INTERNSHIP PROJECT REPORT

Academic Year 2022-2023

"TITLE"

A STUDY ON IMPACT OF DATA COLLECTION FOR HR COMPANIES WITH SPECIAL REFERENCE TO SUCCESSR.

SUBMITTED BY:

MISS. YASHODA SATPUTE

B.com (Honours) VI Semester

PROJECT GUIDE:

PROF. SHAUNAK MASADE

Shiksha Mandal, Wardha's

G.S. College of Commerce & Economics

Nagpur

NAAC Accredited 'A' Grade Autonomous Institution

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INTERNSHIP CERTIFICATE

05.07.2021 to 30.09.2021

This is to certify that Ms. Yashoda Satpute has successfully completed the internship program in Digital Marketing at SuccessR.

TEJASVINI PISE
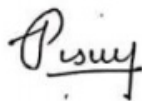
Co founder and
managing director

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To Whomsoever It May Concern

This is to certify that Ms. Yashoda Omprakash Satpute completed her internship as a Digital marketing intern in our organization from SuccessR HR Tech Pvt Ltd.

Duration of Internship-5th July 2021 to 30th September 2021.

We found her sincere, punctual and result oriented and wish success in career.

Sincerely,

Tejasvini Pise

Director, Co-founder and Head of Corporate Acquisition

SuccessR HR Tech PvtLtd

30.09.2021

CERTIFICATE

This is to certify that the said internship project report titled "**A study on impact of data collection for HR companies with special reference to SuccessR**" has been completed & submitted by **Miss. Yashoda Omprakash Satpute** as a part of partial fulfilment of mandatory requirement for the degree of B.Com. (Honours) at G.S. College of Commerce & Economics, Nagpur for the Academic Year 2022-2023 under the able guidance of Prof. Shaunak Masade.

Date: 12/04/2023
Place: Nagpur

Prof.Shaunak Masade
Project Guide

Dr. Ranjana Sahu
Coordinator

Dr. S.S. Kathaley
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Offg. Principal
G. S. College of Commerce
& Economics, Nagpur.

ACKNOWLEDGEMENT

First and foremost, I would like to express my sincere gratitude to the Principal, Dr. S.S. Kathaley of G.S College of Commerce & Economics, Nagpur for having given me the opportunity to undertake my internship at SuccessR. I am grateful to Ms. Tejaswini Pise Director, SuccessR Pvt. Ltd. for considering me for the internship in her esteemed organisation.

I perceive this opportunity as a big milestone in the development of my career and will strive to use the gained knowledge and exposure in the best possible way. I am thankful to SuccessR Pvt. Ltd. for giving me an exposure to learn and grow on a platform.

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I am also thankful to all the faculty members of Department of B. Com. (Honours), G. S. College of Commerce & Economics, Nagpur helping me during the project. I would also like to thank my parents and almighty God for this opportunity

Date: 12/04/2023

Place: Nagpur

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CHAPTER- I
INTRODUCTION

INTRODUCTION OF HUMAN RESOURCES MANAGEMENT

The goal of human resource management in businesses is to maximise employee performance in support of the strategic goals of the employer. HR is primarily focused on policies and mechanisms that govern how people are handled within firms. Organizations' HR departments and units are often in charge of a variety of tasks, including hiring new employees, providing them with training and development, evaluating their performance, and rewarding them. Industrial relations, or the balance of organisational practises with rules resulting from collective bargaining and governmental laws, is another area of HR that is of interest.

In the early 20th century human relations movement gave rise to HR, when researchers started to compile information on how to maximise organisational value by strategically managing the workforce. Initially dominated by transactional tasks like payroll and benefits administration, the function is now focused on strategic initiatives like mergers and acquisitions, talent management, succession planning, industrial and labour relations, and diversity and inclusion as a result of globalisation, company consolidation, technological advancement, and additional research.

HR tasks may be carried out by qualified specialists in start-up businesses. In larger organisations, a whole functional group is often devoted to the discipline, with staff members specialising in different HR functions and functional leadership taking part in business-wide strategic decision-making. Institutions of higher learning, professional organisations, and businesses themselves have developed study programmes that are specifically focused on the responsibilities of the role in order to prepare practitioners for the profession. As seen by a

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number of publications in the area, academic and practitioner groups work to engage and advance the HR field.

INTRODUCTION OF HR COMPANIES

Human resource in company has a key role to help the company for finding, selecting, recruiting, screening, and training of employees according to different job profiles and different job applications. In every company there always have a division of HR department are responsible for managing the employee life cycle and also administer employee benefits. It is a fundamental part of any organisation and its management.

Human resource ultimately deals with managing people into the company or an organisation which leads to satisfaction of companies needs related to the workforce i.e., bring such employee who have expertise, ideas, creativity, knowledge and talents that employee have with them and inculcate into their organisation to be successful.

Human resources system can only contribute to the sustained competitive advantage through facilitating the development of competencies that are firm specific.

DATA COLLECTION:

Data collection plays an important role in every aspect which involves gathering data that can be analyses to gain greater insight into the business or customer. The data is a valuable asset for any business.

" In 2006, Clive Humby - a British mathematician- coined the phrase 'Data is the new oil' about the availability of both resources: neither oil nor data is valuable in its raw state; rather, value is derived when it is gathered rapidly, completely, accurately and is connected to other relevant data."

INFORMATION GATHERING TECHNIQUES AND EXAMPLES

We can collect data for our research through a variety of different approaches. Conventional, simple, and more sophisticated methods of data collecting and analysis are used in these procedures.

It's also crucial to keep in mind that the data gathering strategy we choose will depend on the kind of business we are running. Because of this, not all forms of data collection techniques are suitable for the study or research we are doing for our company. Being aware of various approaches, will therefore, enable us to select the one that is most appropriate for our requirements.

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Data Collection Techniques

The top five data collection techniques and illustrations that are listed are as follows:

1. **Questionnaires and surveys**

In its most basic form, surveys and questionnaires serves, as a way to collect information from specific respondents with the intention of extrapolating the findings to a larger audience. To gather reliable data and insights from their target audience, almost everyone involved in data collecting, particularly in the business and academic sectors, relies on surveys and questionnaires.

When using this form of data collecting, keep the following important considerations in mind:

- **Online surveys can be completed quickly and effortlessly**. Online surveys are getting more and more commonplace every day due to the fact that the digital world is always changing.
- **Online surveys are available at any time and from any location.** One of the most important benefits that online surveys and questionnaires offer is the accessibility.
- **Low-cost approach.** Survey and questionnaire creation doesn't cost as much as other data collection techniques.

- **Provides a wide range of data collection techniques.** It will enable us to gather data through surveys and questionnaires, including opinions, values, preferences, etc.
- **Flexibility in terms of data analysis.** Comparatively speaking, surveys and questionnaires are simpler to examine.

