



Kritikal Solutions Pvt Ltd

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Internship Reference Letter

Ashlesha Bhagwat worked at Kritikal Solutions Pvt. Ltd in the period beginning 1st August to 10th August 2012.

The project she worked on required using data from Google Analytics to help understand Kritikal's web traffic and its correlation to marketing campaigns and external events. She was asked to look for insights which can be drawn from the data, which can help us improve the effectiveness of our marketing efforts.

The work that she undertook involved an analysis of: historical trends in web traffic; geographical breakdown of visitors; page-wise analysis and other general trends in web traffic. She used this data in conjunction with dates and details of specific marketing campaigns to deduce which ones were the most effective and why. Ashlesha also researched some of the industry best practices in terms of such analysis and reporting.

Her final report, which included all her conclusions and findings, was presented in the form of a PowerPoint presentation along with a supporting data directory.

During the time that she spent with us, Ashlesha worked professionally and diligently throughout. She completed the set task in good time and was able to work very well individually as well as with colleagues. For her age and experience and the short time available for internship, her overall work output was truly exceptional. Ashlesha's ability to grasp complex business tasks, analytical ability and professional work ethic are very impressive.

I wish her all the best for the future.

For Kritikal Solutions Pvt. Ltd.

Dipinder Sekhon
Dipinder Sekhon **Director**

Co-Founder & Director (Planning and Strategy)