Internship Report
on
Data Entry and Report Management Using Microsoft Excel: A Case Study on Robi Axiata PLC

Submitted by:

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Submitted to:

Department of Business Administration
Faculty of Business
Sonargaon University (SU)

Submitted for the partial fulfillment of the degree of
Bachelor of Business Administration (BBA)

Sonargaon University (SU)
147/1 Green Road, Panthapath, Tejgaon, Dhaka

Date of Submission: September 05, 2026

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Submitted for the partial fulfillment of the degree of
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Letter of Transmittal

September 05, 2026
Md. Shahbub Alam
Assistant Professor
Department of Business Administration
Faculty of Business
Sonargaon University (SU)

Subject: Submission of internship report on "Data Entry and Report Management Using Microsoft Excel: A Case Study on Robi Axiata PLC".

Dear Sir,

With due respect, I am pleased to submit my internship report entitled **"Data Entry and Report Management Using Microsoft Excel: A Case Study on Robi Axiata PLC"** as a partial fulfillment of the requirements for the Bachelor of Business Administration (BBA) degree in Management Information Systems (MIS).
I completed my internship at Robi Axiata PLC from 01 May 2026 to 31 July 2026. During this period, I worked on data entry, report preparation, data verification, and Microsoft Excel-based report management. This report presents my practical experience, observations, and learning outcomes gained throughout the internship.
I have sincerely tried to prepare this report with accurate information and according to the academic guidelines. I hope that this report will meet your expectations. I would be grateful if you kindly accept my report and provide your valuable suggestions.

Thank you for your kind guidance and continuous support.

Sincerely yours,

.....
Mahin Molla
ID: BBA2203027127
Program: Bachelor of Business Administration
Major: Management Information Systems (MIS)
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Declaration of Student

I am **Mahin Molla**, a student of the Bachelor of Business Administration (BBA) program with Student ID: BBA2203027127 at Sonargaon University (SU), hereby declare that the internship report entitled **"Data Entry and Report Management Using Microsoft Excel: A Case Study on Robi Axiata PLC"** has been prepared by me as a partial fulfillment of the requirements for the completion of my BBA program.

I further declare that this report is the result of my own work and is based on my practical experience gained during my internship at Robi Axiata PLC from 01 May 2026 to 31 July 2026.

I also declare that this report has not been submitted, either in whole or in part, to any other university or institution for the award of any degree, diploma, or certificate. All information, data, and references collected from books, journals, company documents, websites, and other sources have been properly acknowledged and cited wherever necessary.

I take full responsibility for the originality, authenticity, and accuracy of the information presented in this internship report.

Yours Sincerely,

.....

Mahin Molla
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Letter of Authorization

This is to certify that the internship report titled "**Data Entry and Report Management Using Microsoft Excel: A Case Study on Robi Axiata PLC**" has been prepared as a partial fulfillment of the requirements for the Bachelor of Business Administration (BBA) program under the Department of Management Information Systems (MIS), Sonargaon University (SU).

The report has been carried out by **Mahin Molla**, bearing Student ID: BBA2203027127, under my supervision. The internship was successfully completed at Robi Axiata PLC from 01 May 2026 to 31 July 2026.

The information presented in this report has been prepared solely for academic purposes. The student has maintained confidentiality regarding the organization's internal information and has not used any confidential data without proper authorization.

Throughout the internship period and the preparation of this report, the student demonstrated sincerity, dedication, responsibility, and professionalism. I appreciate his efforts and wish him every success in his future academic and professional career.

.....

Md. Shahbub Alam
Assistant Professor
Department of Business Administration
Faculty of Business
Sonargaon University (SU)

Acknowledgement

I would like to express my heartfelt gratitude to all those who have supported and guided me throughout the successful completion of my internship report entitled **"Data Entry and Report Management Using Microsoft Excel: A Case Study on Robi Axiata PLC".**

First and foremost, I would like to express my sincere appreciation to my Internship Supervisor, **Md. Shahbub Alam**, for his valuable guidance, continuous support, constructive suggestions, and encouragement throughout the internship period. His academic supervision and insightful advice played a significant role in completing this report successfully.

I would also like to extend my sincere gratitude to my Company Area Supervisor, **Md. Nasir Hasan**, and the management of Robi Axiata PLC for providing me with the opportunity to complete my internship in a professional working environment. Their guidance, cooperation, and practical knowledge enabled me to gain real-life experience in Data Entry and Report Management using Microsoft Excel.

I am also grateful to all the respected faculty members of the Bachelor of Business Administration (BBA) Program, Major in Management Information Systems (MIS), Sonargaon University(SU), for providing me with the necessary academic knowledge, support, and a favorable learning environment throughout my BBA program.

My heartfelt thanks also go to all the officers and employees of Robi Axiata PLC for their kindness, cooperation, and willingness to share their practical experience and professional knowledge during my internship. Their support greatly enhanced my understanding of corporate reporting, data management, and business operations.

Finally, I would like to express my deepest gratitude to my parents, family members, friends, and everyone who directly or indirectly encouraged and supported me throughout my internship journey and the preparation of this report.

I am truly thankful to everyone whose guidance, encouragement, and cooperation contributed to the successful completion of this internship report.

Executive Summary

Robi Axiata PLC is one of the leading telecommunications companies in Bangladesh, providing innovative digital communication services to millions of customers across the country. The company emphasizes operational excellence, customer satisfaction, and data-driven decision-making. Efficient data management and accurate reporting play a vital role in supporting its daily business operations and strategic planning.

This internship report, entitled **"Data Entry and Report Management Using Microsoft Excel: A Case Study on Robi Axiata PLC"**, has been prepared as a partial fulfillment of the requirements for the degree of Bachelor of Business Administration (BBA) program at Sonargaon University (SU). The report is based on my internship experience at **Robi Axiata PLC**, where I worked in the Data Entry and Report Management section from 01 May 2026 to 31 July 2026.

During the internship period, I was involved in various operational activities, including data entry, data verification, sales report preparation, attendance reporting, SIM activation reporting, and maintaining business records using Microsoft Excel. I used different Excel functions and tools such as SUM, IF, VLOOKUP, Pivot Table, Filter, Sort, Conditional Formatting, and Charts to prepare accurate reports and analyze operational data efficiently.

