

**Internship Report on
Data-Driven Sales & Operations at Impact Academy**



Submitted to:

Islamic University of Technology

Submitted By:

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Internship Report on
Data-Driven Sales & Operations at Impact Academy



Submitted to:


Islamic University of Technology
in partial fulfillment of the requirements for the degree of
BBA in Technology Management

Submitted By:

I understand that my final report will become part of the permanent collection of the Islamic University of Technology BBA in Technology Management Program. My signature below authorizes the release of my final report to any reader upon request

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Letter of Transmittal

25 July, 2025

Dr. Md. Nahin Hossain
Assistant Professor

Department of Business and Technology Management
Islamic University of Technology (IUT)
Board Bazar, Gazipur

Subject: Submission of Internship Report

Respected Sir,

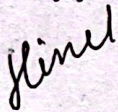
I hereby submit the Internship Report titled “Data-Driven Sales & Operations at Impact Academy”, which is a mandatory part of the internship program. It was a great privilege for me to work under your valuable guidance and supervision.

I have tried my best to accurately present the details of Impact Academy Private Limited, my responsibilities during the internship, and the insights I gained throughout the period. This internship allowed me to bridge the gap between academic theories and real-world practices, reinforcing the knowledge I have accumulated over the past four years.

I sincerely believe that the practical experience and professional skills I have gained through this opportunity will significantly contribute to my future career and help me adapt to corporate environments more effectively.

I hope this report meets your expectations. I would be happy to provide any further clarification if required.

Sincerely yours,



Tawfiqul Islam Himel
ID: 200061136
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Declaration

I, Tawfiqul Islam Himel, a student of the Department of Business and Technology Management of Islamic University of Technology, hereby confirm that the report I am submitting is an original and authentic piece of work solely written by myself under the supervision of Assistant Professor, Dr. Md. Nahin Hossain. This report has not been submitted to any other University, College, or Organization for any academic qualification and, therefore, fully complies with the university's rules and regulations regarding plagiarism and collusion.

I further undertake to indemnify the University against any loss or damage arising from a breach of the foregoing obligation.

Sincerely yours,



Tawfiqul Islam Himel
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Acknowledgement

I would like to express my heartfelt gratitude to all who contributed to the success of my internship journey at Impact Academy Private Limited. I am especially thankful to Syed Muhammad Hussain Mubasshir, Senior Manager, for his invaluable mentorship and support, which significantly shaped my professional growth in Sales and Operations. I also deeply appreciate the Sales, Operations, and Strategy teams for fostering a collaborative and enriching environment. My sincere thanks go to Dr. Md. Nahin Hossain, Assistant Professor at IUT, for his academic supervision and guidance. Lastly, I am grateful to my fellow interns, colleagues, and faculty members at IUT for their continuous encouragement and constructive feedback throughout this journey.

Executive Summary

This internship report provides a comprehensive overview of my 14-week internship at Impact Academy Private Limited, a rapidly growing EdTech company in Bangladesh dedicated to skill development and career transformation. During my tenure as a Sales and Operations Intern, I was actively involved in multiple facets of the organization's sales and operational processes, gaining in-depth exposure to real-world business environments and strategic decision-making.

My responsibilities spanned lead management, sales funnel optimization, campaign performance tracking, client onboarding, and interdepartmental coordination, particularly between sales, customer support, and content delivery teams. I contributed to enhancing the overall customer experience by ensuring seamless communication and timely follow-ups, which significantly improved operational efficiency. Working extensively with Excel, Google Workspace, and CRM platforms, I developed the ability to extract actionable insights from data, monitor key performance indicators, and make informed recommendations to optimize sales performance.

Key achievements during this internship included designing and implementing sales performance reporting frameworks, assisting in the creation and refinement of Standard Operating Procedures (SOPs), participating in strategic review meetings, and supporting decision-making processes that directly impacted client acquisition and retention strategies. These tasks allowed me to translate theoretical knowledge from my academic studies at the Islamic University of Technology (IUT) into practical business applications, strengthening my analytical, strategic thinking, and problem-solving abilities.

Overall, this internship experience provided a valuable platform for professional growth, offering me not only technical and operational skills but also exposure to team collaboration, project management, and strategic business planning. The learning and insights gained through this placement have prepared me to take on future professional challenges with greater confidence, efficiency, and a deeper understanding of the dynamic EdTech industry.

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Chapter 1: Introduction

a) Background

As part of the academic requirements for the Bachelor of Business Administration (BBA) in Technology Management program at the Islamic University of Technology (IUT), I undertook a 14-week internship (January 15 – April 15, 2025) at Impact Academy Private Limited, a fast-growing EdTech company in Bangladesh. The company specializes in career-aligned education and training programs aimed at empowering individuals through skill development. During my internship, I worked in the Sales and Operations department under the supervision of Syed Muhammad Hussain Mubasshir, Senior Manager at Impact Academy. My primary responsibilities focused on supporting daily operations, optimizing sales processes, and contributing to internal workflow improvements.

b) Objectives

The key objectives of the internship and this report are as follows:

- To apply theoretical knowledge of business operations, CRM, and digital strategies in a real-world setting.
- To gain hands-on experience in sales funnel management, lead processing, and operational coordination.
- To contribute to internal process enhancements that support team performance and customer satisfaction.
- To develop practical skills such as communication, collaboration, time management, and data analysis.

c) Significance

This internship served as a bridge between academic learning and professional application, offering exposure to the operational dynamics of a modern EdTech startup. It allowed me to observe how data-driven decision-making supports sales efficiency, customer experience, and internal collaboration. The experience was particularly valuable in enhancing my readiness for future roles in business operations, sales strategy, and growth management within tech-enabled organizations.

d) Methodology

The report is primarily based on firsthand experience and active participation in day-to-day tasks during the internship. Supporting data was gathered through:

- Direct observation and involvement in operational and sales activities
- Internal documentation and CRM dashboards
- Informal interviews and discussions with team members
- Participation in meetings and performance reviews

No external research tools or third-party analytics platforms were used due to company policy.

e) Limitations

Despite the overall success of the internship, a few limitations were encountered:

- Certain internal reports and CRM data are confidential and could not be disclosed in this report.
- The 14-week period limited exposure to long-term strategic projects or outcomes.
- Access to upper management and company-wide strategic planning was restricted.
- Limited access to external benchmarking tools hindered deeper competitive analysis.

Chapter 2: An Overview of the Company

a) About the Company

Impact Academy Private Limited is a Dhaka-based EdTech company founded in 2022 with a mission to bridge the gap between academic education and industry-relevant digital skills. The organization provides practical, hands-on training in areas such as digital content creation, marketing, personal branding, and digital entrepreneurship. It is registered under trade license number TRAD/DSCC/040936/2022 and operates as a platform for empowering youth and early-career professionals in Bangladesh's growing digital economy.

b) Brief History of the Company

Established in 2022, Impact Academy began with a vision to provide structured and practical training in digital skills. The launch of its flagship **Content Creation Bootcamp** in early 2023 attracted over 300 participants, marking a successful start. Throughout 2023 and 2024, the academy expanded its curriculum to include SEO, influencer marketing, personal branding, and corporate training. Strategic partnerships with local digital agencies and startups allowed the academy to offer internship opportunities and live project experiences to its learners.

c) Growth Trajectory

Impact Academy has shown steady growth since its inception.

- **2022:** Foundation and launch of initial digital training modules.
- **2023:** Execution of the first major bootcamp, partnerships with agencies, and course expansion.
- **2024:** Introduction of advanced workshops and online learning platforms for nationwide access.
- **2025:** Over 500 program graduates, with a 70% internship placement rate and collaborations with international e-learning platforms.

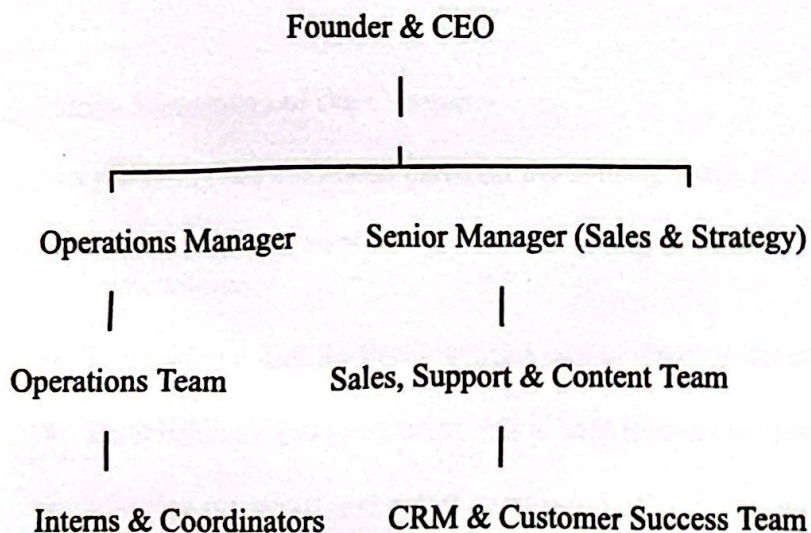
This trajectory reflects the academy's commitment to scale while maintaining the quality and relevance of its offerings.

d) Vision, Mission, and Core Values

- **Vision:**
To empower the next generation of digital professionals and create 100,000 job opportunities in Bangladesh by 2033.
- **Mission:**
To deliver market-driven, practical education that enables learners to build sustainable careers in the digital economy.
- **Core Values:**
 - **Innovation:** Continuously updating curriculum to match global digital trends.
 - **Practicality:** Focusing on hands-on training and real-life projects.
 - **Community:** Building a supportive ecosystem of learners, mentors, and employers.
 - **Integrity:** Ensuring transparency, accountability, and quality in education delivery.

e) Organogram of the Company

Below is a simplified representation of Impact Academy's organizational structure:



f) Products/Services of the Company

Program Type	Description	Target Audience
Content Creation Bootcamp	Intensive 4-month training in content production, video editing, and marketing.	Aspiring creators, freelancers
Workshops & Short Courses	Focused sessions on SEO, influencer branding, and social media marketing.	Working professionals, job seekers
Internship Placement	Real-world experience through partner agencies and startups.	Students, recent graduates
Mentorship Programs	Personalized guidance from digital industry experts.	Entry-level professionals
Corporate Training	Customized upskilling programs for teams.	SMEs and corporate organizations

g) Future Endeavors of the Company

Impact Academy has ambitious plans for the coming years, including:

- Expanding into new verticals such as digital freelancing, AI-powered marketing, and e-commerce.
- Launching a mobile-first learning app to improve accessibility.
- Establishing a job placement cell to help learners connect with top-tier employers.
- Creating international collaborations to offer globally recognized certifications.
- Developing micro-certification programs for niche digital skills.

h) SWOT Analysis of the Company

Strengths	Weaknesses
Industry-aligned, practical curriculum	Limited brand recognition compared to older institutions
Strong mentorship and internship network	Heavy reliance on a few flagship programs
Rapid growth and adaptability to market needs	Limited physical infrastructure (primarily digital operations)
Skilled faculty and real-time project exposure	Limited alumni base due to recent establishment

Opportunities	Threats
Rising demand for digital skills and content creators	Increasing competition from established EdTech firms and international platforms
Expansion into rural and underserved areas through remote learning	Technological disruptions requiring constant curriculum updates
Corporate training partnerships and B2B services	Regulatory changes in online education

Potential for global course offerings via partnerships	Talent retention challenges as market competition intensifies
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Chapter 3: Industry Analysis of the Company

a) Brief Description of the Industry

The Digital Education and Skill Development industry in Bangladesh has emerged as a key sector driven by the country's transition toward a knowledge-based economy. With increasing internet penetration, smartphone adoption, and the government's 'Digital Bangladesh' agenda, the demand for job-ready digital skills such as content creation, digital marketing, and personal branding is rapidly rising. EdTech companies like Impact Academy are addressing this gap by offering structured, practical training aligned with market needs.

b) Size and Growth of the Industry

The Bangladeshi EdTech market is experiencing rapid growth, with projections suggesting a market size of over USD 700 million by 2026. Rising youth unemployment, a booming freelance economy, and global digital transformation trends continue to fuel demand. Institutions offering focused skill-building programs have seen increased enrollment, particularly in urban centers.

c) Maturity of the Industry

The industry is currently in a growth phase, with many new players entering the market and established institutions expanding their offerings. While awareness of digital skills has improved, there is still considerable room for standardization, accreditation, and curriculum development. Companies like Impact Academy operate in a maturing ecosystem with significant scalability potential.

d) Seasonality of the Industry

Digital education services in Bangladesh experience moderate seasonality. Enrollments peak around the beginning and end of academic semesters and during major admission or job

preparation cycles. However, the rise of flexible online platforms has somewhat flattened seasonal fluctuations, allowing for year-round learner engagement.

e) PESTEL Analysis

- **Political:**

Government initiatives such as “Digital Bangladesh” promote ICT skill development, creating a supportive policy environment for Impact Academy’s mission. However, bureaucratic delays in accreditation could hinder expansion.

- **Economic:**

Bangladesh’s steady GDP growth and increasing youth employment needs favor digital skills education. Conversely, economic downturns could reduce discretionary spending on paid training programs.

- **Social:**

A growing awareness among youth and professionals about the importance of digital skills fuels demand for Impact Academy’s programs. Cultural preferences for practical training over traditional degrees strengthen its market appeal.

- **Technological:**

Advancements in online learning platforms and content delivery tools enable flexible, remote learning. However, keeping pace with rapidly evolving digital tools requires ongoing investment in faculty training and infrastructure.

- **Environmental:**

Minimal direct environmental impact as a service-based institution; however, promoting remote and hybrid learning helps reduce carbon footprint by limiting physical commuting.

- **Legal:**

Compliance with educational regulations and data privacy laws is essential, particularly as Impact Academy collects learner data through digital platforms. Any changes in e-learning legislation will require adaptation.

f) Porter's Five Forces Analysis

- **Competitive Rivalry:**

The digital education sector is becoming increasingly competitive with several local training centers and international e-learning providers targeting similar audiences. Impact Academy differentiates itself through hands-on projects and strong industry linkages.

- **Threat of New Entrants:**

Moderate barriers to entry exist due to the need for curriculum development, industry partnerships, and reputation building. However, relatively low capital requirements for digital training enable new players to enter the market easily.

- **Bargaining Power of Suppliers:**

Faculty and mentor expertise are critical inputs. High-quality professionals are in demand, giving them moderate bargaining power. Partnerships with digital agencies are also vital and can influence program offerings.

- **Bargaining Power of Buyers:**

Learners have numerous alternatives including free content online, driving demand for quality and cost-effective training. Corporate clients seeking employee training may negotiate pricing and customization.

- **Threat of Substitutes:**

Online free courses, YouTube tutorials, and informal learning networks represent significant substitutes, especially for price-sensitive learners. Impact Academy mitigates this by offering certification and internship placements.