2. Interrogations

A proper definition of an interview is a formal encounter between two people during which the interviewer probes the interviewee to learn more. An interview allows you to learn about a person's other talents in addition to gathering personal information about them.

The benefits of using this data collection strategy are outlined below:

- **More information on the subject can be revealed through conducting interviews.** Interviews can be used to explore, explain, and learn more about participants' perspectives, behaviours, and experiences.
- **Interviews yield better results.** Due to the nature of the interview, participants will be unable to misrepresent any aspect of their identity, including age, gender, or ethnicity.
- **A conversation that flows and is open-ended is an interview.** Interviews, as opposed to other approaches, give interviewers the opportunity to probe more into the topic.

3. Observations

Observational data collecting entails observing people in a certain location or environment at a particular time of day. The behaviour of the people or environment that they are examining is essentially what researchers look at. A participant-based study, an uncontrolled study, or both may be used.

Observation as a form of data collecting has the following benefits:

- **Acquiring data is simple.** Researcher technical expertise is not necessary for this type of data collection.
- **Collects information in great detail**. When describing or analysing their subjects' behaviours and actions, researchers have the opportunity and power to be as specific through observations.

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- **Not reliant on active participation from people**. Given that some people might not feel comfortable doing that, the Observation approach doesn't need people to actively communicate about themselves.

4. Records and Paperwork

Using this type of data collecting, significant changes over a predetermined time period are tracked or projected by examining the organization's current records and papers. The information may comprise the following:

- Email records
- Employee reports
- Call records
- Data logging databases
- Meetings' minutes

The following are some key benefits of employing records and papers as a form of data collection for the business:

- **The information is already at hand.** It doesn't need to actively perform any research because the data you require is already available.
- **Simple tracking of the data gathered.** It may recheck the history of an event using records and documentation, which can help to uncover solutions to problems like why the supplies ran out so much earlier than expected.

5. Focus groups

Focus groups are interviews with six to twelve people who share similar traits or interests. The group is guided by a moderator through a list of predetermined themes. The moderator fosters an environment where people feel comfortable expressing their ideas and opinions. Focus groups are one kind of qualitative data gathering where the data is descriptive and cannot be scientifically measured.

The benefits of using focus groups for data collection are as follows:

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- **Simple qualitative data collecting.** Focus groups make it simple to gather qualitative data because the moderator can inquire about the respondents' feelings.
- **It is simple to pick up on nonverbal signs.** A crucial component of the data collecting is the moderator's participation. With the moderator present, it will be simpler to collect information from the participants' nonverbal cues.

IMPORTANCE OF DATA COLLECTION FOR HR

Data collection is an important fundamental pillar in every business that to understand what will work and what doesn't, basically it exposes weaknesses and places to grow.

1. **For making better business decisions -** In business the data can be used in regard to customer or client for decision making through:

   - **Personal data** (identifying factors means demographics, email address and name etc).
   - **Transactional data** (purchases, web page visits etc)
   - **Web data** (outside research)
   - **Sensor data** (produced by object or affected by variables).

2. **Hire and the retain efficiency -** Employments is always starts with the recruitment process, move to hiring and it is only based on the data which is been collected at a time of recruitment and what kind of people are required for particular position can be identified only by collection of data. Employee's retention is difficult to control but this can be property handle by the HR department of the company through motivating their employee or rewarding them based on their performance etc. All this can lead to the companies benefits regards of turnover of the business and etc.

3. **Better Understanding about goals** - Data helps HR as well as the leaders to understand and identify the opportunity for the growth and the survival of the company. It's effective use and analysis helps to predict the growth and what will be beneficial for the organisation.

4. **Improvement in workforce plans** - Highly imperative data supports HR to leverage data for the good resource planning and improve workforce management decisions of the organisation and leads to the employees benefits ultimately within the organisation.

5. **Bringing it together**- Data collection and its usage brings benefits to HR and the organisation as a whole. For the organisation and the HR leader's data collection for the recruitment of employees can create a value of human capital in organisation.

6. **Increase employee engagement:** Employees engagement is the most key part of the active business. It also possible to highlight, rewards and recognise top performance of the employees through this. In the turn of this data collection can be used to advise and help managers on which point their team members and the employees can be developed, engaged and supported and this also highlights to HR where individual employee may require additional support.

DATA COLLECTION WITH REGARDS TO HR COMPANIES:

The data in any business is a vital asset, organisation must be sure that they have enough data literacy according to their requirement to remain competitive and potentially develop in the competition others.

Data about the human resource for the sake of recruitment plays an important role to help HR department for recruitment decisions. HR department collect the data and analyse their essential attributes in the process of hiring new people. Without any information about the requirements of the employee or what type of skills and expertise in people is needed in which departments HR wouldn't be able to hire a right person for right job. In this aspect data collection is also have major importance.

The HR department may make well-informed decisions that are advantageous to the organisation as a whole thanks to data collection and analysis. Decisions would be made on a whim without the data-driven culture, and in these highly competitive times, that just won't cut it.

NEED OF DATA COLLECTION TO HR DEPARTMENTS -

- To monitor the performance of the employee into the organisation

- To train according to the requirement of the organisation to its employees recruited after data collection.

- To legal constraints.

- To necessary for administration.

- To evaluate employee needs and addressing those adequately.

- To provide necessary records about current employees.

THE IMPACT OF HR DATA AND IT'S ANALYSIS ON BUSINESS

The human resources (HR) industry is changing the way choices are made. Instead, then relying just on their gut and intuition in the past, modern human resources professionals are known for using data and analytics to create business solutions. According to a 2015 Deloitte study, 35% of the organisations said they were actively developing data analytics capabilities for HR, according to the Entrepreneur. HR analytics are supporting businesses of all sizes and in all industries with people, management, and recruitment decisions in the present data-driven world. HR analytics have an impact on employee hiring, retention, and compensation in many businesses.

According to Startup Focus, a leading international programme in big data and analytics, this helps since it enables businesses to gather and analyse data that

1. Transformation of HR World

HR Analytics: Transforming the Sector HR analytics aim to provide insight into the most efficient ways to manage staff and achieve organisational goals. Given the wealth of data available, it is imperative for HR teams to first identify which data is most relevant and how to use it to maximise return on investment. The same study shows how contemporary talent analytics might affect information from the business sectors of HR and other industries to handle issues with: selecting talented job prospects identifying qualities of teams that perform well in sales and service examining participation and culture locating leadership positions and high-quality candidates. Tools for technology and analytics are more accessible than ever. Fast implementation of integrated cloud-based HR systems and off-the-shelf analytics products is possible for businesses.