The primary objective of this report is to present my practical experience in data entry and report management, demonstrate the application of Microsoft Excel in a corporate environment, and evaluate how efficient reporting supports business decision-making at Robi Axiata PLC. The report also discusses the workflow of report preparation, data accuracy, report analysis, and the importance of effective information management within the organization.

Furthermore, the report highlights the practical skills and professional competencies I developed during the internship, including analytical thinking, data management, problem-solving, teamwork, communication, and time management. These experiences enabled me to connect the theoretical knowledge acquired through my academic studies with real-world business practices.

Finally, the report presents the major findings, recommendations, and conclusion based on the internship experience. It is expected that the recommendations provided in this report will contribute to improving data management practices and reporting efficiency within the organization. Overall, this internship has been a valuable learning experience that has strengthened my technical skills, professional confidence, and understanding of business operations in the telecommunications industry.

Table of Contents

SL NO.	Particulars	Page no
Cover Page		**i**
Inner Cover Page		**ii**
Letter of Transmittal		**iii**
Declaration of Student		**iv**
Letter of Authorization		**v**
Acknowledgement		**vi**
Executive Summary		**vii**
Table of Contents		**viii-ix**
List of Acronyms		**x**
Chapter 1:	**Introduction**	**11-14**
1.1	Background of the Report	12
1.2	Objectives of the Report	12
1.3	Scope of the Report	12-13
1.4	Methodology and Data Collection	13
1.5	Limitations of the Report	13
1.6	Structure of the Report	13-14
Chapter-2:	**Organization Overview**	**15-20**
2.1	Company History	16
2.2	Vision	16
2.3	Mission	16
2.4	Products and Services	16-17
2.5	Organizational Structure	17-18
2.6	Business Operations	18
2.7	Information Technology (IT) Infrastructure	18
2.8	Microsoft Excel Usage in Business Operations	19
2.9	SWOT Analysis of Robi Axiata PLC	19-20
Chapter-3:	**Data Entry and Report Management Using Microsoft Excel**	**21-30**
3.1	Overview of Microsoft Excel in Business Reporting	22
3.2	Data Entry Process at Robi Axiata PLC	22-23
3.3	Report Preparation Using Microsoft Excel	23-24
3.4	Excel Functions and Tools Used (SUM, IF, VLOOKUP, Pivot Table, Filter, Conditional Formatting)	24-26

3.5	Data Accuracy and Validation Process	27
3.6	Report Management and Documentation	27-28
3.7	Challenges Faced During Data Entry and Report Preparation	28
3.8	Benefits of Using Microsoft Excel in Business Reporting	28-29
3.9	Sample Business Reports Prepared During the Internship	29-30

Chapter-4:	**Internship Responsibilities and Practical Experience**	**31-39**
4.1	Internship Overview	32
4.2	Roles and Responsibilities	32
4.3	Departments Worked With	32-33
4.4	Practical Experience in Data Entry	34
4.5	Practical Experience in Report Preparation	34-36
4.6	Challenges Faced During the Internship	36-37
4.7	Learning Outcomes	37
4.8	Overall Internship Experience	37-38
4.9	Sample Report Analysis	38
	Figure 4.5: MTD GA Performance Update Figure 4.4: DH-wise Attendance Summary Figure 4.4: DSR Attendance Summary	39

Chapter-5:	**Recommendations and Conclusion**	**40-42**
5.1	Major Findings	41
5.2	Recommendations	41-42
5.3	Conclusion	42

References	43

List of Acronyms

Acronym	Full Form
BBA	Bachelor of Business Administration
MIS	Management Information Systems
PLC	Public Limited Company
IT	Information Technology
ICT	Information and Communication Technology
MS	Microsoft
HR	Human Resources
KPI	Key Performance Indicator
ERP	Enterprise Resource Planning
CRM	Customer Relationship Management
SIM	Subscriber Identity Module
VAS	Value Added Services
LTE	Long-Term Evolution
DSE	Dhaka Stock Exchange
CSE	Chittagong Stock Exchange
CEO	Chief Executive Officer
MD	Managing Director
SUM	Summation Function in Microsoft Excel
IF	Logical Function in Microsoft Excel
VLOOKUP	Vertical Lookup Function
CSV	Comma-Separated Values
PDF	Portable Document Format
ID	Identification
DB	Database
UI	User Interface

Chapter-1
Introduction

1.1 Background of the Report

Internship is an integral part of the Bachelor of Business Administration (BBA) program, designed to bridge the gap between academic learning and practical workplace experience. It enables students to apply theoretical knowledge in a real organizational environment while developing professional skills and competencies.

This internship report has been prepared as a partial fulfillment of the requirements for the degree of Bachelor of Business Administration (BBA), Major in Management Information Systems (MIS). The report is based on a three-month internship at Robi Axiata PLC, one of the leading telecommunications service providers in Bangladesh.

During the internship period, the primary responsibilities included data entry, report preparation, report management, and maintaining business records using Microsoft Excel. Various Excel tools and functions such as SUM, IF, VLOOKUP, Pivot Table, Filter, Sort, Conditional Formatting, and Charts were used to prepare accurate and timely reports. These reports supported daily operational activities and assisted management in making informed business decisions.

The title of the report, "Data Entry and Report Management Using Microsoft Excel: A Case Study on Robi Axiata PLC," reflects the practical work performed during the internship. The report demonstrates how Microsoft Excel contributes to efficient data management, report generation, and business information processing within a corporate environment.

1.2 Objectives of the Report

General Objective

The general objective of this report is to analyze the data entry and report management process using Microsoft Excel at Robi Axiata PLC and evaluate its contribution to organizational efficiency.

Specific Objectives

The specific objectives of the report are:

- To gain practical knowledge about corporate operations at Robi Axiata PLC.
- To understand the organizational use of Microsoft Excel for data management.
- To analyze the data entry process followed during the internship.
- To identify the methods used for preparing daily and monthly reports.
- To evaluate the effectiveness of Excel functions in report preparation.
- To identify the challenges encountered during data entry and reporting activities.
- To recommend possible improvements for enhancing reporting efficiency.
- To relate academic knowledge of Management Information Systems (MIS) with practical business applications.

1.3 Scope of the Report

The scope of this report is limited to the practical activities performed during the internship period at Robi Axiata PLC. It mainly focuses on data entry operations, report preparation, report management, and the use of Microsoft Excel in business reporting.