Chapter 4: Description of Main Duties

a) Types of Recurring Tasks Completed During the Internship

During my internship at Impact Academy Private Limited, my main recurring tasks included managing incoming leads through various digital platforms such as Meta Ads, WhatsApp, and Google Forms. I consistently updated and maintained the lead database in the AmoCRM system, ensuring each lead was appropriately tagged and tracked through different sales funnel stages. I communicated regularly with prospective learners by sending course information, payment instructions, and reminders through WhatsApp Business. I also prepared daily and weekly campaign reports analyzing lead generation and conversion rates. Additionally, I monitored the onboarding process for enrolled students, making sure they had access to the Learning Management System and other necessary resources. Verifying payments through mobile financial services and bank transfers was another essential task I performed to support the finance team.

b) Working Conditions and Functions

The internship followed a hybrid working model, combining both remote and on-site work. My typical workday started at 10:00 AM and finished by 6:00 PM. Morning hours were primarily focused on CRM updates and lead follow-ups, while afternoons were dedicated to meetings, onboarding coordination, and report preparation. Occasionally, during course launches or marketing campaigns, I worked beyond regular hours to manage surges in lead volume and ensure timely learner onboarding. The workplace was fast-paced and collaborative, with daily stand-up meetings and weekly team reviews to discuss progress and address challenges.

c) Difficulties and Challenges

At the beginning of the internship, I found it challenging to become fully familiar with the AmoCRM platform, particularly understanding the correct use of sales funnel stages and tagging leads. This was overcome through hands-on practice, attending training sessions, and receiving guidance from senior team members. Handling a large volume of WhatsApp inquiries simultaneously with updating CRM records was also difficult. To manage this, I developed shortcut messages and a prioritization system to respond efficiently. There were occasional delays in coordination among different departments, which sometimes caused onboarding holdups. To mitigate this issue, I introduced a shared onboarding tracker that improved transparency and communication. Managing multiple tasks under tight deadlines was another challenge that enhanced my multitasking and time management abilities.

d) Assigned Internship Tasks and Experiences Gained

My assigned tasks included complete sales funnel management within the CRM, lead communication and follow-up, payment verification, campaign reporting, and cross-department coordination for smooth operational flow. Through these responsibilities, I gained valuable

practical experience in sales and operations management, improved my proficiency in CRM tools, and developed strong communication and negotiation skills by interacting with prospective learners. I also learned the importance of consistent documentation, teamwork, and operational discipline in an edtech business environment.

e) Work Interactions with Company Employees

Communication with company employees was frequent and primarily digital. I interacted daily with team members, interns, and managers using platforms like Slack and WhatsApp group chats for quick discussions and updates. Regular virtual meetings and training sessions were conducted via Google Meet and Zoom. Task management was organized through ClickUp. I received continuous mentorship and feedback from my supervisor, Senior Manager Syed Muhammad Hussain Mubasshir. This collaborative communication helped create a supportive and professional working atmosphere.

f) Working Tools Used During Internship

During the internship, I used various digital tools to perform my duties effectively. AmoCRM was the primary platform for managing and tracking leads and sales pipelines. Google Sheets was used for preparing reports, tracking payments, and maintaining onboarding progress. WhatsApp Business served as the main channel for learner communication. ClickUp was used for task and project management, while Slack facilitated interdepartmental communication. I also engaged with the company's Learning Management System to monitor student access and progress.

g) Comparison Between Theory and Practice

The internship provided a strong link between theoretical knowledge gained at the university and practical application in the workplace. Concepts such as CRM systems, sales funnels, and customer relationship management studied in my courses were directly applicable during daily tasks with AmoCRM. Teamwork and communication strategies learned academically were evident in the company's collaborative work culture. Time management and project planning principles from university were tested and refined through handling multiple responsibilities and deadlines in a real business environment. This practical experience reinforced my understanding of business operations and sales management beyond the classroom.

h) Work Samples

Throughout my internship, I worked on several deliverables that demonstrated my involvement and learning. These included screenshots of the AmoCRM sales pipeline with tagged leads, anonymized WhatsApp conversations with prospective learners, templates of daily and weekly campaign performance reports, graphs illustrating weekly lead conversion trends, and detailed onboarding progress trackers maintained using Google Sheets. These materials are included in the appendices section of this report to provide concrete evidence of my tasks and contributions.

CRM Home Leads Contacts Accounts Deals Tasks Meetings Calls Services Projects Enterprise Trial Upgrade

Art Vandelay Industries | Add Tags | Send Email | Convert | Edit

Related List

- Name
- Calendar
- Attachments
- Products
- Open Activities
- Closed Activities
- Invited Meetings
- Emails
- Campaigns
- Social
- Add Related List
- Links
- Add Link

Overview | Timeline

Lead Owner: Alison Barretta
 Email: al@vandelayindustries.co
 Phone: 215 555 1212
 Mobile:
 Lead Status:
 Hide Details

Lead Information

Lead Owner: Alison Barretta
 Title:
 Phone: 215 555 1212
 Mobile:
 Lead Source:
 Company:
 Lead Name:
 Email:
 Fax:
 Website:
 26 How can I help?
 Create a note to call Art Vandelay tomorrow at 10 am
 To which module does the record named on call Art Vandelay belong?
 No records found with the name on call Art Vandelay in the module Leads. Please tell me a valid record name.
 OK, what note should I add?
 Type your message...

