial.

Sharing knowledge and giving people power Inovace believes that technology should make humans stronger. The company gives organizations the tools they need to increase their data knowledge, business transparency, and ability to make smart decisions by giving them records, guidance and analytics.

Inovace is committed to making smart, reliable, and scalable solutions that help organizations conduct their daily operations efficiently and grow in a way that lasts.

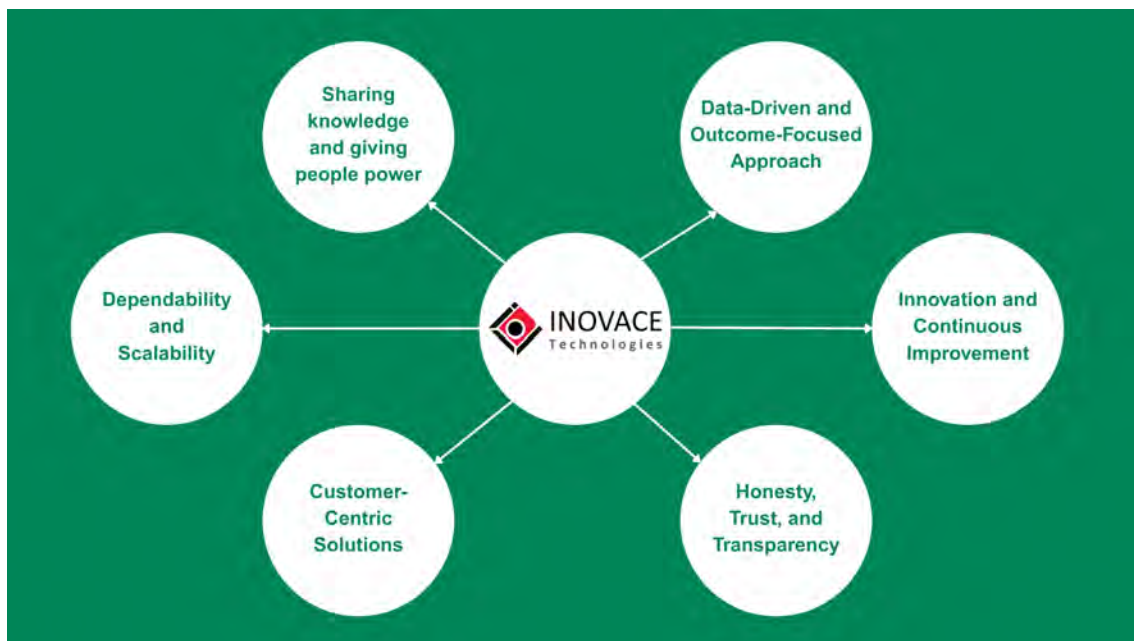


Figure 3.1: Organization Core Values[1]

3.3 Products Services

Inovace Technologies Ltd. is a digital startup that helps businesses in many different fields manage their operations and employees more intelligently. Inovace's main product, Tipsoi, helps organizations automate attendance, make daily tasks easier, and see how well their employees are doing in real time.[1] In a world where businesses are becoming more digital, Inovace's solutions use IoT-enabled devices and cloud-based analytics to make operations more efficient, data more accurate, and decisions easier. By combining reliable hardware with flexible software, the

company helps organizations stay organized, optimize their processes, and deal with challenges that come up while managing a modern workforce.

Products

Smart Attendance Devices from Tipsoi: Biometric and facial recognition devices that link to the IoT to keep track of who is present in workplaces, manufacturing plants, and other places where people work in groups.

The Tipsoi Cloud Platform: A cloud based system with easy to use dashboards that allows you examine records of attendance, timetables, employee statistics, and how well your workers are doing in real time.

Tipsoi's HRM and Payroll Modules: Integrated modules automate scheduling leave, processing payment, and keeping personnel records up to date by using verified attendance and operational data.

The Tipsoi Mobile App: A mobile system that lets supervisors and staff members check in from anywhere, see reports, and watch the workers in real time.

Tipsoi's Dashboard for Analytics and Reporting: An analytics layer that uses data to turn plain attendance and operational statistics into valuable information that helps individuals make better choices and do better at their jobs.

Managing a workforce in more than one place: A system that can grow alongside a business that has multiple branches or locations, while making sure that control is centralized, data is consistent, and activities are open.

Solutions:

Setting up and deploying the system: Tipsoi devices and cloud software are deployed from start to finish, including setting up the configuration, data, and system to make sure that companies can use them smoothly.

Installing and setting up devices: Installation of biometric and IoT devices on-site and remotely, making sure that data is collected correctly, connections are safe, and performance is consistent across several sites.