The report includes practical discussions on preparing sales reports, attendance reports, SIM activation reports, and other operational reports. It also explains how Excel functions and analytical tools help improve data accuracy, reporting speed, and decision-making.
Although Robi Axiata PLC operates in many business areas, this report specifically concentrates on the activities directly related to the internship responsibilities assigned during the training period.

1.4 Methodology and Data Collection

This report has been prepared using both primary and secondary sources of data.
Primary Data

- Practical work experience during the internship.
- Daily observations of office activities.
- Discussions with supervisors and colleagues.
- Participation in data entry and report preparation.
- Organizational work procedures and reporting practices.

Secondary Data

- Annual reports of Robi Axiata PLC.
- Official company website.
- Company manuals and internal documents.
- Books related to Management Information Systems.
- Journals, articles, and online academic resources.

Research Method
The report follows a descriptive and analytical research approach. Information collected from both primary and secondary sources has been analyzed to describe the practical use of Microsoft Excel in data entry and report management.

1.5 Limitations of the Report

Despite sincere efforts to prepare this report accurately, several limitations were encountered during the internship:

- The internship duration was only three months, which limited detailed organizational analysis.
- Access to confidential company information was restricted.
- Some operational data could not be included due to organizational confidentiality.
- The report mainly focuses on one department and assigned responsibilities.
- Time limitations restricted the opportunity for broader practical observations.
- Some information was collected through observation rather than official documentation.

1.6 Structure of the Report

The report consists of five chapters, each covering different aspects of the internship experience.
Chapter One introduces the background, objectives, scope, methodology, limitations, and overall structure of the report.

Chapter Two presents an overview of Robi Axiata PLC, including its history, mission, vision, products and services, organizational structure, business operations, and the role of Microsoft Excel in business reporting.

Chapter Three discusses the overall data entry and report management process using Microsoft Excel, including Excel functions, reporting techniques, data validation, and business applications.

Chapter Four describes the internship responsibilities, practical experiences, departments worked with, types of reports prepared, skills gained, challenges faced, and learning outcomes.

Chapter Five summarizes the major findings of the study, provides recommendations for improving data entry and reporting practices, and concludes the overall internship experience.

Chapter-2
Organization Overview

2.1 Company History

Robi Axiata PLC is one of the leading telecommunications service providers in Bangladesh. The company started its journey in 1997 under the name **Telekom Malaysia International (Bangladesh) Limited** with the brand name **Aktel**. In 2010, after Axiata Group Berhad became the majority shareholder, the company was rebranded as **Robi**.

On 16 November 2016, Robi merged with Airtel Bangladesh, making it the second-largest mobile network operator in the country. This merger strengthened Robi's market position and expanded its customer base. Today, Robi serves millions of subscribers across Bangladesh by providing reliable voice, data, digital, and enterprise services.

The company has consistently invested in advanced technologies such as 4G LTE, digital transformation, cloud-based solutions, and network modernization. Robi is committed to delivering innovative digital services that improve customer experience while contributing to the country's digital development.

Robi Axiata PLC was listed on the Dhaka Stock Exchange (DSE) and Chittagong Stock Exchange (CSE) in 2020, marking a significant milestone in its corporate journey. The company continues to focus on innovation, operational excellence, and sustainable business growth.

2.2 Vision

The vision of Robi Axiata PLC is:

"To be the most admired and preferred digital service provider in Bangladesh."

The company aims to build a digitally connected nation by offering innovative communication services, enhancing customer satisfaction, and supporting the country's digital transformation.

2.3 Mission

Robi's mission is to enrich people's lives through innovative digital solutions and superior customer service.

The company strives to:

- Deliver high-quality telecommunications services.
- Ensure customer satisfaction through continuous innovation.
- Promote digital inclusion across Bangladesh.
- Create value for customers, employees, shareholders, and society.
- Maintain sustainable and responsible business practices.

2.4 Products and Services

Robi Axiata PLC offers a wide range of telecommunication and digital services to individual and corporate customers.

Voice Services

- Local and international voice calling.
- Prepaid and postpaid mobile connections.
- Voice Value Added Services (VAS).

Internet Services

- 4G LTE mobile internet.
- High-speed data packages.
- Internet bundles for individuals and businesses.

Digital Services

- MyRobi Mobile Application.
- Digital entertainment platforms.
- Online recharge and bill payment.
- Value-added digital content.

Enterprise Solutions

- Corporate mobile connectivity.
- IoT (Internet of Things) solutions.
- Cloud and managed services.
- Business communication solutions.

Financial and Customer Services

- Mobile financial service partnerships.
- Customer care centers.
- Online customer support.
- Digital self-service platforms.

By continuously introducing innovative products and services, Robi has established itself as one of the most trusted telecommunications companies in Bangladesh.

2.5 Organizational Structure

Robi Axiata PLC follows a well-defined organizational structure that ensures effective coordination, efficient communication, and smooth execution of business activities. The company adopts a hierarchical management system where responsibilities are distributed among different functional departments.

The Board of Directors is responsible for strategic decision-making and corporate governance. The Managing Director (MD) and Chief Executive Officer (CEO) oversee the overall operations of the company. Various Chief Officers and departmental heads manage their respective divisions and ensure that organizational objectives are achieved efficiently.

The major departments of Robi Axiata PLC include:

- Human Resources (HR)
- Finance and Accounts
- Marketing
- Sales
- Information Technology (IT)
- Network Operations
- Customer Experience
- Supply Chain Management
- Regulatory and Corporate Affairs
- Internal Audit
- Enterprise Business

Each department works collaboratively to achieve organizational goals while maintaining operational excellence and customer satisfaction.

2.6 Business Operations

Robi Axiata PLC conducts its business operations through an integrated business model that focuses on delivering quality telecommunication and digital services throughout Bangladesh.
The major operational activities include:

- Mobile voice communication services.
- High-speed internet and data services.
- SIM sales and activation.
- Customer relationship management.
- Sales monitoring and performance analysis.
- Distribution management.
- Digital service development.
- Billing and payment processing.
- Network maintenance and optimization.
- Corporate and enterprise solutions.

Business information is collected from different operational units and converted into management reports. These reports help managers monitor performance, evaluate employee productivity, analyze sales trends, and make informed business decisions.
Microsoft Excel plays a significant role in organizing operational data and generating various business reports required by different departments.

