



Cooperative Education Report

Introduction to Data Analytics at Mero Lagani.

Written by

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Education, Faculty of Business Administration Academic Semester 2//2020**

Siam University

Project Title: Introduction to Data Analytics at Mero Lagani.

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Major: Finance and Banking

Faculty: International College

Semester / Academic year: 2/2020

we have approved this cooperative report as a partial fulfillment of the cooperative education program semester 2/2020.

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Abstract

This cooperative report entitled “Introduction to Data Analytics at Mero Lagani” aims to examine the working culture and operational activities in a financial news portal. The objectives of the study include: To understand how a financial news portal company operates, to gain knowledge on fundamental and technical analysis through Data Analytics, to explore the Nepali financial market and trading.

I was assigned to work as an intern in the company's Data Analytics department. The key responsibilities included entering and updating data in the software as reports arrived, checking for new announcements, verifying reports and data, and assisting with video production and marketing.

Upon the completion of the internship, it was found that the problem was resolved through on the job training and the work experience gained during the internship period. In this matter, I was able to learn more about how the company succeeded in managing its customer's requirement for trading by providing good services and timely updates in the software. The student was able to experience working in a corporate environment, developing the professional ability to work in a company which is essential for future profession and career.

Keywords: *Data Analytics, data entry, trading, verification*

Declaration

I, the undersigned, declare that the above-mentioned report is the outcome of my internship in the year 2020. It has never been submitted to any other university or examination before (s).



Signature

SUYAS RAJKARNIKAR

Suyas Rajkarnikar

Batch of 2017-2021

Impact of COVID-19

The Government of Nepal imposed a whole country lockdown on 19th March 2020. This was when the “corona cases” were slowly being reported. The completion of 6th semester has been done through online classes. By schedule, class of 2017-21 was supposed to report to Siam University during June for the 7th semester however due to the rising risk of pandemic, our semesters were reversed. Since we started our internship semester (8th), amidst the pandemic, it was really difficult to find positions in renowned companies as they were already conducting redundancies. Having wanted to do my internship in a banking sector, I was hesitant to work in Mero Lagani, as it was a company which was not of my interest. Due to lack of internship position, I applied to Mero Lagani and was called for an interview. On receiving the confirmation letter for my recruitment, I was extremely happy and was in for a good start.

Due to the pandemic, I was not able to start my internship right away as the government imposed yet another lockdown in the country. As to work, my supervisor needed to give me permissions on the software which was not possible due to the lockdown and even though I was had been confirmed as an intern, I had to work after almost a month.

Acknowledgement

I would like to thank Dr. Parham Porouhan, Faculty of Siam University, Mr. Dhabup Prasai and Mr. Sitaram Dhakal, Faculty Department of Finance and Banking and Ms. Maria E.I. Sherstha, Vice Principal of Kathmandu College of Management who gave me the golden opportunity to complete my internship at Mero Lagani from 14th September to present. The program has helped me in learning a lot of report analysis, financial activities, doing research works, trading stocks and also it has helped me to understand the work culture of the organization.

I'd like to express my gratitude to Siam University and Kathmandu College of Management (KCM) for making internships a mandatory part of the BBA program. It has aided me in working in a practical setting and learning about the business and how it works. I'm also thankful for the opportunity to meet so many amazing people and professionals who guided me through my internship.

I'd also like to take this opportunity to thank my organization's supervisors, Mr. Abin Neupane and Mr. Deep Thapa, for providing invaluable guidance during my internship and assisting me in gaining theoretical and practical information. In the near future, I will make every effort to put my newly acquired skills and experience to the best possible use.

Sincerely,

Suyas Rajkarnikar

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Chapter 1: Introduction

Mero Lagani is a financial news portal company in Kathmandu, Nepal. It provides better learning and a suitable environment to know more about the financial system for the interns.

Stock Exchange is something that might not be trivial to all. But, it is immensely important to those individuals and groups who are engaged with stock exchange in Nepal in one way or other. Getting the genuine information about the stock market is utterly important in different scenario and this job is well done by MeroLagani.com. (Gupta, 2015)

1.1 Company Profile

Merolagani is a financial news portal company which offers up to date stock quotes, news, and announcements, as well as annual and quarterly reports, analysis, and portfolio management tools. Merolagani delivers a Portfolio tracker tailored to Nepalese requirements. It allows users to keep track of all of their investments and keep track of your profits and losses. For the stocks in which the users are interested, they can establish their own watch list. Watch lists allow customers to keep track of stocks that aren't in their portfolio. Users can receive SMS and email alerts for every price movement in the stocks in their watch list if they set up alerts. Multiple portfolios can be managed from a single account. Asterisk Technology Pvt. Ltd. created and runs Merolagani. (Merolagani.com, 2013)

Asterisk Technology is an IT firm that has been tasked with developing systems for the Nepalese capital market. Since September 2011, the company has been in business. The company does things like web application development and system development. The company works in complete transparency and strives to make everything extremely obvious to their clients. The company has a dedicated team that is dedicated to proving all of these points. The staff are continuously on the lookout for fresh and inventive ideas to improve client service.