2. HR Analytics Application at Work

a. **Turnover:** The chance of turnover by function, geography, and position can be predicted using data by HR teams. In addition, knowledgeable analytics

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professionals may use HR analytics to "anticipate the eventualities in advance to control the losses."

b. **Retention:** You can identify which specific employees are in danger as well as the regions with the highest turnover rates with the use of HR data. HR specialists are given essential information by having this understanding of resource allocation and training.

c. **Risk:** A risk analysis of the data may be useful in order to develop profiles about "which applicants are at risk for departing early and when," as well as the potential for worse performance.

d. **Talent:** HR analytics help identify the new hires who will perform well in

3. Utilizing Resources Suitably

Big data enables HR to use data to improve workforce management and resource allocation. Starting with the technologies that enable data-driven dispatching, we can go on to the ones that support task balancing and sufficient income generation. In the contemporary firm, efficiency improvement is the key.

4. Enhanced Staff Retention

High employee turnover is a direct result of unsatisfied personnel. Being an HR professional makes it simple to spot patterns and trends and adopt data-driven initiatives, which will eventually boost employee loyalty and prevent them from leaving the company.

5. Future casting

Last but not least, future casting from political to global perspectives can alter the course of your company utilize predictive analytics to generate accurate and informative recommendations.

COMPANY PROFILE

SuccessR is a start-up company that provides agency outsourcing services of procurement and talent acquisition to different businesses. It helps to speed up the career and HR activities of MNCs and start-ups by providing concentrated HR services ranging from recruitment, selection, job profiling, HR planning, talent acquisition, training and development, job switching, HR software development and human resource management. Apart from this, they also offer consultancy and advisory services to help businesses optimize their human resource department.

The company's broadcasted motive is -

"Identifying and engaging the right people. That is what we do. But only if those people truly represent the answer to the question. The real question is rarely: who are you looking for? But often: where do you want your company to go? We chase the questions behind the question and help you to develop a sustainable talent strategy"

OUR MISSION

Date of incorporation	3 July,2020
Company type	Non- government (private ltd by shares)
CIN	U72200MH2020PTC341402
Authorized capital	Rs 1,00,000
Paid up capital	Rs 80,000

What we do:

We are on a mission to improve the impact of human resources in the organisation through sustainable talent acquisition and retention strategies.

SuccessR is on the mission to optimize businesses through human resources, by identifying the potentially right fit fir the organisation.

OUR VISION

Why we do it:

We believe that HR is the most important department in any company. It holds things together and deals with innumerable human variabilities but often does not have the right tools to realize its full potential and deliver great results.

We want to be the platform which harnesses this potential and helps the business grow.

INTERNS ROLE

1. I was employed as a digital marketing intern with SuccessR HR Tech Pvt Ltd from 5th July 2021 to 30th September 2021. I was responsible for the market analysis i.e., the target market and attracting the customers on the daily basis.

2. Managing the social media platforms and pages, working on keywords for the social industry and also engaged in analysis of the market research provided to me. Cold calling, enraging withe customers and work on the research project. I was also assigned to do the research on the digital marketing competitors and make a presentation on the same.

3. Research and evaluate competitors marketing with a focus on the given content which was provided during ongoing internship.

4. Collection of quantitative and qualitative data for human resource and marketing, promotion on social media.

5. Collected an information of about 250 pharmaceutical companies with related to their companies' details, contact, email IDs, postal/ office address etc.

CHAPTER- II
PROJECT OVERVIEW

OBJECTIVE OF THE STUDY

1. To find the relation and effect of Human Resources Management with organization effectiveness.
2. To understand the recruitment procedure adopted by the Indian companies
3. To understand the HR Practices and policies adopted by Indian companies.
4. To identify the training and development program adopted by the Indian companies
5. To identify the present performance of an employee being appraised through career advancement.
6. To provide better employee health, safety, welfare facilities as per their standard policies.
7. To understand the reason of employee turnover.
8. To Streamline Hiring with Big Data
9. To Tap into Employee Motivation and Engagement
10. To Enhance Resource Utilization.
11. To Enhance Employee Retention

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NEED OF THE PROJECT

1. Collection of data for HR purpose can legally and ethically be challenging at times, but it becomes one of the most valuable and greatest assets that the HR team possess.

2. In the company HR department can use the collected data to make better HR selection decision. It can also function and operates more effectively and efficiently. Also, it improves the overall well-being and effectiveness of the company's staff.

3. The data collection can have a huge impact on a company's ability and the performance as it helps in formulating strategies and plan it's work accordingly.

4. With help of HR data and analytics, companies are turning their data into insight for predicting when the employee will leave and when and where to recruit the most suitable candidates. Also, data collection helps us recruit and appoint the company's valuable employees to the best tasks which will help in optimum utilisation not only of skills to the employee but also of employees to the company.

5. By revealing the flawed procedures that end up being the main reason for attrition, HR analytics aids in keeping high-performing people on staff.

6. It aids in showing the outcomes and how they were achieved. Human resource planning is aided by HR analytics.

7. It assists in predicting the skill set and demands of employees in order to achieve organisational goals.

8. It facilitates the impartial sourcing of the top organisational talent needed for particular positions. Through sound decisions, particularly in the area of talent acquisition, it helps a business achieve superior performance results.

9. It assists in highlighting crucial performance elements that could have a significant impact on the effectiveness of the company. The data visualisation and automation feature of HR analytics systems allow you to automatically discover areas to plan the team's weaknesses and the necessary skills by putting together a programme.

10. Raw data collection is pointless and rarely beneficial, but it can be helpful once it has been sorted and organised in a methodical fashion.

SCOPE OF THE STUDY

1. Find the greatest talent possible

It can be quite difficult to draw in the best candidates because the majority of businesses are up against fierce competition. HR managers can sift through thousands of resumes using big data to focus their search on the most promising candidates. Top talent recruitment would be a much slower and more time-consuming process without the usage of big data.

2. Give recruitment channels top priority

Nowadays, businesses fill open positions through a range of recruitment methods. Using big data to your advantage can show you which recruitment channels are working and which aren't. An organisation may give internal recruitment efforts priority over external ones if they discover that they are more successful with them than with online job boards.

3. Enhance training

The training phase of the hiring process can be costly and time-consuming. Big data gives employers the chance to measure how effective a possible training endeavour, which can reduce the risk of training programmes that lead to poor employee retention.

4. Predict the future

Organizations may view HR patterns and trends through big data analysis and utilise that knowledge to forecast the future. Future forecasting gives HR managers the chance to enhance their long-term HR strategy and avert problems with hiring, retention, and performance in the future.

5. A communications company uses data collection to make HR operations more efficient

Leading supplier of enterprise cloud communications and collaboration solutions worldwide is RingCentral. By giving employees and managers self-service access to employee information, the organisation uses big data to streamline HR administrative processes and free up HR to concentrate on strategic workplace initiatives.