2.7 Information Technology (IT) Infrastructure

Robi Axiata PLC has developed a modern Information Technology infrastructure to support its daily operations and digital transformation initiatives.
The IT infrastructure consists of:

- High-performance computer systems.
- Secure organizational network.
- Enterprise databases.
- Cloud-based applications.
- Microsoft Office applications.
- Internal communication systems.
- Business reporting tools.
- Data backup and security systems.

Employees use various software applications depending on their job responsibilities. Microsoft Excel is one of the most frequently used applications for maintaining operational records, analyzing business information, and preparing management reports.
The IT department ensures system security, network reliability, software maintenance, and technical support for all organizational users.

2.8 Microsoft Excel Usage in Business Operations

Microsoft Excel is widely used throughout Robi Axiata PLC because of its flexibility, accuracy, and analytical capabilities.

During the internship period, Excel was primarily used for:

- Daily data entry.
- Sales report preparation.
- Attendance report preparation.
- SIM activation reports.
- Data verification and validation.
- Report formatting.
- Performance analysis.
- Data sorting and filtering.
- Pivot Table analysis.
- Chart preparation.
- Dashboard development.
- Monthly report compilation.

The following Excel functions were commonly used:

Excel Function	**Purpose**
SUM	Calculate total values
AVERAGE	Calculate average performance
IF	Logical decision making
VLOOKUP	Retrieve related information
COUNT	Count records
Filter	Display required information
Sort	Organize data
Pivot Table	Data summarization
Conditional Formatting	Highlight important information
Charts	Visual presentation of business data

The use of Microsoft Excel significantly improves reporting accuracy, reduces manual errors, saves time, and supports management in making data-driven decisions.

2.9 SWOT Analysis

SWOT Analysis is a strategic planning tool used to evaluate an organization's internal strengths and weaknesses as well as external opportunities and threats.

SWOT Analysis of Robi Axiata PLC

Strengths	**Weaknesses**
Strong nationwide network coverage	High operational costs
Well-established brand image	Dependence on telecommunication market
Large customer base	Rapid technological changes require continuous investment
Skilled workforce	Limited diversification outside telecom services

Advanced digital services	Increasing operational complexity

Opportunities	**Threats**
Expansion of digital services	Intense market competition
Growth of 5G technology	Government regulatory changes
Increasing internet users	Cybersecurity risks
Digital transformation initiatives	Price competition among operators
Enterprise business expansion	Economic uncertainty

Interpretation of SWOT Analysis

The SWOT analysis indicates that Robi Axiata PLC possesses significant strengths, including a strong market presence, advanced technology, and an experienced workforce. These strengths enable the company to compete effectively in the telecommunications industry.

However, the company also faces several challenges such as increasing competition, high operational costs, and rapidly changing technologies. By leveraging opportunities in digital services and technological innovation while effectively managing potential threats, Robi can continue to strengthen its competitive position and achieve sustainable growth in the future.

Chapter-3

Data Entry and Report Management Using

3.1 Overview of Microsoft Excel in Business Reporting

Microsoft Excel is one of the most widely used spreadsheet applications in the corporate world. It provides powerful tools for data entry, data organization, calculation, analysis, reporting, and visualization. Organizations of all sizes rely on Excel because it is flexible, user-friendly, and capable of handling large volumes of business data efficiently.

At Robi Axiata PLC, Microsoft Excel is extensively used in daily business operations to prepare operational reports, maintain records, monitor employee performance, analyze sales activities, and support managerial decision-making. During the internship period, Excel served as the primary software for performing daily data entry and report management tasks.

The reporting process generally begins with collecting data from different operational sources. The collected information is then entered into Excel worksheets, verified for accuracy, processed using formulas and functions, and finally presented in an organized report format. These reports are submitted to supervisors and management for performance evaluation and business planning.

Microsoft Excel offers several advantages in business reporting:

- Easy data organization.
- Fast calculations using built-in formulas.
- Error reduction through automated functions.
- Data visualization using charts and graphs.
- Efficient report preparation.
- Improved data accuracy.
- Better decision-making support.
- Time-saving automation.

Because of these features, Microsoft Excel remains one of the most valuable business productivity tools used by organizations worldwide.

3.2 Data Entry Process at Robi Axiata PLC

Data entry is one of the most important daily activities performed in many business organizations. Accurate data entry ensures that business reports are reliable and can be used for managerial decision-making.

During the internship at Robi Axiata PLC, the data entry process followed several sequential steps.

Step 1: Data Collection

Business data was collected from various operational sources such as:

- Sales activities
- SIM activation records
- Employee attendance records
- Distribution reports
- Daily operational updates

Step 2: Data Verification

Before entering data into Microsoft Excel, every record was checked carefully to identify:

- Missing information

- Duplicate records
- Incorrect entries
- Formatting inconsistencies

This verification process helped maintain the quality and accuracy of the database.

Step 3: Data Entry

Verified information was entered into predefined Excel worksheets.
The data entry process involved:

- Entering customer information
- Recording sales quantities
- Updating attendance records
- Maintaining SIM activation data
- Recording daily operational activities

Proper formatting and standardized templates ensured consistency across all reports.

Step 4: Data Validation

After completing the data entry process, the entered information was validated by comparing it with the original source documents.
The following validation methods were used:

- Cross-checking records
- Reviewing formulas
- Checking totals
- Identifying blank cells
- Detecting duplicate values

This process minimized human errors and improved reporting reliability.

Step 5: Final Report Preparation

After successful validation, the data was processed using Excel functions to prepare final reports. These reports were then submitted to supervisors for review and further analysis.

3.3 Report Preparation Using Microsoft Excel

Report preparation was one of the primary responsibilities during the internship.
Several types of business reports were prepared regularly, including:

Sales Report

The sales report summarized daily and monthly sales performance. It included:

- Sales quantity
- Sales target
- Actual sales
- Achievement percentage
- Sales trend analysis

These reports enabled management to monitor sales performance and identify areas requiring improvement.

Attendance Report

Attendance reports were prepared to monitor employee attendance.

Typical attendance information included:

- Employee ID
- Employee Name
- Working Days
- Present Days
- Absent Days
- Leave Status

These reports supported the Human Resources department in payroll preparation and attendance monitoring.

SIM Activation Report

SIM activation reports recorded the number of new SIM cards activated within a specific period.

The report generally included:

- Region
- Dealer Name
- Number of SIM Activations
- Daily Performance
- Monthly Performance

Management used these reports to evaluate sales effectiveness and regional performance.