	A	B
1	Sajjat	
2	Criteria	Sum
3	Number text	612
4	Communicated	442
5	Interested People	26
6	% of Interested People	5.88%
7	Follow-up	38
8	Not Interested	453
9	Sold	9
10	Conversion Rate	2.04%
11	Rabbi	
12	Criteria	Sum
13	Number text	628
14	Communicated	431
15	Interested People	30
16	% of Interested People	6.96%
17	Follow-up	134

Chapter 5: Analysis

a) Key Learning Outcomes

During my 14-week internship at Impact Academy Private Limited, I acquired a range of practical skills and professional insights that significantly complemented my academic foundation from the Islamic University of Technology (IUT). One of the primary learning outcomes was a deep understanding of sales funnel management, including lead generation, follow-ups, conversion tracking, and customer retention strategies. I became proficient in CRM utilization and data-driven campaign analysis, allowing me to monitor performance metrics, identify gaps, and recommend actionable improvements to enhance sales efficiency.

The hands-on experience of managing live leads and coordinating across sales, support, and content delivery teams strengthened my operational, teamwork, and communication skills, highlighting the importance of smooth interdepartmental collaboration in achieving organizational goals. I also gained insights into the dynamics of agile workflows and iterative feedback mechanisms, which improved my adaptability, decision-making, and problem-solving abilities in fast-paced work environments.

Furthermore, interacting directly with prospective learners and clients enabled me to refine my client engagement, negotiation, and relationship-building techniques, boosting my professional confidence and understanding of customer-centric approaches. Beyond technical and operational skills, this internship helped me develop a strategic mindset, enabling me to analyze situations critically, prioritize tasks efficiently, and contribute meaningfully to the organization's growth. Overall, the experience served as a bridge between theory and practice, preparing me to handle real-world business challenges effectively.

b) Work Environment Condition

Impact Academy fostered a dynamic and collaborative work environment, characterized by open communication, frequent digital interactions, and a strong culture of mentorship. The hybrid working model provided flexibility while maintaining accountability through daily stand-ups, weekly review meetings, and clear performance tracking. This structure ensured that tasks were efficiently monitored and progress was consistently evaluated, promoting a disciplined yet adaptable workflow.

The organization placed significant emphasis on teamwork and cross-functional collaboration, which was evident in the regular coordination between sales, content, operations, and tech teams. Such interactions not only facilitated smooth project execution but also provided interns like me with exposure to diverse functional areas, enhancing understanding of organizational dynamics and decision-making processes.

Although the fast-paced environment occasionally resulted in high workload periods and minor communication delays, these challenges were valuable learning experiences, helping me develop time management, adaptability, and problem-solving skills. Overall, the work environment was highly conducive to professional growth, supported by modern digital tools, structured processes, and continuous feedback from supervisors, making it an ideal setting for practical learning and skill development.

c) Company-Level Analysis

During my internship, I observed that Impact Academy maintained several highly efficient internal processes, designed to support both organizational objectives and learner satisfaction. The learner-centric operational design, particularly the onboarding workflow, was streamlined to minimize delays, reduce friction, and ensure a smooth experience for prospective learners. This approach reflected the company's strong commitment to customer-centric operations.

The organization's use of AmoCRM for real-time lead tracking, campaign management, and reporting enhanced transparency and enabled data-driven decision-making, allowing the team to monitor performance, identify bottlenecks, and implement timely improvements. Additionally, the company followed agile workflow practices, including weekly sprints and iterative feedback loops, which ensured responsiveness to market trends, swift adaptation to challenges, and continuous program improvement.

While cross-departmental coordination was generally effective, I noticed that occasional communication lags occurred during campaign spikes or technical issues, particularly when rapid troubleshooting was required. These instances highlighted potential areas for improvement, such as strengthening inter-team communication protocols and enhancing workflow automation to further reduce delays and increase operational efficiency. Overall, the internal processes at Impact Academy combined structure, flexibility, and technological support, creating an environment that promoted efficiency, accountability, and continuous learning.

d) Market-Level Analysis

Impact Academy holds a strong competitive position in the Bangladeshi EdTech sector by offering specialized, market-relevant bootcamps such as Amazon FBA, copywriting, and UI/UX design, rather than generic courses. This focus on niche skills allows the company to implement targeted marketing strategies and efficient customer acquisition processes, which I observed firsthand while managing campaigns and tracking conversions.

The organization employs a hybrid sales model, combining low-cost content marketing with personalized, human-led WhatsApp engagement, effectively balancing scale with high-quality

interaction. This approach not only improves lead conversion rates but also strengthens learner relationships, creating a more personalized customer experience. Additionally, Impact Academy invests in community-building initiatives, including alumni networks, testimonials, and regular check-ins, which enhance learner retention and generate organic referrals—key factors in sustaining long-term growth.