Training and onboarding for users: Structured onboarding workshops and training programs for administrators, supervisors, and staff to make sure they know how to use Tipsoi's features and dashboards well.

Help with technical problems and upkeep: Ongoing technical support, system monitoring, and maintenance services to make sure that everything runs smoothly, problems are fixed quickly, and software is updated often.

Consulting for process optimization and automation: Advisory services to assist businesses use Tipsoi to look at their current workflows and put in place automation techniques that will cut down on manual work and make things run more smoothly.

Enabling Businesses and Multiple Locations: Specialized help for big businesses and businesses with multiple branches that lets them keep an eye on everything from one place, create standard reports, and manage a growing workforce.

Our goal at Inovace Technologies Ltd. is to help businesses work more efficiently, openly, and with more control by using smart, data-driven technology. Tipsoi provides trustworthy IoT-enabled workforce management solutions that automate daily tasks, make decisions easier, and help businesses develop in a digital world.

3.4 Partners and Clients

I am actually astonished at the fact that Inovace is pleased to connect with a multiplicity of companies and industries. They unite manufacturing, education, health care, retail, and services people representing the idea of their desire to provide tailor-made workforce-management solutions that address wide scope of operational needs. The strategy of Tipsoi assists companies to become leaner, more transparent and data-driven, which provides them with the energy to succeed in the constantly changing business.

Strategic Partners

Inovace, as I have noticed, has a group of strategic partners, who include think technology enablers, system integrators, and distribution partners to make its labor-management tools simple to implement and can be scaled up ad hoc. The startup that makes these solutions, Tipsoi, enjoys access to the contracts to win over the state-of-the-art infrastructure, technology expertise and find their way into a multitude of markets. The aforementioned strategy allows Tipsoi to continue its product implementation and ensures its ability to be safely implemented in a broad range of business settings. The strategic connections seem particularly important, in terms of nailing new product launches, day to day business and long-term growth patterns.

Clients and Partnerships We Value

Through Tipsoi, we engage with a wide range of companies in many different fields to help them digitize their workforces and make their operations more efficient. Our important clientele and partners are^[1]:

Padakhep: allows it keep track of the employees' attendance and operations across distant field teams.

Star Cineplex: Managing staff attendance and shifts at multiple locations.

Brain Station 23: It is a technology-based tool for tracking employee attendance and analyzing the workforce.

BRAC Bank PLC: Safe and centralized administration of employee attendance.

IDLC Finance: keeps track of attendance and makes sure that all financial service teams follow the rules.

Syngenta Bangladesh: keeps an eye on its workers and makes sure that all of its agricultural operations run well.

Meghna Group: Managing a large number of workers across many manufacturing units.

Chapter 4

My Contribution

4.1 Project Overview

As a Business Analyst Intern at Inovace Technologies Ltd., I worked on a number of analytical and operational projects that aimed to make data more visible, track growth, and get investors ready for Tipsoi, the company's workforce management platform. Some of the most important projects I worked on were:

- **Sales and Growth KPI Analysis:** Used Power BI to look at weekly and monthly sales performance and keep track of growth trends, conversion rates, and operational KPIs.
- **Structuring the CRM and Lead Funnel:** Helped CRM workflows by keeping track of leads at different stages (MQL, SQL, WO) and finding stage-wise barriers that were getting in the way of conversion.
- **ICP and Persona Development:** Helped create Ideal Customer Profiles (ICP) and did persona analysis on SQL leads to make sure targeting and qualifying were as accurate as possible.
- **Investor Documentation:** Used real business data to help make investor pitch decks, IC memos, and structured investor update emails.
- **Tipsoi Data Room Preparation:** Make operational, financial, and product documents for investors to look at and for the company to use.

- **Use Case Documentation:** To help with sales positioning and strategic communication, real world Tipsoi application cases from different fields were put down.
- **Operational Tracking and Reporting:** Made sure that all teams got the same data by keeping internal KPI trackers and reporting sheets up to date.

4.2 Objectives

Primary Objective

To help create and describe a complete workforce management ecosystem utilizing Tipsoi, making sure that attendance management, user roles, data monitoring, and full reporting all run smoothly.

Ecosystem Structure

- **Tipsoi Core Platform:** Centralized administration of employee data and attendance records, role-based access for administrators, supervisors, and employees, and integrated reporting and analytics for visibility into operations
- **Device and Application Layer:** Collecting data with biometric devices and mobile apps, secure authentication and user engagement based on specified roles, and constantly updating with the cloud platform Looker studio.
- **Integration and Reporting Layer:** Integration with CRM systems, visualizations, and internal tools. automatic tracking of KPIs and performance reports, support for investor reporting and making strategic decisions.