Daily Operational Report

Daily operational reports summarized routine business activities and provided management with updated information regarding organizational performance.

These reports helped managers:

- Monitor daily activities.
- Evaluate departmental performance.
- Identify operational issues.
- Make timely business decisions.

3.4 Excel Functions and Tools Used

Microsoft Excel provides a variety of functions and analytical tools that simplify business reporting and improve operational efficiency. During the internship at Robi Axiata PLC, several Excel functions were used regularly to process data, perform calculations, and prepare accurate reports.

The most frequently used functions and tools are discussed below.

SUM Function

The **SUM** function is used to calculate the total of a range of numerical values. It was commonly used in sales reports, attendance summaries, and daily performance reports.

Example:

Product	Sales Quantity
SIM Package A	250
SIM Package B	180
SIM Package C	320
Total Sales	**750**

Formula:

=SUM(B2:B4)

The SUM function reduces manual calculations and improves reporting accuracy.

IF Function

The **IF** function is used to perform logical tests and return different results based on specified conditions.

During the internship, this function was applied to determine whether sales targets were achieved.

Employee	Target	Actual Sales	Status
Rahim	100	120	Achieved
Karim	100	85	Not Achieved
Sumon	100	110	Achieved

Formula:

=IF(C2>=B2,"Achieved","Not Achieved")

This function enabled quick performance evaluation without manual checking.

VLOOKUP Function

The **VLOOKUP** function retrieves related information from another table based on a common value.

For example, employee names could be retrieved automatically using employee IDs.

Employee ID	Employee Name
1001	Rahim
1002	Karim
1003	Sumon

Formula:

=VLOOKUP(A2,$F$2:$G$10,2,FALSE)

Using VLOOKUP significantly reduced manual searching and minimized data-entry errors.

Pivot Table

Pivot Tables summarize large datasets into meaningful reports.

They were used to analyze:

- Sales by region.
- Monthly performance.
- Attendance summaries.
- SIM activation trends.

Example: Monthly Sales Summary

Month	Total Sales
January	1,250

February	1,480
March	1,620

Pivot Tables made it easier to generate summary reports for management.

Filter and Sort

The **Filter** tool was used to display only the required records, while the **Sort** tool arranged information alphabetically or numerically.

Examples include:

- Filtering sales by region.
- Displaying absent employees only.
- Sorting sales from highest to lowest.
- Arranging reports by date.

These tools improved report preparation efficiency.

Conditional Formatting

Conditional Formatting automatically highlights important values.

Examples include:

- Highlighting sales below target.
- Identifying duplicate entries.
- Marking overdue tasks.
- Showing high-performing employees in a different color.

This feature made reports easier to read and interpret.

Charts and Graphs

Charts were used to present business information visually.

Common chart types included:

- Column Chart
- Bar Chart
- Line Chart
- Pie Chart

Charts helped management identify trends and compare performance quickly.

Summary of Excel Functions Used

Function/Tool	Purpose	Business Application
SUM	Total calculation	Sales reports
IF	Logical decision	Performance evaluation
VLOOKUP	Retrieve information	Employee records
Pivot Table	Data summarization	Sales analysis
Filter	Display selected data	Daily reporting
Sort	Arrange information	Data organization
Conditional Formatting	Highlight important data	Performance monitoring
Charts	Visual representation	Management reporting

3.5 Data Accuracy and Validation Process

Maintaining data accuracy is essential for producing reliable business reports. Incorrect or incomplete data may lead to poor managerial decisions and operational inefficiencies.

During the internship, several validation techniques were followed before finalizing reports.

Data Validation Steps

1. Checking missing values.
2. Removing duplicate records.
3. Verifying employee IDs.
4. Comparing totals with source documents.
5. Reviewing formulas.
6. Cross-checking calculations.
7. Confirming report formatting.

These validation procedures significantly reduced the possibility of reporting errors.

Importance of Data Validation

Data validation provides several benefits:

- Improves report accuracy.
- Reduces human errors.
- Increases data reliability.
- Saves time during report preparation.
- Enhances management confidence in business reports.

3.6 Report Management and Documentation

Report management involves organizing, storing, updating, and maintaining business reports for future reference.

At Robi Axiata PLC, reports were managed using standardized Excel templates to ensure consistency across departments.

The report management process included:

- Preparing daily reports.
- Updating existing reports.
- Saving reports in designated folders.
- Naming files according to organizational standards.
- Maintaining report versions.
- Sharing reports with supervisors.
- Archiving completed reports.

Proper documentation ensured that historical business information could be retrieved whenever required.

Benefits of Effective Report Management

- Better record keeping.
- Easy report retrieval.
- Faster decision-making.
- Reduced duplication of work.
- Improved communication among departments.

- Enhanced organizational efficiency.

Overall, effective report management using Microsoft Excel played a significant role in supporting daily business operations at Robi Axiata PLC.

3.7 Challenges Faced During Data Entry and Report Preparation

Although Microsoft Excel is a powerful and user-friendly application, several challenges were encountered while performing data entry and report management during the internship at Robi Axiata PLC. Identifying these challenges is important because they directly affect the quality, accuracy, and efficiency of business reporting.

Common Challenges

Large Volume of Data

One of the major challenges was handling a large amount of business data on a daily basis. As the volume of data increased, organizing and maintaining the worksheets became more complex.

Human Errors

Manual data entry sometimes resulted in typing mistakes, duplicate records, incorrect values, or missing information. Careful verification was necessary to minimize these errors.

Time Constraints

Many reports had to be completed within a limited timeframe. Preparing accurate reports while meeting strict deadlines required good time management and concentration.

Data Validation

Ensuring data accuracy before report submission was another important challenge. Every report needed to be checked carefully to avoid incorrect calculations or incomplete information.

Formula Errors

Incorrect use of formulas or wrong cell references occasionally produced inaccurate results. Therefore, formulas had to be reviewed before finalizing reports.

File Management

Managing multiple Excel files for different departments and reporting periods required proper file naming, folder organization, and version control.

3.8 Benefits of Using Microsoft Excel in Business Reporting

Microsoft Excel provides numerous advantages that improve the efficiency and effectiveness of business reporting.

Improved Accuracy

Built-in formulas and automated calculations reduce manual errors and improve the accuracy of reports.

Faster Report Preparation

Excel enables employees to prepare daily, weekly, and monthly reports more quickly than manual methods.