The company recognizes that in order to thrive, they must be adaptable and responsive, delighting customers by delivering what they want, when they want it, and before the

competitors can. The company plans to accomplish this through a customer-centric solutions strategy that prioritizes the customer's business objectives. It's critical to acknowledge our intangible assets, such as our ability to relate to consumers' needs and desires, management style, company culture, and devotion. These characteristics will set us apart from our competitors and lead to the building of a long-term competitive advantage.

In a word, Mero Lagani don't simply want to market and sell their products and services; they want to deliver the greatest services and products that will help our clients maximize their production and achieve their goals.

Mission Statement

“Mero Lagani aspires to provide a scalable and sensitive atmosphere for its stock market investors, allowing them to maximize their output and achieve their objectives while also establishing itself as the leading financial news portal.”

Mission: The Company's goal is to become a leading news agency by offering real-time stock market alerts and the latest analytical tools to its customers in order to predict stock market trends.

Vision: The vision of the company is to become a market leader in publishing online financial news.

Objectives

The company's main goal is to offer real-time information to investors so that they can make informed choices while investing in the stock market. In addition, the organization has the following goal.

- To gather all the scattered announcements related to the stock market and publish all through one common platform.
- To provide reliable and investor centric News.
- To provide in detail knowledge about the stock market and its underlying factor to support in the decision-making process for investors.
- To develop new innovative ideas for analysis of the stock market.