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6. A consultancy and technology firm maximises HR through the use of big data

More than 20,000 individuals are hired annually by Capemini, a leader in consulting, technology services, and digital transformation, mostly in India. Big data enables Capemini to anticipate and improve HR management and planning so that the appropriate teams are assigned to the appropriate projects at the appropriate times. The business now has a six-month supply and demand snapshot.

7. HR data in the future: The cloud

Companies that want to use big data to enhance their HR activities can add more servers or expand the size of their internal data warehouses. But the cloud is required to actually keep up with the demands of big data analytics and complexity growth.

8.Getting started with the big data for HR

Big data is essential for organizations who would like to ensure employees are being managed effectively and business goals are being met. Talend's fully integrated, self-service suite of apps can change the way HR departments operate.

LIMITATIONS OF THE STUDY

1. Gathering Information from Numerous Sources

Data from every division of the company must be collected for an HR big data programme. They must gather, purge, combine, and analyse data from numerous departments and business functions, such as payroll and finance.

When HR departments venture outside of their organisations into the world of unstructured data and predictive analytics, the issue only gets worse. In addition to analysts, they also need employees with the abilities to collect and arrange data for analysis.

2. A lack of data analytics expertise within HR

Only one out of every three HR managers rate their knowledge of big data as "good" or "excellent." Many managers report that the issue dates all the way back to graduate school. There is less quantitative rigour for those who earn an MS in HR Management as opposed to an MBA.

Additionally, quants are typically first hired by businesses for areas that deal directly with money, finance, and forecasts. Big data for HR has been a secondary concern for both C-suite executives and HR managers.

3. Inadequate IT Support for HR Data Analysis

Data analysis requires a lot of IT resources, and many smaller businesses lack the infrastructure required for Hadoop and other analytics applications. A SaaS solution—from a company that has already performed unstructured data analysis—can be even better for companies that lack time, infrastructure, and in-house expertise. Public cloud resources can be a huge help for SMBs who want to analyse their own data.

4. Privacy and compliance concerns

When HR gathers information on a candidate, especially information from outside the company, the department must take privacy into account. When it comes to protected characteristics, collecting sensitive data like personal health information can be tricky for HR.

Additionally, laws pertaining to the Fair Credit Reporting Act in the United States are in force. Additionally, the privacy regulations of other nations, notably those in the EU, can be a minefield for HR data.

5. Taking "Human" from "Human Resources"

People analytics implementation is often equated by HR professionals with computer hiring algorithms. Although it is admirable to want to be ethical by avoiding using computers, keep in mind that the ultimate ethical feat for HR is to use all technologies at their disposal to employ the right people for the right roles in the right organisations. Everyone benefits from it: workers, shareholders, society, etc.

SWOT ANALYSIS

SWOT ANALYSIS

The HR team may get a clear picture of the internal and external elements affecting companies' operations by conducting an HR SWOT analysis. Company can develop successful HR strategies by doing a detailed study of their strengths, weaknesses, opportunities, and threats.

Discovering internal and external factors affecting human resources at the company through a SWOT analysis enables the team to design long-term strategies with a focus on workforce planning and development.

Strengths of HR:

1. **Utilizing technologies**

   Technology is advancing in the world in which we live. Many HR duties used to take a lot of time to do, but technology technologies have significantly shortened this time. However, utilising technology in HR processes would assist the business improve operational efficiency and save a significant amount of time.

2. **Safeguard workers' rights:**

The defence of employee rights is under the purview of HR management. The relationship between the company and its employees is strengthened when you uphold their interests and rights. Higher productivity would be the outcome.

3. **Collaborating with HR:**

Employees' lack of cooperation is the other issue they encounter. The HR department should improve their interaction with employees as they frequently remain on-site. Employees would feel content and joyful if their employers had a cooperative attitude. Positive word-of-mouth advertising would therefore project a favourable picture of the business.

4. **Compensation package:**

Employees' attention is always on their pay check at the end of the month, regardless of how great the office atmosphere and perks are. Their job happiness and productivity would greatly increase if the HR management offered its employees decent wages together with additional rewards and bonuses.

5. **Minimal turnover:**

It's challenging to maintain employee satisfaction, and workers frequently depart a business due to issues with management, pay, and communication. Successful HR managers put more of an emphasis on the solutions than on the issues in order to lower the turnover rate.

Weaknesses of HR:

1. **Power may be misused:**

It wouldn't be inaccurate to argue that HR management has the ability to steer the entire business. It's because the HR division seeks for and employs the kinds of workers that the business requires. Additionally, they have the authority to terminate any employee's employment agreement for any good reason.

2. **Poor reputation:**

People won't want to work for a firm with a poor image, which makes the HR department's tasks much more challenging. It's because employees demand job stability and would be turned off by the HR department's casual attitude.

3. **Uninspired personal:**

Every firm wants effective and engaged personnel, but in practise, this is not the case. The biggest issue for the business is getting some of the employees to change their mindset since they are so extremely demotivated and disillusioned. This is due to the fact that disgruntled workers would disseminate their bad vibes and negatively affect the atmosphere at work as a whole.

4. **Limited finance:**

Performance reviews, recruitment, and other HR procedures would be challenging if the HR department had a little budget. Employees would experience unhappiness and disappointment pertinent to their jobs, which would have an effect on the entire organisation.

Opportunities HR

1. **HR polices:**

The company's productivity would increase with updated HR regulations that were adhered to over time. The organisation might increase productivity and customer satisfaction levels if the HR department conducted rigorous research and development.

2. **Skilled work:**

Because there are so many educational institutions, there are more skilled workers overall on the market. In order to boost productivity and growth, it offers the HR management a fantastic opportunity to bring in skilled professionals.

3. **Large HR budget:**

The primary goal of the human resources department is not to make money; rather, it is to allocate and distribute the company's resources. The HR department faces

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difficulties when their budget is constrained. When HR has got greater access to funds and resources, it would allow the company to perform well in the future.

4. **Tech development:**

The firm should become more technologically advanced overall thanks to the HR department. Artificial intelligence (AI) may significantly boost the company's efficiency. For instance, there are several opportunities and potential uses for virtual reality technology. Employee training and development can be improved with virtual machines rather of spending money on it. Utilizing technology might provide the HR department a commercial advantage.

Threats to HR:

1. **Data security**

People are becoming more concerned about protecting their data privacy, and they have a right to such protection. The HR administration is given a lot of responsibility for the privacy and security of these individuals' personal information. For instance, if the business disregards the rules and laws governing data privacy, it might face severe legal repercussions.

2. **Demand for personnel:**

There would be a labour shortage if other businesses began employing the same kinds of workers like our company. HR management would be forced to increase their pay and perks in order to keep them in such a competitive climate with a labour scarcity.