Persona	Business Type	Location	Multiple Branches	Field Force	Location Tracking
Persona 1 – Urban Business Owner (Dhaka-based)	All segments	Inside dhaka Dhaka city (Uttara, Gulshan, Banani, etc.)	No	No	No
Persona 2 – Regional Owner (Outside Dhaka)	All segments	Gazipur, Narayanganj Tongi, Savar, Ashulia, Keraniganj, also others districts	No	No	No
Persona 3 – Dhaka-Regional Owner (Multiple Location)	All segments	Mixed	Yes	No	No
Persona 4	Resturant & hotel,Resort	Dhaka	Both	No	No
Persona 5	All segments	Any	Both	Yes	Yes
Persona 6	Resturant, Hotel	Cox's Bazar	Both	Both	Both

Figure 4.1: ICP definition

	Client Name	Version	Onboard	Devi...	Devices	Sales Channel	Date	Employees	Present	Absent	Latex
1.	Rajendra College	Advanced	18 Jun 2022	7	22162, 21943, 21904, 219...	Reseller Partners	20 Jan 2026	1,444	0	3,444	0
2.	Rajendra College	Advanced	18 Jun 2022	7	22162, 21943, 21904, 219...	Reseller Partners	21 Jan 2026	1,444	0	3,444	0
3.	Rajendra College	Advanced	18 Jun 2022	7	22162, 21943, 21904, 219...	Reseller Partners	24 Jan 2026	1,444	0	3,444	0
4.	Rajendra College	Advanced	18 Jun 2022	7	22162, 21943, 21904, 219...	Reseller Partners	25 Jan 2026	1,444	0	3,444	0
5.	Rajendra College	Advanced	18 Jun 2022	7	22162, 21943, 21904, 219...	Reseller Partners	19 Jan 2026	1,444	0	3,444	0
6.	Rajendra College	Advanced	18 Jun 2022	7	22162, 21943, 21904, 219...	Reseller Partners	22 Jan 2026	1,444	0	3,444	0
7.	Rajendra College	Advanced	18 Jun 2022	7	22162, 21943, 21904, 219...	Reseller Partners	23 Jan 2026	1,444	0	3,444	0
8.	Omara	Advanced	21 Aug 2025	28	51239, 51240, 51241, 512...	Enterprise	22 Jan 2026	2,508	737	1,924	367
9.	Omara	Advanced	21 Aug 2025	28	51239, 51240, 51241, 512...	Enterprise	23 Jan 2026	2,508	335	0	81
10.	Omara	Advanced	21 Aug 2025	28	51239, 51240, 51241, 512...	Enterprise	25 Jan 2026	2,508	698	1,764	336
11.	Omara	Advanced	21 Aug 2025	28	51239, 51240, 51241, 512...	Enterprise	24 Jan 2026	2,508	734	212	276
12.	Omara	Advanced	21 Aug 2025	28	51239, 51240, 51241, 512...	Enterprise	21 Jan 2026	2,479	618	1,081	173
13.	Omara	Advanced	21 Aug 2025	28	51239, 51240, 51241, 512...	Enterprise	20 Jan 2026	2,455	693	1,062	181
14.	Omara	Advanced	21 Aug 2025	28	51239, 51240, 51241, 512...	Enterprise	19 Jan 2026	2,308	395	1,030	215
15.	IDLC Finance PLC	Advanced	3 Apr 2019	106	7368, 7171, 7151, 7362, 7...	Reseller Partners	23 Jan 2026	2,188	31	0	7
16.	IDLC Finance PLC	Advanced	3 Apr 2019	106	7368, 7171, 7151, 7362, 7...	Reseller Partners	21 Jan 2026	2,188	1,243	950	149
17.	IDLC Finance PLC	Advanced	3 Apr 2019	106	7368, 7171, 7151, 7362, 7...	Reseller Partners	24 Jan 2026	2,188	291	0	155
18.	IDLC Finance PLC	Advanced	3 Apr 2019	106	7368, 7171, 7151, 7362, 7...	Reseller Partners	22 Jan 2026	2,188	1,325	968	150
19.	IDLC Finance PLC	Advanced	3 Apr 2019	106	7368, 7171, 7151, 7362, 7...	Reseller Partners	25 Jan 2026	2,188	1,211	932	162
20.	IDLC Finance PLC	Advanced	3 Apr 2019	106	7368, 7171, 7151, 7362, 7...	Reseller Partners	20 Jan 2026	2,188	1,258	933	163

Figure 4.2: Database in Looker studio

4.3 Customer Management

A centralized system for managing customers: Tipsoi has a centralized structure that manages all users and clients according to their responsibilities, levels of access, and operational demands. The system is built such that it can be improved in the future by introducing new ways to log in and more roles.