1.2 Organizational structure

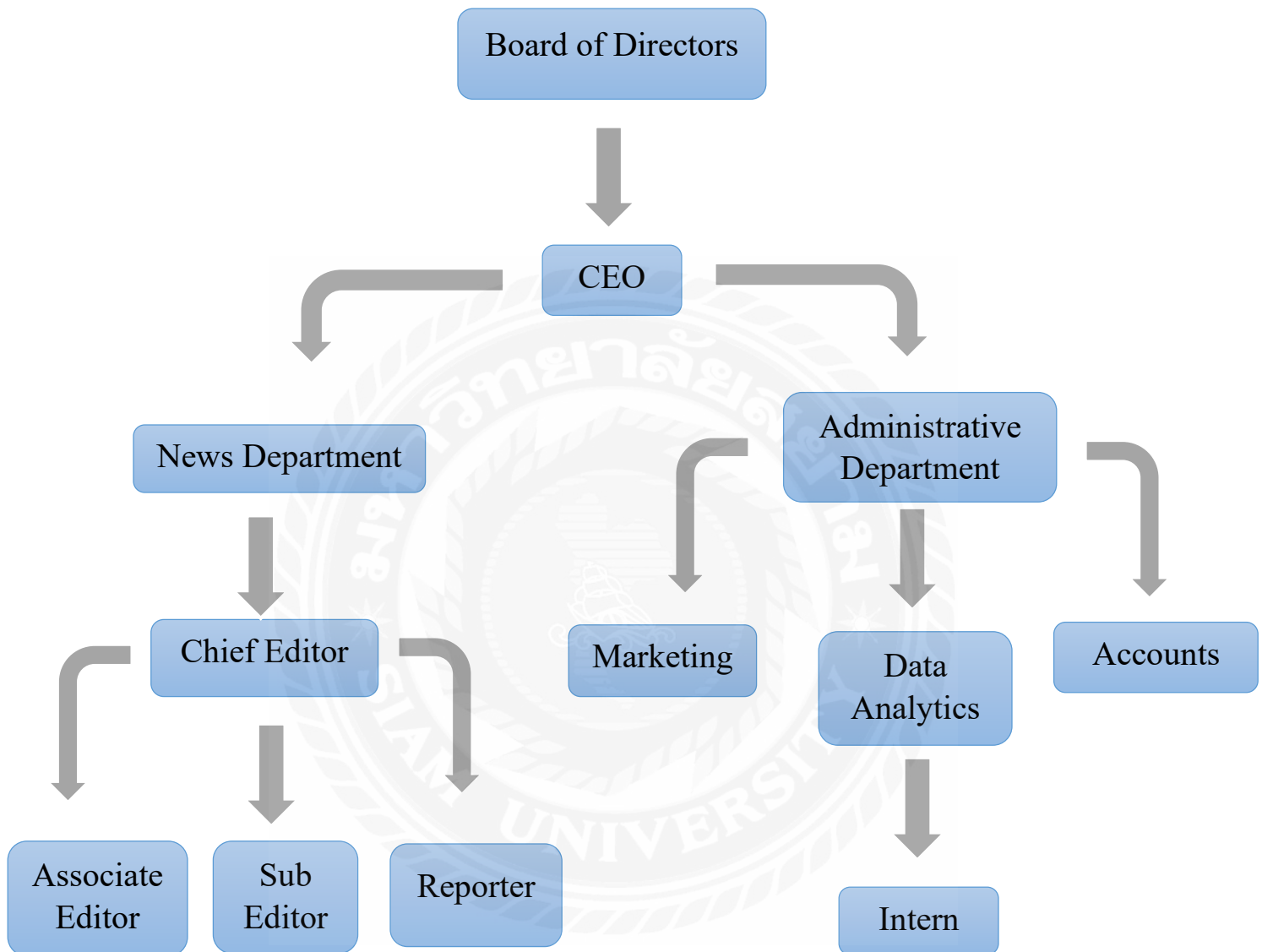


Figure 1: Mero Lagani Organizational Structure

1.3 SWOT analysis

<p>Strength:</p> <ol style="list-style-type: none"> 1. On time data 2. User friendly website 3. Better analysis software: Data Analytics 4. Classes for beginners on stock trading 5. Intern recruitments 6. Stock market community with customers on app such as Telegram 7. Providing stock signals to customers 8. Customer retainment 	<p>Weakness:</p> <ol style="list-style-type: none"> 1. Website often lags which would lead to untimely data results 2. Customer service 3. Data mismatch from that of the government website 4. Slower internet speed 5. Social media engagement
<p>Opportunities:</p> <ol style="list-style-type: none"> 1. Creating a virtual trading app for beginners 2. Becoming active on social media 3. Technological advancement within the company 4. Strengthening of website security 	<p>Threats:</p> <ol style="list-style-type: none"> 1. Similar firms: Share Sansaar 2. Government issues 3. Hacking of website

Table 1: SWOT Analysis

1.4 Intention to join the company

I, Suyas Rajkarnikar, hereby declare that the report entitled “Introduction to Data Analytics.” is created uniquely and solely created by me after the completion of the Cooperative Education internship at Mero Lagani, however some supervision and guidance has been taken from supervisors assigned to me from Siam University, Bangkok as well as Kathmandu College of Management (KCM), Nepal and also from my supervisor at Mero Lagani.

I also confirm that the study was written solely for the purpose of meeting my academic requirements and not for any other reason. It is not permitted to be used in the interest of the corporation's adversary.

I've always enjoyed experimenting with new things in life. I've only ever worked in a marketing firm and never in a finance firm, which is why I wanted to work for the firm. In addition, I wanted to gain technical and useful work experience. Via data analytics, I was able to gain a better understanding of fundamental and technical analysis of a stock. Another aim of this internship was to expand my knowledge of stock trading, report research, and practical experience. It provided me with a once-in-a-lifetime opportunity to learn about my strengths and weaknesses through input from my boss. Working with professionals who were exposed to it aided me in forming a network with them.

1.5 Objective of the study

The internship's main goal is to acquire financial expertise and put what you've learned in class into effect. My internship's main goal is to gain a better understanding of the working environment and. So, during the course of my internship, my report's objectives were as follows:

1. To understand how a financial news portal company operates.
2. To gain knowledge on fundamental and technical analysis through Data Analytics.
3. To explore about the Nepali financial market and trading
4. To understand the professional working environment of a firm.
5. To gain exposure in the stock market
6. To understand a company on the basis of data provided

7.

Chapter 2: Co-operative Study

2.1: Job description and responsibility

As an intern, I was assigned multiple roles and responsibilities, which are given below:

1. Data entry

Any new reports that come in must be entered and updated. During the internship, the key responsibility was to update data in the system.

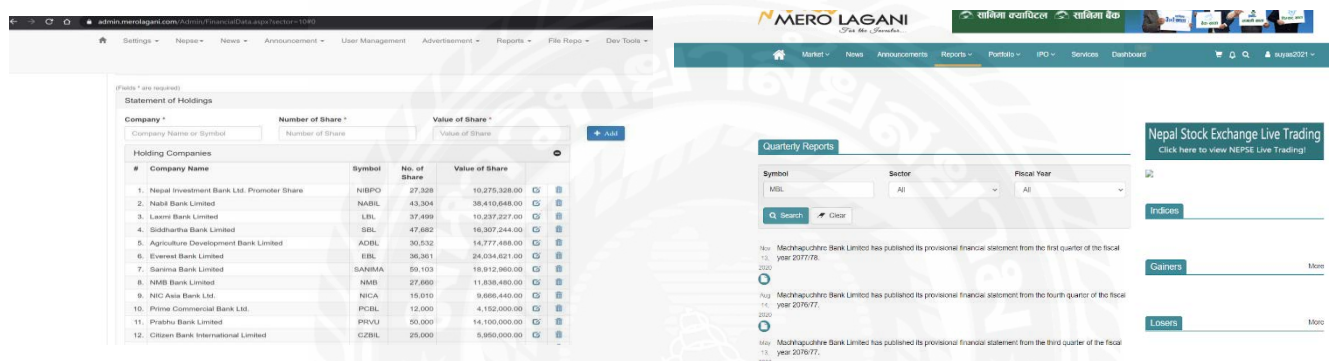


Figure 2: Entering data in the software provided by the supervisor

2. Data verification

To double-check the data that has been entered into Data Analytics. Data verification was crucial to the successful completion of the data entry process. Since the information entered will be shared with Mero Lagani's clients and users, verification was a top priority. This aids the organization in demonstrating the data's reliability.