3. **Technology:**

There are benefits and drawbacks to technological innovation, as well as opportunities and dangers. The negative effects of technology on the HR department and the broader business have previously been discussed. It might take the shape of privacy concerns, data breaches, and other things. We are aware that many HR procedures and tasks are automated by technology instruments. The function of HR is constrained by the use of AI and technology technologies

CHAPTER – III
ANALYSIS, OUTCOMES & LEARNING AS AN INTERN

BODY OF THE REPORT

INTRODUCTION:

The internship is an internal platform for anyone to gain experience in an actual workplace. One can learn through experience, and a real life is full of different kind of experience. We will encounter many difficulties and obstacles, and with experience we are expected to be able to encourage and complete the cleansing process. By doing the internship in an actual workplace, helps us to know and discover ourselves from different angle. It also helps us to control and develop our attitude and behaviour in dealing with different kinds of people and situation.

The report, titled "A study on impact of data collection for HR companies with special reference to SuccessR Hr Tech Pvt Ltd" has been equipped to satisfy the partial requirement of my Internship of B.com (Honours) Programme. I had been associated with the Digital marketing and HR department of SuccesR HR tech Pvt Ltd from 5th July 2021 to 30th September 2021 and I have prepared this report in association with my assigned responsibilities.

ABOUT COMPANY

SuccessR is a startup business that offers agency outsourcing services for talent acquisition and procurement to various companies. By offering focused HR services including hiring, selection, job profiling, HR planning, talent acquisition, training and development, job switching, HR software development, and human resource management, it aids in accelerating the career and HR activities of MNCs and start-ups. Additionally, they provide consulting and advice services to corporations to help them optimise their human resources division.

Here at SuccessR, the HR outsourcing services have provision of product automated as a combination based on human intelligence and artificial intelligence products to offer tailor-made solution that cater to the unique need of every client, irrespective of the size or stage they are in.

When a client opts for SuccessR HR outsourcing services, they take care of their complete employee administration including payroll, benefits, compliance, and taxes, so that they can focus on growing their business exponentially.

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SELECTION & TRAINING

Recruitment is the process of recognizing the potential and best suitable qualification of the candidates for a particular position. The HR department tries their best to attract the best qualified person towards the organization. Without identifying the potential people for any specific position, it will not be easy to select the candidates for that position.

Selection tests or the employment tests are conducted to assess intelligence, ability and personality traits. During the selection process interview gives the recruiter an opportunity:

- To size up the candidate personally
- To ask question that are not covered in the test
- To give facts to the candidates regarding the company, its polices etc.

In SuccessR for the selection of interns they conducted a campus drive in our college. For the interested students to fill the registration form for appearing in the interview. The students were required to fill some basic information about their educational and other.

After that they shortlisted the students for the final interview round. At that time pandemic was going on so telephonic interview was conducted; they asked some basic questions related to the job profile. They asked the following questions:

- Describe yourself in few words.
- What is digital marketing?
- About educational information.
- What are your future plans through this internship?
- Family background

ORIENTATION

After the selection and joining into the SuccessR they had arranged an online orientation programme by the Director of SuccessR HR Tech Pvt Ltd **Mrs Tejasvini Pise** for the newly joined interns to introduce their company's work culture and different departments and their work procedure, who are assigned for that department and how they are doing for the betterment of the company in the point of view of present and future. During the orientation we get to know about:

- Work culture: Although a small company, SuccessR employs some of the brightest employees who work together as one. SuccessR believes in team work and employees are expected to fulfil various roles within the organisation.
- Goals: Help companies build their brand so they can develop strong relationships with their customers and also provide client with the highest quality services possible and exceed their expectations.
- Companies' characteristics: Strong client-business relationships; dedication to learning and developing company expertise; and dedication to incorporating the newest technology into products and services – superior products and services.

KEY LEARNINGS AFTER TRAINING:

1. A Look at the Detailed Modules

We gained knowledge of the many tools and methods employed in digital marketing during the internship. Working with the most recent technology and being assigned to real-world projects gave me you a sense of what it's like to have a genuine career and how it's done in practise. Additionally, we were exposed to a variety of digital marketing specialties, including content creation, website design, social media marketing, PPC advertising, and more.

2. Practical projects

Being an intern for digital marketing and HR means you have a vast world to discover. As we work on a real project, we gain hands-on experience in digital marketing as well as about HR. we learned about the finances used for paid advertising campaigns or how the website and content are optimised for search engines. Additionally, we discovered how to maintain a brand's online reputation and develop plans for social media marketing. Digital marketing requires a lot of learning, and is sometimes only learnt by doing. Therefore, it doesn't matter if we completed a top-notch school in digital marketing unless we also possess the necessary skills and expertise.

3. Social Capacity

There are differences between college and working life. When we are recruited for particular duties and occupations, there is no space for error. However, when we are in an internship, we will have the opportunity to work with individuals who are familiar with the fundamentals of

a real-life work setting. As long as we are learning from our errors, we are free to make as many as we choose. There is a lot for us to discover.

4. Concentration

A broad course exists in digital marketing. Being a flawless marketer across all industries is thus virtually impossible. To overcome it, pick a topic that fascinates you and try concentrating on it. And nothing could be better than exploring this in-depth during your internship in digital marketing. This will offer you a decent chance to identify your area of specialty and ensure that you continue to succeed in it. Once you begin producing quality work in that field, you may receive several nice possibilities and offers from reputable businesses.

5. Time Administration

I learned how to operate under pressure while completing the digital marketing internship. There are deadlines that we must adhere to. It makes us ready for the business environment we are going to work in. It helps you develop discipline and makes us an expert in digital marketing.

6.Abilities in communication

There are ways to communicate with others at work. How much we must talk, how often, what terms to use, etc. Later on, this brings benefits to the job. We also get communication skills during the internship while having the task of calling and online interaction with the customers.

INTERNSHIP RESPONSIBILITIES

As an intern with SuccessR HR Pvt ltd, I worked in a position From July 5th to September 30th, 2021, I worked as an intern for Success R HR Tech Pvt Ltd in digital marketing and HR.

I was in charge of the consumer attraction and market analysis, i.e., the target market. and was responsible for gathering of quantitative and qualitative data for marketing, human resources, and social media promotion.

Also collected data roughly 250 pharmaceutical businesses, including company information, contact information, email addresses, and postal and office addresses.

I was assigned to the following jobs they are as follows:

- Content writing.
- Research on consumer attraction and market analysis.
- Research on digital marketing competitors.
- Data collection of pharmaceutical companies.
- Survey of sportsperson to get a right playground for their respective sports.