Better Data Organization

Rows, columns, worksheets, and tables help organize large amounts of business information systematically.

Easy Data Analysis

Functions such as Pivot Tables, Charts, Filters, and Sorting make business analysis faster and more meaningful.

Better Decision-Making

Accurate and well-organized reports provide managers with reliable information for strategic and operational decision-making.

Cost Effectiveness

Microsoft Excel is widely available and does not require expensive specialized software for routine reporting tasks.

Increased Productivity

Automation of repetitive calculations allows employees to complete more work within a shorter period, increasing overall productivity.

3.9 Sample Business Reports Prepared During the Internship

The following tables represent sample report formats similar to those prepared during the internship.

Table 3.1: Daily Sales Report

Date	Region	Sales Target	Actual Sales	Achievement (%)
01 May 2026	Dhaka	500	470	94%
02 May 2026	Chattogram	450	460	102%
03 May 2026	Khulna	400	390	98%
04 May 2026	Rajshahi	350	340	97%

Table 3.2: Employee Attendance Summary

Employee ID	Employee Name	Working Days	Present	Absent	Leave
1001	Employee A	26	25	1	0
1002	Employee B	26	24	1	1
1003	Employee C	26	26	0	0
1004	Employee D	26	25	0	1

Table 3.3: SIM Activation Report

Region	Daily Activation	Weekly Activation	Monthly Activation
Dhaka	180	1,250	5,180
Chattogram	145	1,020	4,150
Khulna	110	760	3,040
Rajshahi	95	690	2,850

Figure 3.1: Sales Trend Analysis

The sales trend chart prepared in Microsoft Excel showed daily and weekly sales performance across different regions. It enabled management to compare targets with actual sales and identify high-performing and low-performing areas.

Figure 3.2: Attendance Dashboard

An attendance dashboard was developed using Pivot Tables and Charts. The dashboard displayed employee attendance percentages, leave status, and absenteeism trends, allowing supervisors to monitor workforce attendance efficiently.

Figure 3.3: SIM Activation Analysis

A graphical analysis of SIM activation data was prepared using Excel charts. The report helped management evaluate regional performance, identify growth opportunities, and monitor activation trends over time.

Chapter-4

Internship Responsibilities and Practical Experience

4.1 Internship Overview

The internship program is an essential component of the Bachelor of Business Administration (BBA) curriculum. It provides students with the opportunity to apply theoretical knowledge in a real business environment and gain practical experience before entering professional careers. As a final-semester student majoring in Management Information Systems (MIS), I completed my internship at **Robi Axiata PLC** from **1 May 2026 to 31 July 2026**. During this three-month internship period, I worked primarily with data entry, report preparation, and report management using Microsoft Excel.

The internship allowed me to understand how business information is collected, processed, analyzed, and presented in a corporate organization. I also learned the importance of accuracy, confidentiality, teamwork, communication, and time management in completing daily operational tasks.

Throughout the internship period, I worked under the guidance of my organizational supervisor, who provided continuous support and practical instruction. This experience enhanced my technical skills as well as my understanding of organizational work culture and business operations.

4.2 Roles and Responsibilities

During the internship period, I was assigned several responsibilities related to data processing and business reporting. These activities contributed to the daily operational functions of the organization.

My major responsibilities included:

- Entering daily operational data into Microsoft Excel.
- Preparing daily and monthly reports.
- Updating existing Excel databases.
- Checking data accuracy before report submission.
- Organizing and maintaining business records.
- Using Excel formulas and functions for calculations.
- Preparing summary reports for supervisors.
- Assisting in sales performance reporting.
- Preparing attendance reports.
- Maintaining SIM activation records.
- Formatting reports according to organizational standards.
- Supporting team members with reporting activities.

These responsibilities improved my technical competency and increased my understanding of business information management.

4.3 Departments Worked With

Although my internship responsibilities were mainly related to reporting activities, I had the opportunity to communicate and coordinate with several departments.

The departments included:

Sales Department

The Sales Department provided daily sales information used in preparing sales performance reports. These reports helped management evaluate sales achievements and monitor regional performance.

Human Resources (HR)

Attendance-related information was collected from the HR department. Attendance reports were prepared to support employee monitoring and payroll-related activities.

Operations Department

Operational information regarding daily business activities was collected from this department. These data were incorporated into daily operational reports.

Information Technology (IT)

The IT department ensured the proper functioning of computer systems, software, and organizational databases. Technical support was provided whenever necessary.

Reporting and Administration

This department was responsible for maintaining business records, verifying reports, and ensuring that reports were submitted within the required deadlines.

Working with different departments improved my communication skills, teamwork, and understanding of organizational coordination.

Table 4.1: Summary of Internship Responsibilities

Responsibility	Frequency	Software Used
Data Entry	Daily	Microsoft Excel
Sales Report Preparation	Daily	Microsoft Excel
Attendance Report	Daily/Weekly	Microsoft Excel
SIM Activation Report	Daily	Microsoft Excel
Data Validation	Daily	Microsoft Excel
Report Formatting	Daily	Microsoft Excel
Report Submission	Daily	Microsoft Excel & Email

Table 4.2: Software and Tools Used During Internship

Software/Tool	Purpose
Microsoft Excel	Data Entry and Report Preparation
Microsoft Word	Documentation
Microsoft Outlook	Email Communication
Microsoft Teams	Internal Communication
Windows Operating System	Office Operations

Practical Learning from Part One

The first phase of the internship mainly focused on understanding organizational work procedures and developing practical skills in Microsoft Excel. Regular interaction with supervisors and colleagues enhanced my confidence and enabled me to perform assigned tasks independently. This experience also strengthened my knowledge of business reporting and data management in a corporate environment.

4.4 Practical Experience in Data Entry

Data entry was one of the primary responsibilities assigned to me during my internship at **Robi Axiata PLC**. Every working day, business information collected from different operational activities was entered into Microsoft Excel. Since organizational reports are prepared based on this information, maintaining accuracy and consistency was very important.

Before entering any data, I verified the source documents to ensure that all information was complete and correct. I also checked for duplicate records, missing values, and formatting inconsistencies. After verification, the data was entered into predefined Excel templates according to the organization's reporting standards.

The data entry activities included:

- Recording daily sales information.
- Updating SIM activation records.
- Maintaining employee attendance data.
- Updating operational databases.
- Correcting inaccurate or incomplete records.
- Organizing business information for report preparation.