PARTICULARS	077-078 (Q1)	076-077 (Q4)	076-077 (Q3)	076-077 (Q2)	076-077 (Q1)
TOTAL CAPITAL & LIABILITIES	132,553,564.86	124,540,411.92	121,969,627.56	118,125,108.45	114,507,083.99
Paid Up Capital	8,458,477.65	8,458,477.65	8,458,477.65	8,458,477.65	8,458,477.65
Call in Advance	0.00	0.00	0.00	0.00	0.00
Reserve	2,459,672.49	3,113,117.25	3,045,818.05	2,696,760.47	2,253,488.80
Debtenture & Bond	0.00	0.00	0.00	0.00	0.00
Borrowing	1,173,900.00	1,214,216.22	1,220,500.00	0.00	0.00
Deposits	111,884,835.01	104,098,899.87	99,851,129.16	97,523,903.13	91,273,347.81
Income Tax Liability	0.00	0.00	0.00	0.00	0.00

Figure 3: Verification of data in Data Analytics

3. Checking News and Announcements

to see if there has been any market information about news and announcements. After opening the platform, the first thing I did was look at the news and announcements, which helped me gain a deeper understanding of the market and how stock prices are affected.

The screenshot shows the Merolagani website interface. The top navigation bar includes links for Market, News, Announcements, Reports, Portfolio, IPO, Services, and Dashboard. The main content area is divided into two primary sections: News and Announcements. The News section on the left includes a search bar, a list of news items with headlines like 'सिभिल बैंकको दशौं वार्षिकोत्सव विविध कार्यक्रमहरु गरी मनाइयो', and a 'Latest News' section. The Announcements section on the right features filters for Symbol, Sector, and Fiscal Year, and a list of announcements such as 'Bonus Share Declaration of Fiscal Year 2075/76' and 'Citizen Bank International Limited (CBIL) - Adjusted price'. The right sidebar contains 'Nepal Stock Exchange Live Trading' and 'Indices' with a table of market indices.

Figure 4: Merolagani website in news and announcement tab

4. Video making and ads.

Assisted in the creation of IPO videos and advertisements for Dashain and Tihar promotions. My supervisor gave me innovative work in addition to data entry so that I didn't get bored at work. Video editing was not only about editing the video; it also provided me with information on a variety of topics related to the stock market. This was not only entertaining, but also educational.

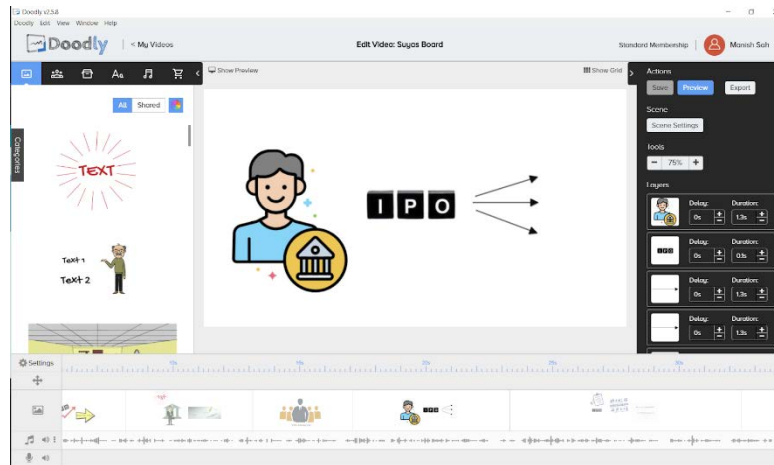


Figure 5: Editing videos in Doodly

5. Trading activities

I was taught how to buy and sell stocks. I had no idea about stock trading when I joined the company, nor did I have any experience with it. Joining the company helped me learn to trade stocks in the market and also gave me knowledge about IPO. My supervisor was always focused on stock trading, which helped me learn different things about how the stock market operates in the Nepali market.