1. <u>TASK: CONTENT WRITING</u>

As implied by the name, content writing is the act of researching, planning, producing, and editing information intended for an online platform. It involves anything from technical writing to SEO for websites. In some ways content writing can be useful there are as follows:

- Can access new markets according to it.
- It maintains viewers.
- It increases search engine optimization (SEO)

The first task assigned to us as digital marketing interns to collect data about different industries and different aspects involved in those to write a content on that topic taking into consideration various aspects.

They are as follows:

1.Digital marketing:

- How to analyse your online audience or marketing shares?
- Analyzation of social media users to platforms for our products and services.
- Media of digital marketing.

2.Training and Counselling:

- Qualities of Counsellor.
- Communication in Counselling.
- Soft skills of Counsellor.
- Importance of training in counselling.
- Need of training to do Counselling.

3.Online farm fresh

- Analyse the need of customers in society from agriculture.
- Services on quality and quantity of fresh product.
- Development of society through the online farm.
- Training and Development of farmers for farming and organic products.
- Acts as an intermediary between farmers and customers.

4.Financial Solutions

- Financial services to small businesses.
- Financial training and counselling.
- Education on finances and banking.
- Finance software development.
- Financial intermediaries.

5.Outdoor Sports

- Importance of outdoor sports.
- Challenges in outdoor sports.
- Impact of outdoor sports on health.
- Traditional and international outdoor sports.
- Best outdoor sports activities.

2. TASK: RESEARCH ON CONSUMER ATTRACTION AND MARKET ANALYSIS.

With digital marketing, we have to engage with your ideal customer base on a deeper level than other methods, directing your efforts to our target customers gaining a more true understanding of their needs and how you can provide the best service for them.

When it comes to conducting market research, there are two forms of data: primary and secondary research.

Types of Primary Research Methods

Primary market research begins and ends with your business. This includes all the information gathered directly from your own company. This can include questionnaires, social media engagement and personal interactions that the business has with their customers. A third-party may be beneficial as they have an objective outlook on your industry and will simply report the results.

Primary data is a first-hand data, which is collected by you only. The different way of collecting primary data is personal interview, questionnaire, survey etc. As my project is descriptive study there is no data collected as such but collected the information about the target market and target customers as well.

Types of Secondary Research Methods:

When conducting market research, using information gathered by other companies in a similar industry can save your time and money. You will not have to personally conduct the research yourself but use their results to help you understand your target audience. Utilizing government agencies, trade association and other businesses within your industry will give a clear insight on what works best.

Secondary data is collected from already existing sources in various organization brochures & records. Secondary data for the study were collected from websites, articles & other previous studies. To meet the objectives, the study used qualitative research. The descriptive study was done through review of existing literature that helped in validation and extraction of the important variable and factors. Data were collected from secondary sources. Secondary sources were website, articles and company data.

3. TASK: RESEARCH ON THE DIGITAL MARKETING COMPETITORS

Any business associate with any industry wants to establish itself as a brand in online world. This is possible only by having an offensive digital marketing strategy that will increase the visibility of the website, establish the company as brand and this will give good ROI (Return on marketing investment).

So, as a task to research on digital marketing competitors I was assigned and also to present on the same. According to this we research about the 3 digital marketing agencies in India, which is known for their effective digital marketing strategies, they are as follows:

1. Page Traffic agency:

The founder and the CEO of the company Navneet Kaushal and this company is located in New Delhi. They mainly focus on search engine optimization, social media marketing and content writing. They have worked for some of the best companies like OLX, TATA, Raymonds etc.

2. Digital Infoways agency:

Digital Infoways provides high quality services, best SEO services ASO (App store optimization), ASM (App store marketing) social media marketing SEO reseller and etc. this company is located in Ahmedabad.

3. IOTA Infotech:

IOTA Infotech is a Chandigarh based integrated creative agency that is known for creating revolutionary customized solution since 2017. It has been producing iconic, culture – changing marketing campaigns since the day of foundation.

In this way the research had been done and presented in short in front of my senior. This small research gave the company a brief idea about the digital marketing competitors and their information for planning their own strategy in the organisation.

4. TASK: DATA COLLECTION OF PHARMACEUTICAL COMPANIES

In order to create and distribute new medications, the pharmaceutical industry has a long history of using empirical data. Though it is a laborious effort, going through all of the collected data.

Data analytics can be incorporated at any stage of the drug development process, from research and discovery through development to clinical trials and beyond, by pharmaceutical producers. Pharma analytics enables businesses to learn more about consumer demand, drug effectiveness, and other aspects that are vital to overall success.

Pharmaceutical businesses can enhance the decision-making across the drug research and marketing processes by using pharma analytics. Pharmaceutical producers can enhance overall outcomes and make more educated business decisions by integrating advanced data into daily operations.

In this task I the Collected data on roughly 250 pharmaceutical businesses, including company information, contact information, email addresses, and postal and office addresses. I made an excel sheet of the same using the caller ID apps and Google search for the names of the different pharma companies.

I have attached excel sheet of some pharmaceutical companies with their details which were made during the internship.