Through my responsibilities in CRM management, learner communication, and campaign analysis, I gained insight into how Impact Academy leverages digital marketing tools while maintaining personal engagement, ensuring that learners feel valued and supported. This dual strategy of data-driven marketing and personalized service represents a significant competitive advantage in a rapidly expanding but highly competitive EdTech market. Overall, the company's market-level approach reflects a clear understanding of consumer needs, strategic positioning, and sustainable growth practices.

e) Professional-Level Analysis

This internship has had a profound impact on my career trajectory, providing hands-on exposure to sales and operations within an EdTech startup environment. I gained practical fluency in real-world sales processes, including lead nurturing, campaign planning, and performance reporting, which offered a substantial contrast to the theoretical sales and marketing concepts studied at university.

Working extensively with CRM tools, campaign strategies, and learner onboarding procedures reinforced my interest in pursuing a career in tech-enabled education, growth management, and operational strategy roles. The experience helped clarify my preference for dynamic, data-driven roles within startups or digital companies, where rapid decision-making, analytical thinking, and adaptability are highly valued.

My academic knowledge in computer science, marketing management, business communication, and organizational behavior directly aligned with my internship responsibilities, allowing me to apply theoretical frameworks to practical business challenges. At the same time, I encountered professional challenges, such as adapting to fast workflows, mastering CRM software, and managing high volumes of communication, which significantly enhanced my resilience, problem-solving abilities, and operational competence.

Overall, the internship not only strengthened my technical and analytical skills but also prepared me for future professional roles by building confidence, improving my strategic thinking, and instilling a clear understanding of workplace dynamics in fast-growing, tech-driven organizations.

Chapter 6: Recommendations and Conclusion

6.1 Recommendations

6.1.1 For Islamic University of Technology (IUT)

1. Integrate Practical CRM, Telemarketing, and Sales Tools into the BTM Curriculum

During my internship at Impact Academy, I gained extensive hands-on experience with CRM-based lead tracking, WhatsApp sales follow-ups, and telesales reporting. While the BTM program at IUT provides strong theoretical foundations in marketing and operations, it currently lacks structured exposure to modern digital tools such as HubSpot, Airtable, WhatsApp Business, or Google Data Studio.

To bridge this gap, I recommend incorporating practical labs and workshops that replicate real-world startup and organizational environments. These sessions could include:

- Simulated lead generation exercises using CRM platforms.
- CRM segmentation and data management tasks for targeted marketing campaigns.
- Live dashboard creation for sales and campaign performance tracking.

Such exposure will equip students with practical skills necessary to handle technology-driven roles in dynamic sectors like EdTech, e-commerce, or SaaS, making graduates more industry-ready.

2. Introduce Project-Based Industry Collaboration in the Curriculum

My active involvement in live campaigns, lead conversion tracking, and sales reporting highlighted the value of hands-on projects in understanding business processes. I recommend embedding live industry-based projects—particularly in marketing, sales, and operations—into senior-year coursework or elective modules.

Students could:

- Collaborate with industry partners on real-time projects.
- Analyze campaign performance, identify gaps, and propose improvements.
- Present findings to faculty and industry mentors, creating a portfolio of real-world experience.

This initiative will foster practical understanding of business functions, enhance problem-solving and analytical skills, and prepare students to meet the demands of a professional workplace immediately after graduation.

6.1.2 For Impact Academy

1. Develop a Centralized Performance Dashboard

During my internship, I observed that key performance data—including daily sales calls, affiliate earnings, and conversion metrics—were often dispersed across multiple sheets and formats. This fragmentation sometimes hindered visibility, timely analysis, and decision-making.

I recommend implementing a centralized performance dashboard using tools such as Google Data Studio, Airtable, or similar platforms to integrate and visualize sales performance, affiliate contributions, and CRM metrics in real-time. Such a dashboard will:

- Enable department leads to track KPIs efficiently.
- Facilitate timely performance evaluations and strategic adjustments.
- Promote transparency and accountability across teams.
- Support data-driven decision-making, enhancing overall operational efficiency.

2. Formalize Training and Onboarding for Sales and Affiliate Teams

The onboarding process for new telesales and affiliate team members currently lacked standardization, which sometimes resulted in confusion and variability in early-stage performance.

To address this, I recommend developing a structured onboarding framework, which could include:

- A telesales playbook with call scripts, objection-handling techniques, and communication guidelines.
- Training modules or tutorial videos covering CRM usage, lead tagging, and sales funnel management.
- Defined performance benchmarks and incentive models to motivate new hires and set clear expectations.
- Weekly review sessions with dedicated mentors to provide guidance, monitor progress, and offer constructive feedback.

Implementing this framework will enhance productivity, align team performance with business goals, and significantly reduce ramp-up time for new hires, ensuring consistent quality in sales and affiliate operations.

6.2 Conclusion

My internship at Impact Academy Private Limited was a highly rewarding and transformative experience that effectively bridged the gap between academic knowledge and practical business execution. Over the course of 14 weeks, I actively contributed to key operational areas including telesales, affiliate management, team coordination, campaign tracking, and customer communication, allowing me to engage with real-world business challenges.

This experience significantly sharpened both my soft and hard skills, ranging from persuasive communication, client engagement, and team collaboration to CRM optimization, sales funnel management, and real-time performance reporting. I also gained valuable exposure to strategic decision-making processes, such as lead distribution, incentive structuring, and customer retention initiatives, which deepened my understanding of operational efficiency and business growth strategies.