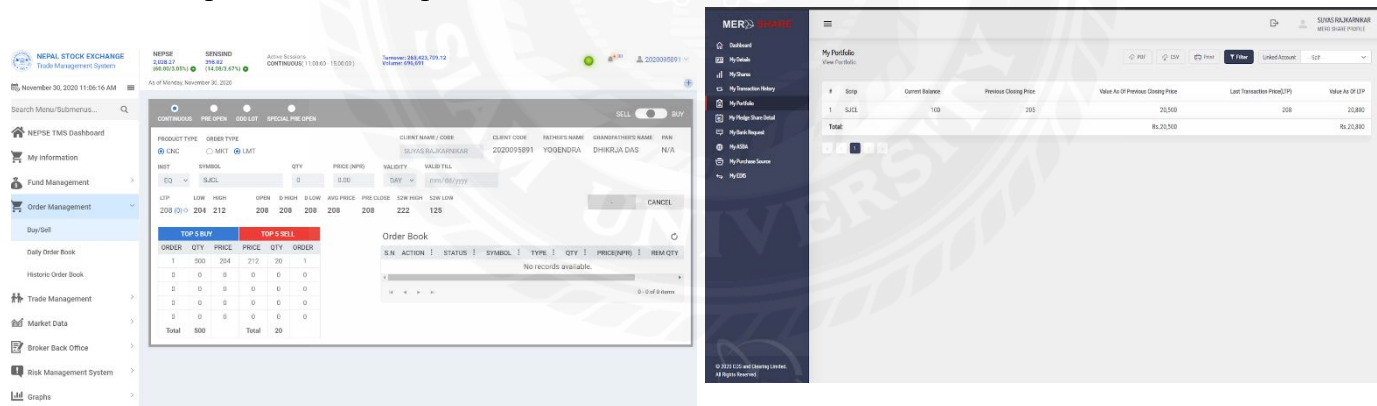


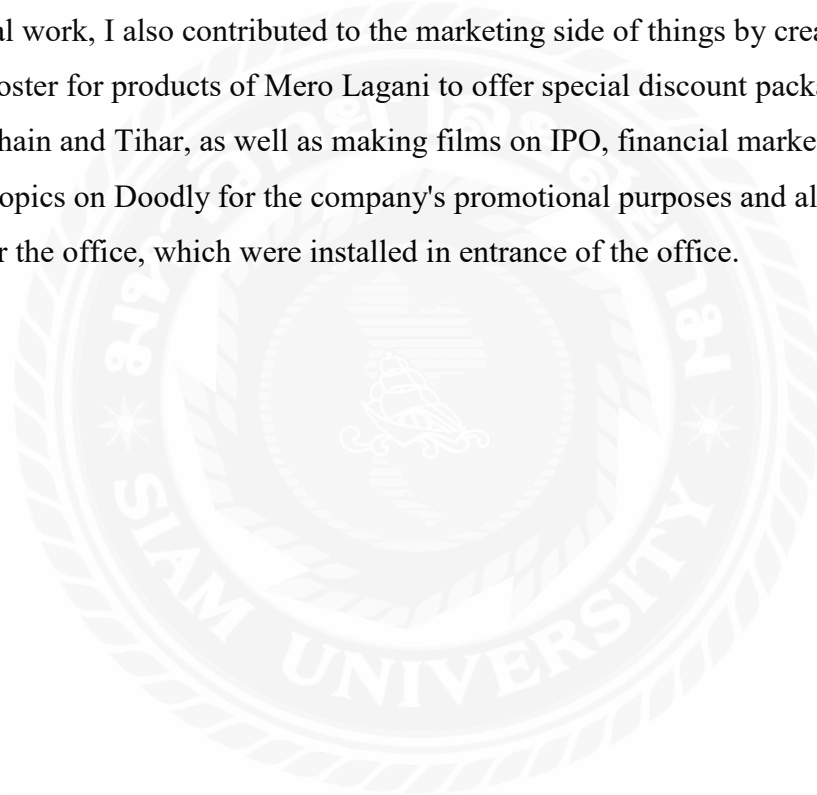
Figure 6: Mero Share and Trading Management System (TMS)

2.2 Contribution of the student in details

According to the internship interview, my main contribution to the organization as an intern will be to update and check the data. Since the company's main purpose is to provide real-time information to customers so they can make informed decisions, the company

focused on data updates and verification, which is the primary goal of a financial news portal company. My job entailed first entering and updating data on an excel document, then cross-checking it with data modified by a colleague. The data can only be stored in the company's system after the cross verification has been completed. Since many customers depend on Mero Lagani's data, the entered data in the program had to match the data in NEPSE, and if any major errors were discovered, I had to report them to my supervisor immediately. My boss assigned me as many duties as possible as an intern, including not only data entry but also jobs including going to banks to carry in statements.

Besides the usual work, I also contributed to the marketing side of things by creating an advertisement poster for products of Mero Lagani to offer special discount packages on the occasion of Dashain and Tihar, as well as making films on IPO, financial market and other finance related topics on Doodly for the company's promotional purposes and also making poster design for the office, which were installed in entrance of the office.