These responsibilities improved my typing speed, concentration, accuracy, and attention to detail.

4.5 Practical Experience in Report Preparation

Preparing business reports was another major responsibility during the internship. Reports were prepared on a daily, weekly, and monthly basis using Microsoft Excel.

The report preparation process generally followed these steps:

1. Collecting data from operational sources.
2. Verifying the collected information.
3. Entering the data into Excel worksheets.
4. Applying formulas and functions.
5. Checking calculations and formatting.
6. Preparing summary tables and charts.
7. Submitting the final report to the supervisor.

The reports helped management evaluate business performance and make informed decisions.

Sales Report Preparation

Sales reports were prepared to evaluate daily and monthly sales performance across different regions.

Table 4.3: Sample Daily Sales Report

Region	Sales Target	Actual Sales	Achievement (%)	Status
Dhaka	500	485	97%	Near Target
Chattogram	450	460	102%	Achieved
Khulna	400	390	98%	Near Target
Rajshahi	350	355	101%	Achieved

Interpretation

The sales report indicates that Chattogram and Rajshahi exceeded their sales targets, while Dhaka and Khulna achieved close to their expected targets. Such reports assisted management in monitoring regional performance and identifying areas requiring additional attention.

Attendance Report Preparation

Attendance reports were prepared to monitor employee attendance and support payroll administration.

Table 4.4: Sample Attendance Report

Employee ID	Employee Name	Working Days	Present	Absent	Attendance (%)
1001	Employee A	26	25	1	96.15%
1002	Employee B	26	24	2	92.31%
1003	Employee C	26	26	0	100%
1004	Employee D	26	25	1	96.15%

Interpretation

The attendance report enabled supervisors to monitor employee punctuality and attendance patterns. It also provided useful information for payroll processing and workforce planning.

SIM Activation Report

SIM activation reports summarized the number of newly activated SIM cards during a specified period.

Table 4.5: Sample SIM Activation Report

Region	Daily Activation	Weekly Activation	Monthly Activation
Dhaka	180	1,250	5,100
Chattogram	150	1,050	4,300
Khulna	120	850	3,450
Rajshahi	100	700	2,900

Interpretation

The report shows that Dhaka achieved the highest number of SIM activations, followed by Chattogram. These reports were useful for evaluating regional sales performance and planning future marketing strategies.

Excel Functions Used During Report Preparation

The following Excel functions were frequently used during report preparation:

Function	Purpose
SUM	Calculate totals

IF	Determine performance status
VLOOKUP	Retrieve related information
COUNT	Count records
Pivot Table	Summarize large datasets
Filter	Display selected records
Sort	Organize information
Conditional Formatting	Highlight important values

These functions significantly reduced manual work, improved reporting accuracy, and increased overall efficiency.

Skills Developed Through Practical Work

The practical responsibilities performed during the internship helped me develop several professional and technical skills, including:

- Advanced Microsoft Excel skills.
- Data entry accuracy.
- Business report preparation.
- Data validation techniques.
- Time management.
- Communication skills.
- Problem-solving ability.
- Teamwork and collaboration.
- Professional documentation.
- Analytical thinking.

These skills enhanced my readiness for future employment in the field of Management Information Systems (MIS).

4.6 Challenges Faced During the Internship

Every internship provides opportunities to learn while also presenting certain challenges. During my internship at Robi Axiata PLC, I encountered several practical difficulties that helped me develop problem-solving skills and professional confidence.

Adapting to the Corporate Environment

At the beginning of the internship, adjusting to the corporate work environment was challenging. Understanding office policies, communication styles, and reporting procedures required time and continuous observation.

Managing Large Volumes of Data

Handling large datasets in Microsoft Excel required careful attention. Even a small mistake during data entry could affect the accuracy of the final report. Therefore, every entry had to be checked thoroughly before submission.

Meeting Reporting Deadlines

Most reports had strict submission deadlines. Completing data entry, verifying information, applying formulas, and preparing reports within a limited time improved my ability to work efficiently under pressure.

Maintaining Data Accuracy

Ensuring data accuracy was one of the biggest responsibilities during the internship. Every report had to be reviewed carefully to avoid duplicate records, missing values, and calculation errors.

Learning Advanced Excel Features

Although I had basic knowledge of Microsoft Excel before joining the internship, I learned several advanced features during the training period, including Pivot Tables, Conditional Formatting, advanced formulas, and chart preparation.

Despite these challenges, continuous guidance from my supervisor and support from colleagues helped me overcome difficulties and perform my responsibilities successfully.

4.7 Learning Outcomes

The internship significantly enhanced both my technical knowledge and professional competencies. It provided practical exposure to real business operations and strengthened my understanding of Management Information Systems (MIS).

The major learning outcomes include:

- Practical application of Microsoft Excel in business reporting.
- Improved data entry and database management skills.
- Better understanding of business reporting procedures.
- Knowledge of report verification and validation techniques.
- Experience in preparing sales, attendance, and SIM activation reports.
- Development of analytical and problem-solving skills.
- Improved communication and interpersonal skills.
- Enhanced teamwork and collaboration.
- Better understanding of corporate ethics and professional behavior.
- Increased confidence in handling organizational responsibilities.

The internship successfully bridged the gap between classroom learning and practical business experience.

4.8 Overall Internship Experience

My internship at Robi Axiata PLC was a valuable learning experience that allowed me to apply theoretical concepts in a practical workplace environment. Throughout the internship, I gained firsthand experience in data entry, report preparation, report management, and business communication.

Working with experienced professionals helped me understand the importance of accuracy, discipline, responsibility, and teamwork in achieving organizational objectives.

The internship also improved my proficiency in Microsoft Excel. I became more confident in using formulas, functions, Pivot Tables, filters, sorting, charts, and formatting tools for preparing professional reports.

Overall, the internship strengthened my technical capabilities, professional attitude, and understanding of organizational operations. The knowledge and experience gained during this period will be highly beneficial in my future career in Management Information Systems.

4.9 Sample Report Analysis

Figure 4.1: Sales Trend Analysis

A Sales Trend Chart was prepared in Microsoft Excel to compare daily and monthly sales performance across different regions. The chart enabled management to identify sales growth, compare target achievement, and evaluate regional performance.

Key Findings:

- Dhaka recorded the highest overall sales.
- Chattogram consistently achieved its sales targets.
- Khulna and Rajshahi showed stable sales performance.
- Trend analysis supported future sales planning and forecasting.