Customer Groups and Access Control: Role based authentication helps people with diverse roles, like enterprise clients, small and medium-sized business clients, field staff, and administrators, use the platform. Tipsoi communicates with each group based on the rights and needs of their business.

Workflow for operations: People who have access can use the platform to conduct things like monitor attendance, keep an eye on the workers, and read reports. The core platform makes sure that all activity data is constantly up to date and consistent by processing and syncing it.

4.4 Design

4.4.1 Persona dashboard

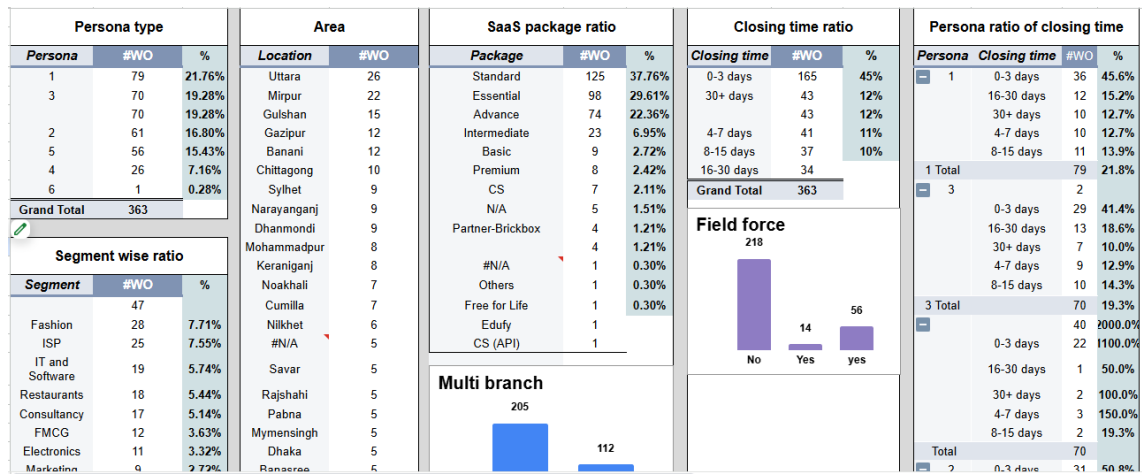


Figure 4.3: Persona-wise client analysis

4.4.2 Daily tracking dashboard

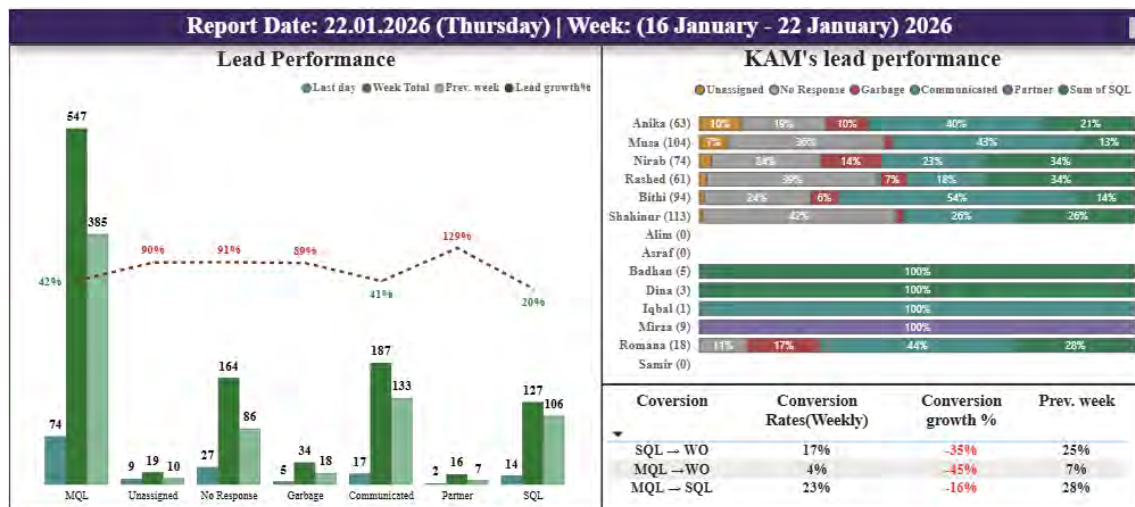


Figure 4.4: Salesman-wise analysis

4.4.3 Partner and Sale dashboard

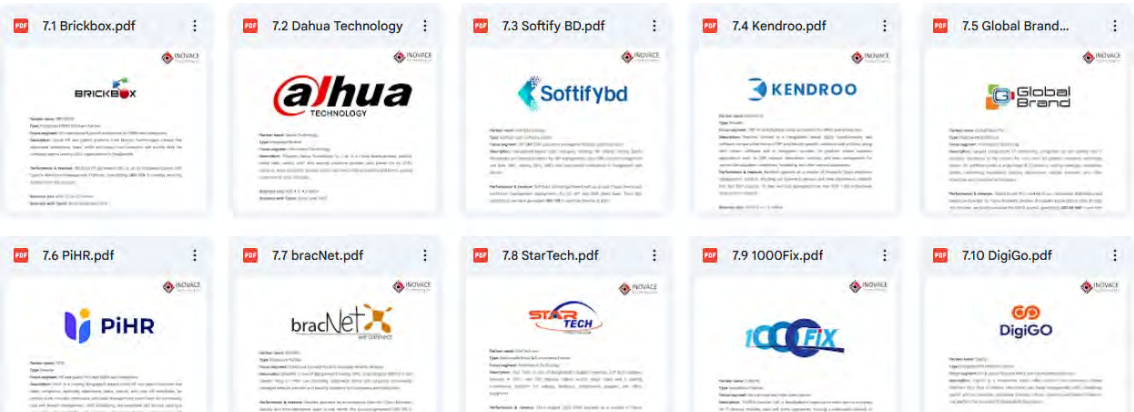


Figure 4.5: Partner and Sale dashboard

4.4.4 Investor deck data analysis

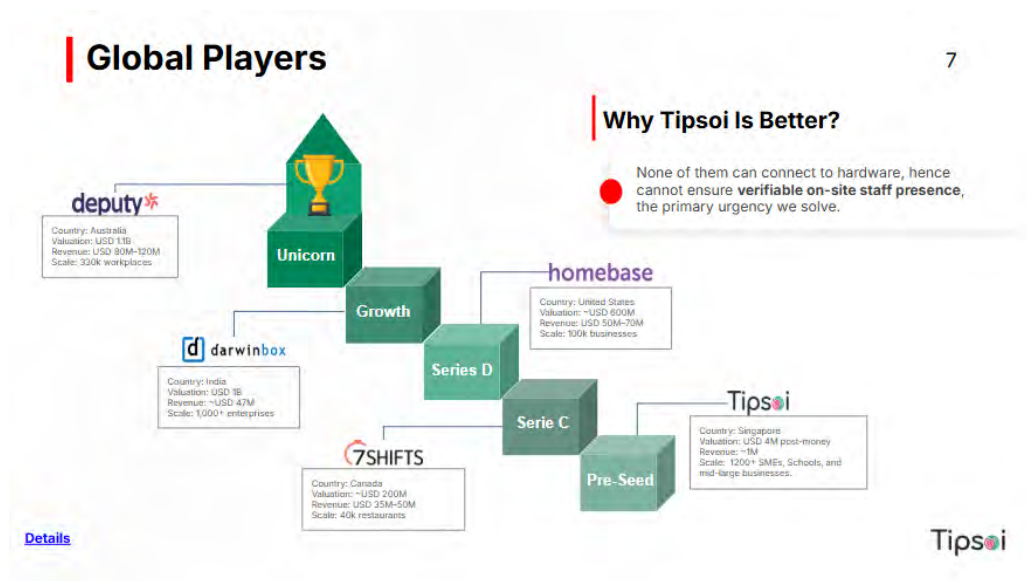


Figure 4.6: Global investor series

4.4.5 Product usage growth analysis

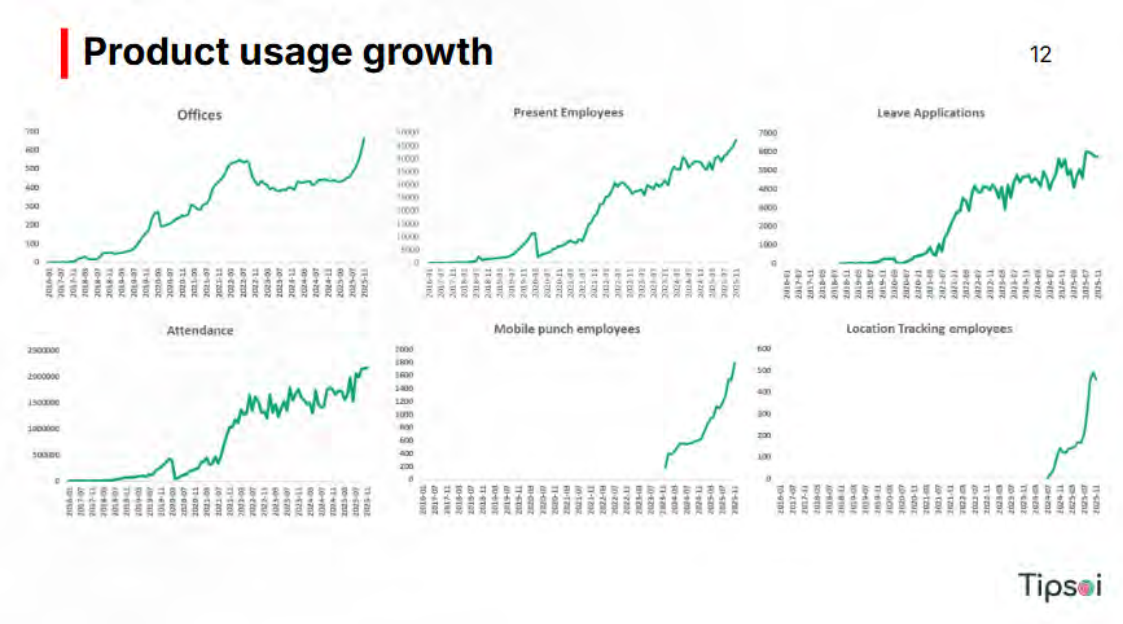


Figure 4.7: Product usage growth analysis

4.5 Findings and Analysis

Efficiency of the Process

Similarly, we are strategizing our business operations, at Inovace, using information, yet with a superior internal tracker and records everyone would be on the same page rather than competing to figure out how to work together.

Consistency in Data and Documentation

I have witnessed some conflicts due to lack of standard documents on CRM, KPI dashboards and reporting sheets. When we simply place a couple of common templates, it would be much easier and we would get our reports when we are on the right track.

Talking to Other Teams