2.3 Job Process Diagram

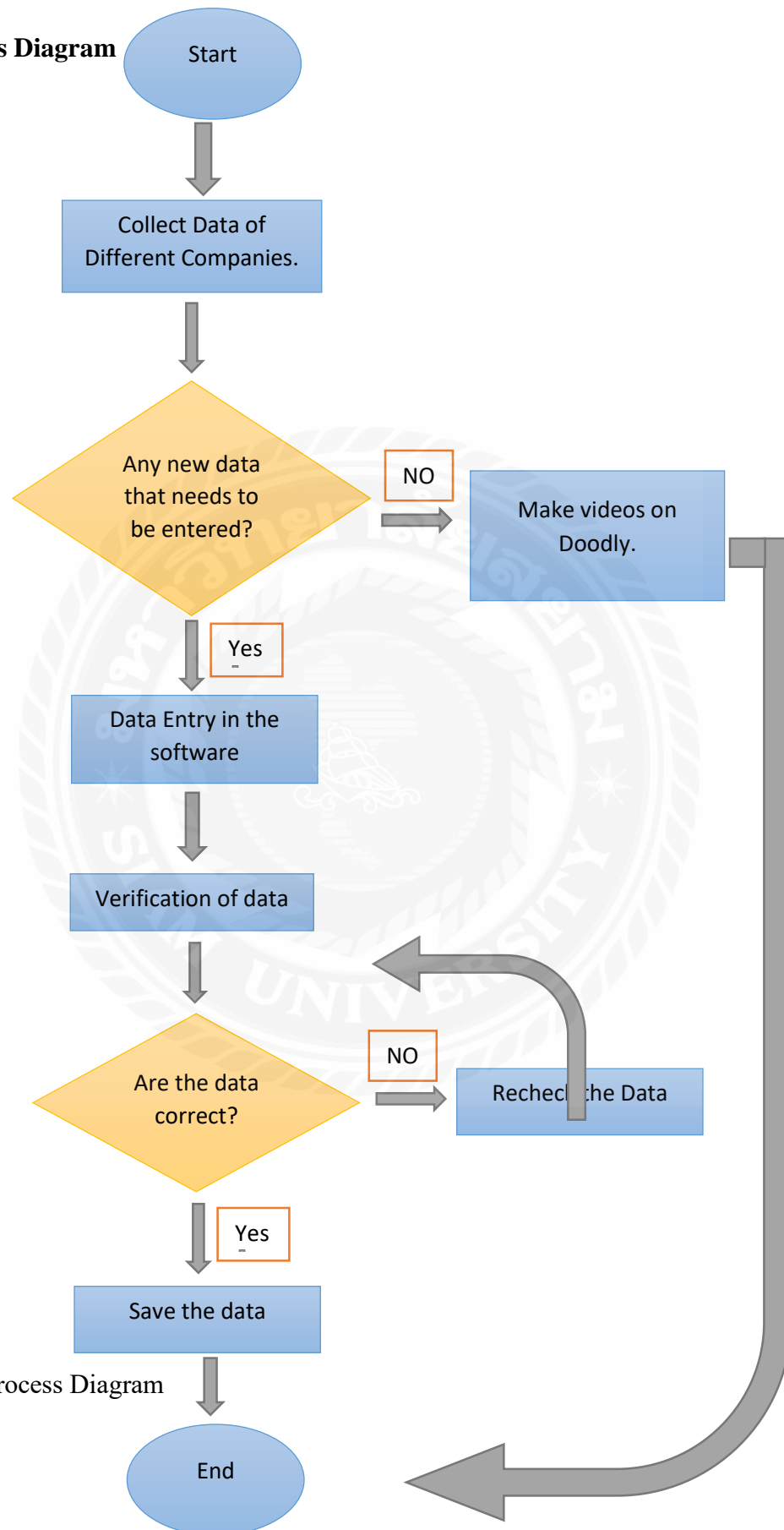


Figure 7: Job Process Diagram

Chapter 3: Learning Process

3.1 Problems and Issues Faced During the Internship

Workplace problems and concerns are becoming more prevalent. There are several different types of occupations that people from diverse backgrounds do. Individuals with certain credentials, characteristics, abilities, and skills are required for all types of jobs. Individuals do have problems and issues at work, and these problems and issues can be related to a variety of factors such as working conditions, time management issues, conflict resolution, lack of knowledge and information, tension in the workplace, diversity in the workplace, and workplace communication. (Kapur, 2018)

There weren't any major problems that I encountered during my internship but only had few minor problems while working at Mero Lagani. It was the first time that I worked in a finance related company and was unfamiliar with various situations. There was a situation where a company's data was to be updated and the report was not there. It was hard finding the report for the verification to be done.

The reports that came in were sometimes wrong when calculating, in which we had to call the company itself to rectify the mistake. The internet speed here in Nepal is quite slow, which has halted the work in various ways. Not being able to complete the given task in time and being slow to update the data in the system which resulted in poor information flow to the investors.

3.2 Indicate how you successfully solved the problem

There weren't many problems as such, but the few problems I faced were successfully solved with the help of my job supervisor and my colleague. Whenever there was a problem, I used to message my supervisor through Viber and he would send in solutions. Even after the solution given, there were issues in which my supervisor taught me personally on solving the problem. Whenever there were calculation problems while verifying the data which were from the company's side, I was to inform my supervisor about the error and call the company to know about the calculation error. I used to cross verify the

reports of my colleague and vice versa which helped reduce errors and made the data reliable and accurate.

3.3 Examples of problem solved

The following are few examples:

- There were many reports to be updated and verified and I wasn't able to complete the given task in a timely manner. However, my supervisor taught me how to check data quickly and precisely which gave me a boost in my working speed.
- Restarting the router whenever the internet went slow, or calling the ISP provider to complain about the internet speed.
- There were some reports written in Nepali in which the words were difficult to understand, in such a situation I asked my supervisor and also used google translate to translate the difficult words to make it easier.
- As there are huge numbers of reports to be updated, there always used to be cross verification of data so that errors were less and make it reliable and accurate for the traders and investors.