Industry	Name of the company	Hr Head Name/Dep name	Email Id	ALTERNAT E
Manufacturing (metals and chemicals and product	Akriti Pharmaceuticals Pvt. Ltd.	Mr. Jitendra Prasad	akiritiexport2004@yahoo.com	
pharmaceutical products	Apex Drug House	Mr. Rajesh Bhayani	raj@adh.co.in, info@adh.co.in	
Healthcare industry	Base Pharmacy (India)	Mr. Nimesh R. Patel	info@basepharmacy.com	
Manufacturing (Chemicals and chemical products)	Brassica Pharma Pvt. Ltd.	Ms. Deepali	brasicapharma@gmail.com	
Manufacturing (Chemicals and chemical products)	Clearsynth Labs (P) Ltd	Mr Vijay Kumar Ambati	jessie.k@clearsynth.com	
Manufacturing of Genetic - Branded, Nutraceuticals	Coral Laboratories Ltd.	Mr.Chetan N. Doshi	exports@corallab.com	
Manufacturing (metals & Chemicals,and products th	Curemed Healthcare Pvt Ltd	Mr. Kush Bhatnagar	corporate@xlrem.com	
Pharmaceutical industry	Delhi Pharma	Mr. Nitin	nitin@brawnlabs.com, international@brawnlabs.com	
Pharmaceutical manufacturer company	Finecure Pharmaceuticals Limited	Mr. Vaibhav Kalani	vaibhav_kalani@hotmail.com	
Pharmaceutical manufacturer company	Finecure Pharmaceuticals Limited	Mr. Vishal H. Rajgerhia	vishal@finecurepharma.com	
Medicine Manufacturing Industry	Global Medicines Ltd	Ms. Archana V	mail@gmslindia.com	
Manufacturer	Global Pharma Healthcare Pvt. Ltd.	Mr. Gurumurthy Prabhakar	prabhakar1969@gmail.com	
Manufacturer	Gujarat Healthcare	Mr. Rahul Shah	rshah@gujarathealthcare.com	
pharmaceutical industry	Health Caps India Limited	Mr. Anuj Gandhi	info@healthcapsindia.com	
Biotechnology	Indian Immunologies	Mr. A Balaji	balajia@indimmune.com	
Pharmaceutical	Kopalle Pharma Chemicals Pvt Ltd	Mr. Bharat	bharat@kopalle.in	
Manufacturer of basic chemicals	Kuligai Chemicals and Pharmaceuticals Pvt. L	Mr. Prem Nazir	kuligai123@gmail.com	p_nazir@hotm
Pharmaceutical industry	Labdhi Pharmaceuticals	Mr. Bharat Hargovind Shah	labdhipharma@gmail.com	
Manufacturing (Chemicals and chemical products)	Leamak International	Mr. Tushar Patel	tushar@leamak.com	
Manufacturing industry	Makcur Laboratories Ltd.	Mr. Brijesh Dhirajlal Patel	makcurlabs@yahoo.com	
Pharmaceutical industry	Mediwin Pharmaceuticals	Mr. Bhavin Patel	info@mediwinpharma.com	
Manufacturing	Meenaxy Pharma Pvt Ltd.	Mr. PVN Sanjay	exports@meenaxypharma.com, marketing@meenaxypharma.com	
Pharm	Natural Capsules Ltd	Mr. Mallikarjuna Rao	mallikarjuna@naturalcapsules.com	
Herbal Industry	Nejbiotec	Dr. J.Patel	punarvsu@yahoo.co.in	
Manufacturing (Chemicals and chemical products)	Nem Laboratories Pvt Ltd	Mr. Dhaval Talati	nemlabs@gmail.com	
pharmaceutical industry	Panacea Biotec Ltd.	Mr. Shobit Arora	shobhitarora@panaceabiotec.com	
Manufacturing (Chemicals and chemical products)	Pell Tech Health Care Pvt. Ltd.	Mr. Hemant Damodar Pathak	sales@pelltech-healthcare.com	
Pharmaceutical Medicine manufacturer and supplie	Pharmachemico Labratories	Mr. Vishal Verma	qa@vervehealth.org, vishalverma@vervehealth.in, vishwasverma@vervehealth.in	
Manufacturing of Genetic - Branded	Protech Biosystem Pvt Ltd.	Mr. Sumeer Koul	sumirkoul@protechbiosystem.com, sumirprotech@gmail.com	
Healthcare Manufacturing Pharmaceutical	R. S. Bhargava Pharmacy	Mr. Rajeshwar Sahai Bhargava	export@rsbhargava.net	
Manufacturing (Chemicals and chemical products)	Rhydburg Pharmaceuticals Ltd	Mr.Akshay Monga	prateek2@rplmail.com, akshay@rplmail.com	
Manufacturing (Chemicals and chemical products)	Riocare India Private Limited	Mr. Jairam B	riocare@riocareindia.com	

Data of 250 pharma company pan

Ready

A	B	C	D	E
Pharmaceutical tablets, Capsules, injectable, syrups	Theon Pharmaceuticals Ltd.	Mr. Mohammad Rashid Shaikh	rashidsheikh@theonpharma.com	
Manufacturing (Chemicals and chemical products)	Virupaksha Laboratories Pvt Ltd	Mr. Chandramouliswara Reddy	gcmr@virupaksha.com	
Indian Pharmaceutical Nutraceutical manufacturing	Xl Laboratories Pvt Ltd	Mr. Kush Bhatnagar	corporate@xlrem.com	
Manufacturing (Chemicals and chemical products)		Mrs. Aprajita Takiar	larkeexports@rediffmail.com	
Product Development and manufacturing		Mr. Bhavin Mukund Mehta	bhavinmehta@kilitch.com	
Manufacturing		Mr. Sumit Gupta	sumit@meriodin.com	
Manufacturing	Shashi Phytochemical Industries	Mr. Maneesh Goyal	spci@datainfosys.net	
Manufacturing (Chemicals and chemical products)		Mr. Sandeep Sapra	amol@datainfosys.net	
Manufacturing and marketing of pharmaceutical fo	Medicamen Biotech Limited	Mr. B.K. Gupta	bkg@medicamen.com	
Manufacturing	Medicamen Organics Limited	Mr. B.K. Gupta	cfo@medicamen.com	
Manufacturing (metals and chemicals and product		Mr. B.R. Sikri	sikribr@yahoo.com	
Pharmaceutical industry	Petlad Mahal Arogya Mandal Pharmacy	Dr. Janemjay Patel	punarvsu@yahoo.co.in	
Pharmaceutical industry		Mr. Saurabh Gupta	allied_chemicals@vsnl.com	
Pharmaceutical industry	Jocund India Ltd.	Mr. Saurabh Gupta	jocundindia@bol.net.in	
Pharmaceutical industry	J. Duncan Healthcare Pvt. Ltd.	Mr. Amresh Kumar Roy	lokbeta@lokbetapharma.com	
Pharmaceutical industry	Pharma Synth Formulation ltd,	Mr. R.C. Jain	pharma@del3.vsnl.net.in	
Pharmaceutical industry	Pharmchem	Mr. Lalit Kumar Jain	phrmchem@hotmail.com	
Manufacturing (Chemicals and chemical products)	Similax Pharmaceuticals	Mr. M.B. Goyal	vibhorgoyal@smilaxgroup.net	
Manufacturing (Chemicals and chemical products)	Ravenbhel Healthcare Pvt. Ltd.	Mr. Sahil Mahajan	sahil.mahajan@ravenbhel.com	
Manufacturing (Chemicals and chemical products)	Syncom Healthcare Ltd.	Mr. Pratik Bankda	pratik@syncomhealthcare.com	
Manufacturing (Chemicals and chemical products)	Agrawal Drugs Pvt. Ltd.	Mr. Sumeet Agrawal	adpl@adplindia.in	
Manufacturing (Chemicals and chemical products)	SG Pharma Pvt. Ltd.	Mr. Chetan Bhagat	info@sgpharma.com	
Manufacturing (Chemicals and chemical products)	Prashanti Formulations Ltd.	Dr. S.K. Tewari	prashantins@rediffmail.com	
Manufacturing (Chemicals and chemical products)	Dr. Sabharwal's Wound Care	Mr. Manish Sabharwal	drsmpl@gmail.com	
Manufacturing (Chemicals and chemical products)	Global Pharma Healthcare Pvt. Ltd.	Mr. P. Vivek Rajan	madrasoffice@gmail.com	
Manufacturing (Chemicals and chemical products)	Vetsfarma Ltd.	Mr. K.R. Madan & Mr. Balwant Singh	vetsuna@vetsfarma.com	
Manufacturing (Chemicals and chemical products)	Synmedic Laboratories	Mr. M.P. Jain	synmedic@vsnl.com	
Manufacturing (Chemicals and chemical products)	Chimak Health care	Sh. V. Subbarao	info@chimakhealthcare.com	
pharmaceutical industry	Palson Drugs Private Ltd.	Mr. Siddhartha Paul	siddharth71@vsnl.net	
pharmaceutical industry	Synkrom Healthcare Private Limited	Mr. Satyakam Rahul		
ASU manufacturers	Dr. Dozo Laboratories,	Dr. Gurdial Singh Arora	dr_gurdial@hotmail.com	
Healthcare Manufacturing Pharmaceutical	Oniosome Healthcare Pvt. Ltd.	Mr. Deepak Kapoor	deepak.kapoor@onisome.com	
Manufacturers	Stallion Laboratories Pvt. Ltd.	Mr. Vijay J. Shah	info@stallionlabs.com	
Pharmaceutical industry	Apex Drug House	Mr. M.P. Mehta	apex19@vsnl.com	
Pharmaceutical industry	Unijules Life Sciences Ltd	Mr. Faiz Zakir Vali	faiz@unijules.com	