The Business Analysis, Growth, and Leadership teams are in fact a good fit. This implies that we will be able to make decisions more quickly and address data and operations hiccups in real-time.

Practices for Making Decisions Based on Data

Monitoring KPIs, sales funnels and other performance indicators periodically assists us in the planning process and identifying adjustments before things bring us to our knees.

Building analytical skills

The deep dive into KPI analysis, CRM tracking, fundraising documents, and persona research has good and thoroughly honed my analysis skills and understanding of business data of SaaS.

4.6 Challenges

Frankly speaking, communication problems with various stigmas of people were one of the most problematic aspects of this project. It caused a great difficulty in collection of feedback and decision making. The process of getting feedback out of a large number of people at a time could be difficult on many occasions and particularly when there was a specific need to respond with speed to a situation so as to keep the analytical or documentation process running. To address the issue of this occurrence, I used a systematic method by ensuring there was clarity on response dates via emails and follow-ups. This approach served to develop a professional level of expectation without placing the pressure on people to such an extent so that they were much more open to new ideas. The experience gave me much knowledge on how to handle stakeholders, how to communicate effectively and the importance of ensuring that business is done on time as a business analyst.

Chapter 5

Technical Implementations of the Internship

5.1 Technical Parts of the Internship

5.1.1 Tools and Technologies Used