3.4 Things learned during the internship

I have learned many things during this internship. At the beginning of my internship, I was told to watch videos on fundamental analysis and technical analysis which was being taught by the CEO. The videos helped me learn more about how a stock can be analyzed and what factors might affect the fluctuation in price of a stock. After that I was given the job to update and verify data by looking at the reports which has helped me learn and analyze reports better as I only had theoretical knowledge on it. For the trading of stocks it is quite important for a company such as Mero Lagani to provide real time information to the investors, this has taught why data entry and verification is so crucial. Time management is one of the main things to be considered while working on a specific time frame given to finish the work assigned. My internship experiences made me realize that for a company such as Mero Lagani, being able to provide accurate and reliable data is the utmost priority.

It has taught me to check data thoroughly in order to provide our customers detailed information about a company so that they invest in a safe and proper manner.

Besides updating and verifying data, I am glad to have done an internship in Mero Lagani which has taught me on trading stocks in the market and managing my portfolio. Also being new in the trading world I had no idea on how to trade stocks but from the help of my supervisor and my colleague I was able to learn it quickly. Having no interest whatsoever in the beginning of my internship about the stock market, I wasn't sure about investing my money in the market but my job supervisor encouraged me to invest money in stocks rather than keeping the money in a bank. This helped me learn about how we can increase the money we have been staying idle. To determine whether to buy a stock or not, I was always looking at fundamental and technical analysis and also the floor sheet analysis which gave you information about which stocks are being bought by brokers, which stocks are being hyped in the market, which stocks are undervalued and overpriced.

3.5 Details of the learning process and new knowledge gained

The internship program followed a direct learning-based approach. My supervisor would assign me tasks and guide me how to carry out the task. Mistakes were made initially. However, as days went by, I was more confident in carrying out the tasks assigned to me. I learned directly from my supervisor. I always cleared my confusion and doubts with my supervisor and seniors at work.

At the very beginning of my internship, I was told to watch videos on fundamental and technical analysis in order to know about the factors that might affect a stock. I was told to write down a brief summary on what I learned from the video.

Also, as I was new to the software, my supervisor asked me to learn about the software as it would be easy for me to work in the future. The software that my company provides is Data Analytics which lets us compare stocks, know the performance of a company in the market, provides fundamental analysis, as well as technical analysis to analyze a stock, gives details about brokers to what they are buying and selling,

As I was doing the updating and verifying work, I was able to learn trading side by side. I created my DMAT, Trading Management System (TMS) account in order to trade stocks, and also created a Mero Share account to keep a tab of my shares. I bought and sold shares via TMS which helped me earn profit.

Aside from these responsibilities, I was also assigned to work on the software's promotional operations. I contributed to the design of the poster offering a massive discount on the software package during the Dashain and Tihar festivals. Canva was used to create the promotional poster. As part of this, I was also given the task of creating films on Doodly about the financial market, something I was not familiar with. With no prior experience, I created a large number of films on Doodly with the help of my supervisor, which were both good and beyond my area of expertise. This not only gave me insights about making video but helped me gain knowledge on the financial market as well.

In addition to all of this, I and my colleague worked on the office inside, designing, printing, and installing large stickers on the office glasses to improve the office's appearance. The stickers featured a company logo, services offered by the company, and a Warren Buffet quote. The primary goal of the stickers was to notify consumers who came to the office physically about the services we offer just by glancing at them.

Throughout the internship time, the most important lesson I experienced was how to perform different tasks in an organization to cope with the actual working environment. This internship gave me an opportunity to apply the knowledge we learned in class.

Chapter 4: Conclusion

4.1 Self-assessment as a professional

Joining Mero Lagani as an intern gave me the opportunity to work hands-on in a professional group and gain practical work experience. The experience of working in a financial new portal firm is completely different from the previous experience I gained at a marketing firm. I've learned that fundamental and technical analysis is so important for a trader and investor, and how it can affect the buying and selling decision of a stock.

This internship taught me about the stock market here in Nepal besides the usual work of entering data. I had no interest in the stock market before joining here, but as days passed, I started building interest. Slowly I started investing in stocks and IPO from the help of my job supervisor and my colleague.

I was also fortunate enough to watch a fresh company during my internship. MeroSchool, a new subsidiary firm of the corporation, was developing an e-learning platform focused on the present pandemic scenario. Because most students are isolated at home due to the epidemic, this was an opportunity for an e-learning platform to enter into the market. This platform offered courses ranging from kindergarten through engineering. The concept of this new initiative intrigued me because it was an entirely different sector for the company to engage in, with nothing to do with the stock market or finance.

This internship period was very fruitful and productive for me. I learned to become more confident and interactive. I learned to be calmer and be a good listener. Similarly, I learned the importance of effective communication in an organization and the negative consequence if communication is not done effectively. Furthermore, I believe my effective communication skills have significantly improved. In addition, I learned to do research and found out the major source of information.

Finally, I learned the importance of teamwork, effective communication, punctuality, analytical skills. Thus, this internship gave me opportunities to help pave the way for my future.

