



About the **TRAIN & DEPLOY** INTERNSHIP PROGRAM



Learn.
Implement.
Get Deployed.
Build your Career!



A practical, industry-ready internship to master Web Tracking & Analytics Implementation and get real project experience with expert guidance.

★ PROGRAM HIGHLIGHTS

- ★ Live project based learning
- ★ End-to-end implementation experience
- ★ Industry best practices & workflows
- ★ Mentorship from analytics experts
- ★ Build portfolio with real projects
- ★ Job-ready skills & deployment support
- ★ Certificate of Completion



WHAT YOU WILL GET



- ✓ Hands-on implementation experience
- ✓ Deep understanding of tools & concepts
- ✓ Real-world troubleshooting exposure
- ✓ Professional portfolio projects
- ✓ Resume & LinkedIn boost
- ✓ Interview preparation & job support
- ✓ LOR based on performance

WHAT YOU WILL LEARN (Web Tracking & Analytics Implementation)

1. Foundations

- Why tracking & analytics matter
- How websites work (client-server)
- Website structure: pages, CTAs, forms, menus, footers etc.
- User journey & key interactions

2. Planning

- Define business goals & KPIs
- Identify events, parameters & data requirements
- Create data layer specification
- Event mapping to GA4
- Measurement plan

3. Implementation

- Google Tag Manager setup
- Data Layer & Data Collection
- Tags, Triggers, Variables
- All key events tracking (Click, Form, Video, Scroll, File, etc.)
- UTM tracking

4. Validation & Testing

- GTM Preview Mode
- GA4 DebugView
- Check data layer in real-time
- Validate events, parameters & values
- Cross-browser & device testing
- Fix issues

5. Analysis & Reporting

- GA4 Reports (Realtime, Events, Conversions, User engagement, etc.)
- Custom reports & dashboards
- Insights & analysis
- Answer key business questions
- Identify opportunities for growth

6. Presentation

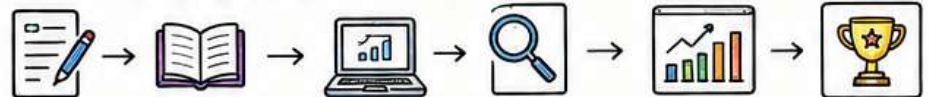
- Present your tracking plan & implementation
- Share insights & recommendations
- Q&A & feedback
- Document everything like a professional



TOOLS YOU WILL USE

- ✓ Google Tag Manager (GTM)
- ✓ Google Analytics 4 (GA4)
- ✓ GA4 DebugView & GTM Preview
- ✓ Google Sheets
- ✓ Looker Studio (Reporting)
- ✓ Other helpful tools (as needed)

INTERNSHIP FLOW



1. Enroll

2. Learn
(Concepts & Tools)

3. Implement
(Live Projects)

4. Review &
Validate

5. Analyze &
Report

6. Present &
Get Certified

PROGRAM DETAILS



- Duration : 2 Months (8 Weeks)
- Mode : Online (Live + Recorded Support)
- Commitment : 10-15 hrs / week
- Projects : 2+ End-to-End Projects
- Mentorship : 1-on-1 Guidance & Code Reviews
- Support : Doubt clearing, feedback & best practices
- Certification : Yes (Based on performance)
- Eligibility : Anyone passionate about Analytics & Data Tracking

PROJECTS YOU WILL WORK ON



① Marketing Website Tracking

- Implement tracking for all key interactions
- Data layer, events, conversions
- GA4 setup & reporting
- Insights & recommendations

② eCommerce Tracking

- Enhanced eCommerce tracking
- Add to Cart, Begin Checkout, Purchase, Refunds, etc.
- Revenue & product level insights
- Reporting & analysis

WHO CAN APPLY?



- ✓ Students (BBA, BCA, MCA, MBA, etc.)
- ✓ Freshers
- ✓ Career switchers
- ✓ Marketing professionals
- ✓ Anyone who wants to build a career in Analytics & Data



WHY THIS PROGRAM?

- Practical, hands-on, real project experience
- Industry-relevant skills
- Strong portfolio to showcase
- Better job opportunities in Analytics field
- Learn by doing, grow by building!



DEPLOYMENT SUPPORT

- Resume building
- LinkedIn optimization
- Interview preparation
- Mock interviews
- Job referrals (based on performance)
- Help you get deployed!

PROGRAM RULES

- ★ Be consistent & submit work on time
- ★ Follow best practices
- ★ Ask questions & stay curious
- ★ Test everything before submission
- ★ Think like an Analyst!
- ★ Maintain data privacy



Join the Train & Deploy Internship and turn your passion for Analytics & Data into a successful career!



Let's Track.

Let's Analyze.

Let's Grow Together!