More importantly, the internship provided clarity regarding my career interests, particularly in growth strategy, sales leadership, and operations management within tech-enabled environments. The guidance, mentorship, and trust extended by my supervisors at Impact Academy were instrumental in shaping this learning experience and allowed me to take on meaningful responsibilities confidently.

In summary, this internship not only enabled me to contribute to a mission-driven EdTech organization but also equipped me with practical, professional competencies, a strategic mindset, and enhanced adaptability. These skills and insights will serve as a strong foundation for my future career in business, technology, and growth-driven roles.

Chapter 7: References

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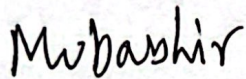
WEEKLY OVERVIEW OF INTERNSHIP ACTIVITIES

Week: 1st Week

Date: 15th January 2025 – 18th January 2025

List of Activities with Brief Description:

1. Joined Impact Academy as a Sales and Operations Intern.
2. Completed orientation and onboarding; learned about company structure, products, services, and ongoing campaigns.
3. Met with Senior Manager Syed Muhammad Hussain Mubasshir to discuss responsibilities and expectations.
4. Observed internal workflows, including lead management, CRM usage, and campaign tracking.
5. Assisted in compiling initial reports on sales leads and performance metrics.



Company Supervisor



Academic Supervisor

Syed Muhammad Hussain Mubasshir,
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Academy Private Limited

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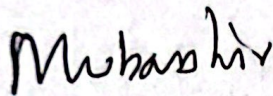
WEEKLY OVERVIEW OF INTERNSHIP ACTIVITIES

Week: 2nd Week

Date: 19th January 2025 – 25th January 2025

List of Activities with Brief Description:

1. Assisted in updating CRM and tracking sales/lead progress.
2. Learned automation tools used for managing campaigns and generating leads.
3. Conducted competitor research to evaluate marketing strategies, pricing, and student engagement tactics.
4. Contributed to drafting SOPs for telesales and affiliate partnerships.
5. Assisted in creating presentation slides and performance reports for internal review.



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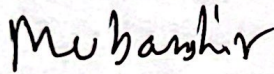
WEEKLY OVERVIEW OF INTERNSHIP ACTIVITIES

Week: 3rd Week

Date: 26th January 2025 – 1st February 2025

List of Activities with Brief Description:

1. Collaborated with the operations team to ensure proper CRM data entry by sales representatives.
2. Monitored lead conversion progress and reported insights to the operations team.
3. Analyzed historical course enrollment data to identify trends in student registration and engagement.
4. Assisted in segmenting leads and tracking conversion metrics for ongoing campaigns.
5. Continued learning about digital marketing strategies, email campaigns, and social media promotion.



Company Supervisor



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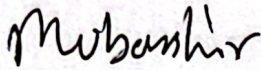
WEEKLY OVERVIEW OF INTERNSHIP ACTIVITIES

Week: 4th Week

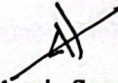
Date: 2nd February 2025 – 8th February 2025

List of Activities with Brief Description:

1. Monitored daily lead generation and campaign performance.
2. Created dashboards using Excel and Google Data Studio to track leads, follow-ups, and conversions.
3. Drafted email campaigns for prospective students and affiliates.
4. Assisted in preparing presentations highlighting campaign KPIs for the senior management team.



Company Supervisor



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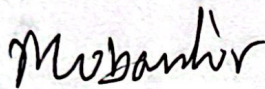
WEEKLY OVERVIEW OF INTERNSHIP ACTIVITIES

Week: 5th Week

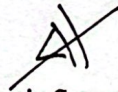
Date: 9th February 2025 – 15th February 2025

List of Activities with Brief Description:

1. Analyzed lead conversion data to identify top-performing campaigns and sources.
2. Conducted competitor benchmarking on course offerings and promotional strategies.
3. Prepared weekly campaign performance reports for management review.
4. Assisted in planning social media content to improve lead generation.
5. Supported the affiliate team by tracking partner performance and generating insights.



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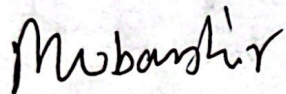
WEEKLY OVERVIEW OF INTERNSHIP ACTIVITIES

Week: 6th Week

Date: 16th February 2025 – 22nd February 2025

List of Activities with Brief Description:

1. Continued daily CRM updates and campaign performance tracking.
2. Assisted in optimizing lead workflows to improve response time and follow-ups.
3. Generated weekly reports on student inquiries, course registrations, and campaign effectiveness.
4. Collaborated with the marketing team to suggest improvements for digital campaigns.



Company Supervisor



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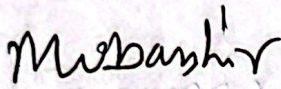
WEEKLY OVERVIEW OF INTERNSHIP ACTIVITIES

Week: 7th Week

Date: 23rd February 2025 – 1st March 2025

List of Activities with Brief Description:

1. Designed visual reports for lead generation, conversion rates, and campaign ROI.
2. Assisted in preparing internal presentations to showcase performance metrics and actionable insights.
3. Suggested improvements in email automation sequences and follow-up processes.
4. Participated in brainstorming sessions for new course launches and promotional strategies.