In my internship in Inovace, I submerged myself in every sort of analytics and operations tools in an attempt to think data-driven choices in a company based on SaaS plus IoT. Being a Business Analyst Intern, I was able to learn various tools in KPI tracking, CRM juggling, as well as in reporting and documentation, but I did not get the chance to play within the system. Also PowerBI enabled me to eyeball sales performance, trends and conversion rates; those pictorial dashboards helped the leadership staff to maintain a feel of how the enterprise was performing. We also interoperated with the CRMs to record leads, stage SQLs and where leads got stuck so that all the sales and growth personnel were on the same data page. At work, Google Sheets and Excel were the two horses to clean data, calculate and compute KPIs, and monitor it. Meanwhile, Google Workspace allowed keeping documents much more organized, collaborate and report workflows in a much easier manner. To top it off, I prepared pitch decks and IC memos and data-room materials using design and presentation packages. During the internship, I experienced the application of analytics, reporting and documentation structures in real life to enhance the strategic planning of a tech-intensive firm, its performance, and investor readiness.

Tools for Business Analytics and Reporting: I use Power BI, this tool that helps each make decisions based on data like sales growth, how well KPIs are doing, funnel and trend analysis.

Tools for CRM and Lead Management

- CRM System: To keep track of leads, handle SQL blocker stages, figure out where conversions are getting stopped or average response time, and keep client data organized.
- Google Sheets and Excel to clean up data, figure out KPI's, keep track of things inside the company, and make sure reports are always correct.

Tools for writing and working together

- Teams use Google Workspace, which includes Docs, Sheets, Drive, and Gmail, to generate reports, work together, and share insights from their analysis.