Data of 250 pharma company pan

Ready

5. TASK: SURVEY OF SPORTSPERSONS TO GET A RIGHT PLAY GROUND FOR THEIR RESPECTIVE SPORTS.

Let's send a message to the future sportspersons.

This survey will help us to get a right play grounds to book for your respective sports.

nikitatiwari147@gmail.com
(not shared) Switch account

Name *
Your answer

Gender *
- ○ Male
- ○ Female
- ○ Prefer not to say

Email Id *
Your answer

Age *
Your answer

City *
Your answer

Let's send a message to the future sports...

Do you play any outdoor sport? *
- ☐ No
- ☐ Yes

Are there enough sports ground in your city? *
- ○ Yes
- ○ No

What outdoor sports do you play? *
- ○ Badminton
- ○ Cricket
- ○ Basketball
- ○ Hockey
- ○ Volleyball
- ○ Others

Do you have enough sports facilities in your locality? *
- ☐ Yes
- ☐ No

How often do you make use of the ground? *
- ○ Daily
- ○ Alternate days
- ○ Once a week
- ○ Once in a month
- ○ Others

Would you prefer sports ground monthly subscription if you get better facilities? *
- ☐ Yes
- ☐ No

How much are you willing to pay for a ground per month? *
- ☐ 500 INR
- ☐ 1000 INR
- ☐ 2500 INR

Please share your opinion regarding the idea of the survey. *
Your answer

Submit   Clear form

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CHAPTER -IV

CONCLUSION & RECOMMENDATION

SUGGESTION

In the past, HR wasn't all that data-driven when it came to problems. Predictive analytics, numerous data sources, and the ability to draw conclusions from pertinent data have all been brought to HR recently and will continue to gain relevance. To properly address these issues, HR managers, experts, and must get familiar with the most typical difficulties.

HR departments have a long history of amassing massive amount of Hr data. Unfortunately, this information is frequently unused. One no longer need to rely on gut instinct when using HR analytics. HR workers may make data driven decision via analytics. Furthermore, analytics can be used to measure the effectiveness of Hr policies and actions.

Internal and external data are the two types of data required by an Hr analytics solution. One of the most difficult issues in data collection is gathering the pr

Information from multiple sources and business areas, including sales, marketing, product, IT, etc., has to be combined by HR. To obtain meaningful insights, they must gather data from several departments and do both basic and sophisticated analysis. Modern technologies can handle huge (or small) datasets, link to any data source you may have, and let you concentrate on HR management, making them an excellent alternative for organising and accumulating the data from several processes.

The advancement of HR analytics may be fairly difficult when it comes to gathering information about a potential hire throughout the hiring process as well as collecting and organising data obtained from outside the firm. In order to avoid a variety of legal concerns, most organisations must change their operations (if they haven't done so already) and make sure all of the tools they use and the data they gather are compatible with privacy.

In order to simplify the lives of professionals and improve the efficiency of business decisions, analytics for HR were established. It is never best to let a computer, spreadsheet, piece of software, or a single number decide who to hire. The goal of using analytics in HR is to empower employees and foster a climate that will enable them to make better decisions, but in the end, the human element must always be considered. Data exists to provide more value rather than to replace people.

When adopting analytics for human resources, these difficulties must be taken into consideration since they will help businesses become ready to become more data-driven.

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Creating a methodical strategy is the first advice for improving your data collection skills.

Have accurate methods for gathering, analysing, classifying, and managing data. It must be a uniform architecture that covers every stage of the data collection.

Once more, businesses demand a lot of information, so we must be specific about the numbers you need for your investigation. Eliminate the channels through which you obtain data as a result.

According to our ultimate company objectives, the information—which may originate from client feedback and input or from your customer relationship management team—can all function as pertinent data points.

Last but not least, in order for your data to be useful, one need have specific learning objectives. Creating a methodical strategy is the first advice for improving your data collection skills.

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CONCLUSION

In this the study of impact of data collection for HR companies regards to SuccessR provides the importance, need, benefits and scope for HR companies with the special reference to the SuccessR Pvt Ltd. This study also gives a detail information on data collection, its techniques and requirements in 1HR management such as:

In order to understand what will work and what doesn't, data collecting is a crucial foundational component in every organisation. Essentially, it reveals areas for improvement and weak points

Information regarding human resources is crucial for the HR department's decision-making in regard to hiring. When employing new employees, the HR department gathers the information and evaluates their key characteristics. HR wouldn't be able to hire the correct individual for the job without knowing the requirements of the position or what kinds of talents and knowledge are required in specific departments. Data collecting is also very important in this area.

Data gathering and analysis enable the HR department to make well-informed choices that benefit the organisation as a whole. Without the data-driven culture, decisions would be made on a whim, and in these intensely competitive times, that just won't do.

The decision-making process is evolving due to the human resources (HR) sector. Human resources professionals nowadays are renowned for leveraging data and analytics to develop business solutions rather than just depending on their gut and intuition like they did in the past.

Also, this study includes the SWOT analysis as doing an HR SWOT analysis, the HR staff may have a thorough understanding of the internal and external factors impacting the operations of the company. An organisation may create effective HR strategies by thoroughly examining its strengths, weaknesses, opportunities, and threats. After that this study also conclude the 4 keys finding of the data collection for HR management through the roles and responsibilities which was assigned during the period of internship.

Here in this report, I have tried my best to identify the impact of data collection for HR companies and this report is simply a representation of my acquired knowledge from this company during my internship period.

CHAPTER-V
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