4.2 Limitations

It was not an easy job to write this paper. Despite my best efforts, I was unable to complete this study due to certain limitations encountered during the project's planning. Here are a few of them:

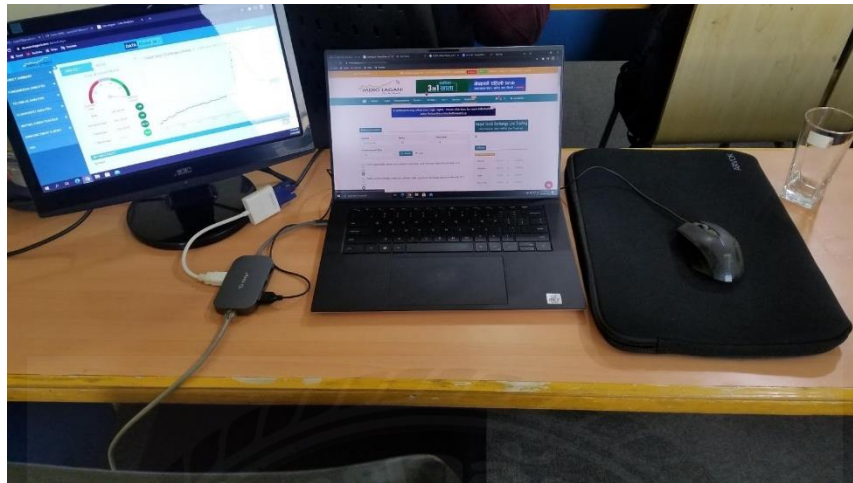
- Pandemic was at its peak when I started my internships. I had to wait for a month to start my internship due to the lockdown which halted my internship experience. Also, some of the staff were tested COVID positive where the staff had the option to work from home but I did not have an option to work from home as my tasks required monitoring from the supervisor.
- There weren't many tasks that I could have done besides data entry and verification, as other tasks required experience-based work such as writing down news for the company which the company already has enough employees to look after.
- The report is based on my experiences which might lack to justify fully to the report topic as I had limited knowledge and time to learn about Data Analytics.
- There wasn't much data provided on the internet or from different sources which lead to inconsistency in preparing the report.

4.3 Recommendations for the company

The recommendations are as follows:

- Focus more on business continuity, analyses the current crisis, and adapt accordingly.
- Accelerate digitization to improve products and customer relation for future
- High security should be maintained for the website which can keep the data secure.
- Promote virtual workforce as it would be easier for the future for any employee
- Focus more on selling products like Data Analytics, newsletter, SMS alerts, portfolio manager, and online courses which will bring in revenue for the company.
- Better office environment needs to be focused.
- Company lacks in customer relationship; this should be focused more as customers are the key to success of a business
- Updating of website must always be kept on mind, must adapt to new technology advancements.

Annex



Annex 1: Working Desk



Annex 2: Entering data in the software



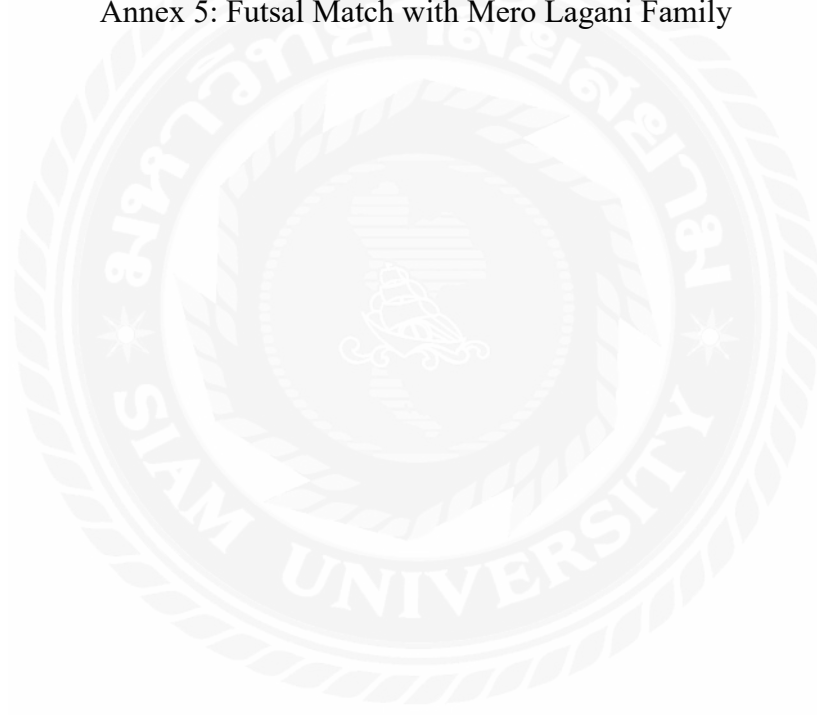
Annex 3: Working space for intern



Annex 4: Pictures with the job supervisors



Annex 5: Futsal Match with Mero Lagani Family



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