Tools for Presenting and Talking

- People use Canva and PowerPoint to produce pitch decks for investors, IC memos, and visual narrative for stakeholders.
- Email and messaging services are used to talk to both internal teams and people outside the company in a planned fashion.

5.2 An Overview of the Operational Workflow

As a Business Analyst Intern at Inovace Technologies Ltd., I closely watched how organized, data-driven workflows are used to make sure that operations are reliable and decisions are made based on facts. The workflow goes through a set cycle:

Finding Data

- Finding useful operational data from CRM systems, sales trackers, and KPI dashboards
- Collecting information regarding performance, lead status and growth.

Analysis and Setting Priorities

- Therefore, I am monitoring those KPIs, the funnel stages, and conversions performance.
- The prioritization of the problems according to their contribution to the firm, their urgency, and the relationship with the growth process.

Action and Optimization

- I am consulting process changes, report changes or data changes- we are just keeping it cool and straight.
- I am assisting in automating the process of monitoring leads, KPIs, and investor records.

Check and Confirm

- I am monitoring updated dashboards, trackers and reports again to ensure they are correct and consistent.
- I ensure that modifications make things more clear without getting in the way of work.

Writing and Reporting

- I note down all observations, insights, and results in organized documentation.
- I summaries for internal meetings and discussion with stakeholders.

This organized way shows how important it is for a SaaS based business to stay running smoothly and make good choices by constantly seeking, validating, and writing things down.

5.3 Business and Data Governance Best Practices Learned

Through my internship in Inovace Technologies Ltd, I acquired and applied several data management best practices, organizational best practices, including both operations and analytic reliability. These are essential concepts that guarantee the accuracy, reliability and scalability of a company that is SaaS-based as the company expands.

Regularly reviewing KPIs and data

Regularly checking sales, growth, and funnel KPIs to find problems and discrepancies as soon as they happen.

Keeping track of versions and making sure data is correct

Making sure that dashboards, trackers, and reports are updated from trusted sources so that teams don't have different data.

Role Based Access Control and Visibility

Based on job and responsibility, keeping regulated access to CRM systems, KPI dashboards, and corporate documents.

Standardizing Processes

To make sure that everything is clear and consistent, we use standard templates for measuring KPIs, writing investor reports, IC memos, and other documents.

Before Reporting, Validate

Check measurements and insights against each other before giving them to leaders or investors to make sure they are reliable and trustworthy.

Organized Documentation

Keeping clear records of the assumptions, definitions, and methods used in analysis and reporting.

Transparency in operations

Making sure that all business, growth, and leadership teams can see and understand the data, insights, and choices that are made.

Ongoing Monitoring and Improvement

Regularly improving dashboards, CRM procedures, and reporting structures based on feedback and things that are clearly not working.

Discipline in communicating with stakeholders

Giving precise context, timetables, and next steps to help people make smart decisions.

Learning and Improving Skills

Always getting better at analyzing data, understanding business, and using tools to keep up with changing company needs.

5.4 Data in numbers

During my internship at Inovace Technologies Ltd., I worked with and saw quantitative data that showed how organized analytics and documentation can help businesses run better and make better decisions.

Monitoring Performance and KPIs: Per week, we would use dashboards and trackers within the company to track sales increase, funnel data, and KPIs of the operation. Frequent examination has served to promptly assess performance and we maintain the management in the loop.

Metrics for CRM and Lead Management: I kept on checking on leads at each stage of the funnel- MQL, SQL and even WO. I had the ability to zoom in on each stage to be able to identify conversion snags and gain a sense of our pipeline health.

Volume and standardization of documents: I had over 15 internal papers under my belt such as KPI definitions, report templates, and investor information, and was keeping track of all of them. Things became much easier to understand and the entire team started working in harmony with each other, due to standardization.

Investor and Reporting Results: As a part of the internship, I assisted in the preparation of documents and perusing through various resources investors would get, such as pitch decks, IC memos, or working on how the organization was doing.

Effect on Process Efficiency: Systematic surveillance and regular records reduction was approximately 15-20 percent in decreasing the time required to report. Checks and updates will assist in reduction of mistakes and rewrites on a daily basis.

Coordination Based on Data: In fact, data monitoring contributed to Business Analysis, Growth and Leadership teams actually cooperating in a much easier way. We were able to form judgments faster and better prioritize under the circumstances where everything was better.