Company Supervisor



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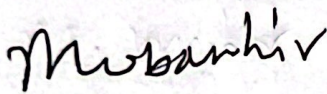
WEEKLY OVERVIEW OF INTERNSHIP ACTIVITIES

Week: 8th Week

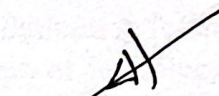
Date: 2nd March 2025 – 8th March 2025

List of Activities with Brief Description:

1. Assisted in preparing weekly dashboards summarizing leads, enrollments, and marketing metrics.
2. Drafted content ideas for social media campaigns to improve student engagement.
3. Assisted the affiliate team in tracking partner performance and payouts.
4. Learned to use marketing automation tools for campaign optimization and reporting.



Company Supervisor



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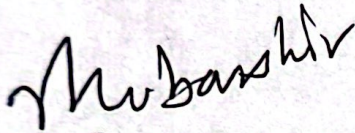
WEEKLY OVERVIEW OF INTERNSHIP ACTIVITIES

Week: 9th Week

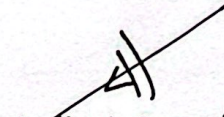
Date: 9th March 2025 – 15th March 2025

List of Activities with Brief Description:

1. Prepared detailed reports on course enrollment trends and lead conversion rates.
2. Analyzed campaign ROI and suggested areas of improvement for future campaigns.
3. Assisted in coordinating with sales teams to follow up on high-priority leads.



Company Supervisor



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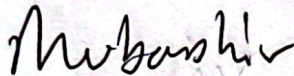
WEEKLY OVERVIEW OF INTERNSHIP ACTIVITIES

Week: 10th Week

Date: 16th March 2025 – 22nd March 2025

List of Activities with Brief Description:

1. Created weekly lead and sales performance dashboards.
2. Monitored marketing campaigns and reported their performance metrics.
3. Assisted in preparing presentations for management on campaign insights and student acquisition trends.



Company Supervisor



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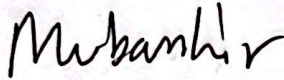
WEEKLY OVERVIEW OF INTERNSHIP ACTIVITIES

Week: 11th Week

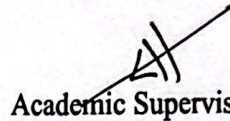
Date: 23rd March 2025 – 29th March 2025

List of Activities with Brief Description:

1. Continued CRM monitoring and lead tracking.
2. Assisted in optimizing campaign workflows to improve response and enrollment rates.
3. Prepared visual reports highlighting key KPIs for management.
4. Supported the marketing team in strategizing for upcoming promotions.



Company Supervisor



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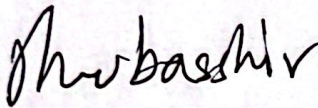
WEEKLY OVERVIEW OF INTERNSHIP ACTIVITIES

Week: 12th Week

Date: 30th March 2025 – 5th April 2025

List of Activities with Brief Description:

1. Monitored weekly campaign performance and prepared reports.
2. Assisted in generating insights from lead data to improve targeting and follow-ups.
3. Participated in planning for new course launches and affiliate promotions.



Company Supervisor



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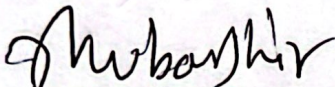
WEEKLY OVERVIEW OF INTERNSHIP ACTIVITIES


Week: 13th Week

Date: 6th April 2025 – 12th April 2025

List of Activities with Brief Description:

1. Prepared detailed weekly lead and campaign performance dashboards.
2. Assisted in segmenting leads by region, age group, and course preference for targeted marketing.
3. Coordinated with the affiliate team to review performance and provide feedback.
4. Assisted in internal presentations and reporting to senior management.


Company Supervisor


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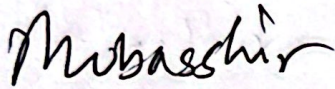
WEEKLY OVERVIEW OF INTERNSHIP ACTIVITIES

Week: 14th Week

Date: 13th April 2025 – 15th April 2025

List of Activities with Brief Description:

1. Prepared weekly lead, enrollment, and campaign performance reports.
2. Assisted in reviewing campaign strategies and providing recommendations for improvement.
3. Compiled a final report summarizing learnings, achievements, and contributions during the internship.



Company Supervisor



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From January 15th until the conclusion of my internship, my journey at Impact Academy Private Limited has been highly enriching and transformative. As a Sales and Operations Intern, I had the opportunity to work closely with experienced professionals, including my supervisor, Syed Muhammad Hussain Mubasshir, who provided valuable guidance and mentorship throughout the internship. This exposure allowed me to gain hands-on experience in CRM management, campaign tracking, lead conversion, client onboarding, and cross-departmental coordination.

I am sincerely grateful for the support and trust extended by my mentors and colleagues, which enabled me to develop both technical and soft skills, including strategic thinking, data-driven decision-making, and professional communication. This internship has been instrumental in bridging my academic knowledge with real-world business operations, preparing me for a future career in growth strategy, sales leadership, and operations management within dynamic, tech-enabled environments.

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