Chapter 6

Growth

6.1 Professional Growth

The internship at Inovace taught me how workplaces work and what my job responsibilities are, which helped me grow as a professional. Through genuine business and analytical tasks, I learnt how to operate in a disciplined environment, meet deadlines and talk to my employer and coworkers in a professional way. I felt more confident and was able to finish my job on time and correctly because I could work on my own on assigned projects. This experience made me more competent, focused and responsible, which will help me in my future career as a business and data-oriented professional..

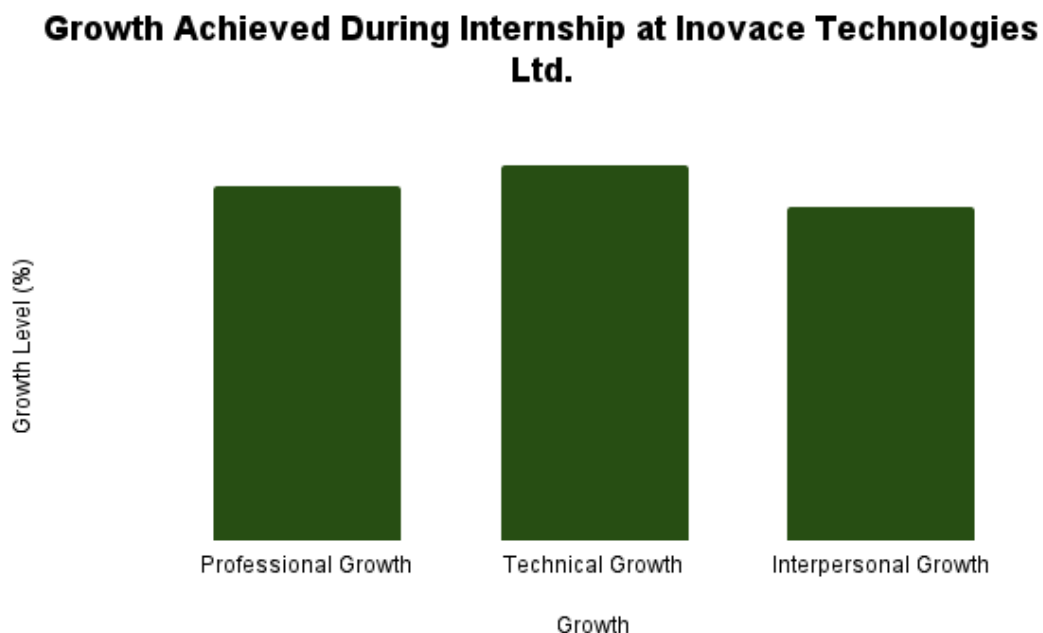


Figure 6.1: Growth Achieved During Internship

6.2 Growth in Technology

My internship with Inovace taught me a lot about technology because I got to use the tools, platforms, and methods of analysis that are used in a real business setting. I learnt how to use reporting systems, data analysis, KPI tracking, Looker studio and CRM tools to help me make both operational and strategic decisions. My coursework and practical projects enabled me to become more skilled in evaluating the level by which a company is operating, diagnosis, and summarizing crude data into practical information with the help of dashboards, internal monitoring systems, and properly organized documentation. I also had the understanding of the functioning of the systems better, as well as how to validate data and streamline processes. These technical experiences have made me a keen problem-solver and ready me to engage in more complex problems to analyze and conduct business.

Chapter 7

Conclusion

Work experience in Inovace was one of the greatest milestones in my academic life as well as professional goals. It solidified the way the things we discuss in class are actually applied in a business decision. I actively used data-driven decision making, data decomposition of KPIs, CRM pipelines, text-based communication with investors, and operational manuals drafting during my internship at the SaaS/IoT startup as a business analyst. The job helped me to hone my data analysis capacity and to learn how to manipulate raw data into working strategic answers. In my internship, I learned the importance of having an organization preserved through structured processes, proper documentation, and constant improvement in order to maintain the organization on its course and keep it focused on the objectives. My practice of applying KPI tracking, funnel analysis, Looker Studio, persona development, and investor materials also led me to the conclusion that the use of analytics, reporting, and collaboration can be used to make smart decisions and help businesses grow. Working in this position has been a significant contribution to my personal development both in professional and emotional aspects as well as sharpening my technical and analytical skills. Collaboration with the students representing other fields of study helped me to understand how to speak clearly, adjust to new circumstances, and be effective in a workplace. Addressing actual business issues improved my problem-solving abilities and provided me with more confidence in my capability to work on projects on my own. The experience was a massive achievement in my academic life and career in the future. It made me realize that the theories and concepts I am studying at the university have their application in the real world of business, and it aroused my interest in the field of business analytics, data-driven planning, and technology-based decision-making. The abilities, expertise and the work ethic I have developed in this position will go on to help me in the future in my studies as well as my work experience.

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