Figure 4.2: Attendance Dashboard

An Attendance Dashboard was developed using Excel Pivot Tables and Charts to monitor employee attendance efficiently.

The dashboard displayed:

- Total employees.
- Attendance percentage.
- Number of absentees.
- Leave statistics.
- Monthly attendance trends.

Benefits:

- Quick monitoring of attendance performance.
- Improved workforce planning.
- Better decision-making for HR management.

Figure 4.3: SIM Activation Analysis

The SIM Activation Analysis report summarized regional activation performance through graphical presentation.

Key Observations:

- Dhaka achieved the highest activation volume.
- Chattogram maintained consistent growth.
- Khulna and Rajshahi showed moderate performance.
- Monthly comparisons helped management evaluate marketing effectiveness.

The graphical reports made business information easier to understand and improved managerial decision-making.

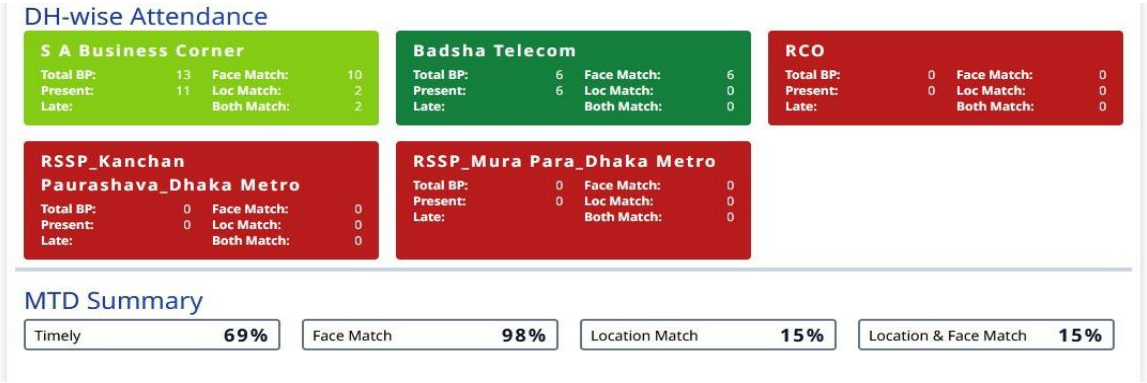
Table 4.5: Sample SIM Activation Report

Regional GA & FWA Update	11 Aug 2026	Total GA							Channel Wise GA			Robi Wifi_Prepaid				LD Zero GA FF				MTD Zero GA FF			
Area	Robi DISTRIBUTOR_NAME	SM/TO Name	GA : MCO Tar.	GA : MCO Ach	GA : Robi	GA : AT	GA : MCO	RR	LD GA	Retail GA : MCO	DSR Assist%	DSO Assist%	FWA TGT	FWA ACH	FWA%	FWA GAP	Zero GA DSR	%	Zero GA DSO	%	Zero GA DSR	%	Zero GA DSO	%
Gulshan	Badsha Telecom Robi	Md. Nasir Hasan Raihan	2379	687	78%	85%	81%	85	75	91%	122%	64%	11	3	77%	8	4	57%	3	43%	0	0%	0	0%
Gulshan	S A Business Corner	Md. Nasir Hasan Raihan	3006	1207	113%	114%	113%	90	253	78%	402%	77%	12	2	47%	10	1	14%	5	42%	0	0%	2	17%
Gulshan	M/S Diba Enterprise	Farhana Mahamud	5924	1332	59%	68%	63.4%	230	153	50%	125%	63%	16	0	0%	16	11	61%	3	20%	2	11%	1	7%
Gulshan	M/S Sabeha Enterprise	Rafeed Elahee	5059	1098	57%	66%	61.2%	198	97	68%	85%	53%	13	0	0%	13	12	75%	5	42%	6	38%	3	25%
Gulshan	Washick Enterprise Sabujbagh	Md Akhtarul Sayor	3286	917	76%	82%	78.6%	118	73	76%	93%	65%	9	0	0%	9	8	62%	3	33%	3	23%	0	0%
Gulshan	Washick Enterprise Rampura	Vacant	3239	838	68%	79%	72.9%	120	54	99%	84%	42%	8	2	70%	6	8	62%	2	25%	2	15%	1	13%
Lalbagh	Firoz & CO. ROBI	Sajjadul Islam	5549	1703	91%	81%	86.5%	192	263	90%	212%	63%	12	0	0%	12	9	53%	3	33%	2	12%	1	11%
Lalbagh	N.N Corporation	Shadmanul Alam	5444	1413	76%	70%	73.1%	202	112	41%	109%	64%	14	0	0%	14	11	61%	4	31%	6	33%	0	0%
Lalbagh	Al Arafah Communication 2	Shams Tabriz	3000	1019	85%	108%	95.7%	99	97	97%	174%	84%	10	0	0%	10	4	40%	2	29%	4	40%	1	14%
Lalbagh	Fuad Enterprise	Sadman Kamor	3098	700	72%	54%	63.7%	120	45	105%	57%	15%	9	1	31%	8	7	70%	3	43%	2	20%	3	43%
Dhanmondi	Brothers Telecom	Iftekhar Ahmed	4938	1657	91%	99%	94.6%	164	140	89%	98%	69%	16	2	35%	14	4	22%	3	25%	3	17%	1	8%
Dhanmondi	Firoz & CO. Dhanmondi	Mahedi Hasan	4580	1324	87%	75%	81.5%	163	108	57%	82%	61%	15	2	38%	13	9	60%	3	25%	7	47%	0	0%
Dhanmondi	Kayan Traders_Robi	Aysha Akter Dipti	3921	1391	95%	106%	100.0%	127	105	125%	305%	84%	12	4	94%	8	3	23%	2	20%	1	8%	1	10%
Dhanmondi	SS Enterprise_Robi	Syed Asrarul Haque Sami	5744	1808	84%	94%	88.7%	197	225	48%	182%	106%	18	1	16%	17	8	38%	2	17%	1	5%	0	0%

		Total GA							MTD Channel Wise GA			Robi Wifi_Prepaid				LD Zero GA FF				MTD Zero GA FF			
Region	Area	GA : MCO Tar.	GA : MCO	GA : Robi	GA : AT	GA : MCO	RR	LD GA	Retail GA : MCO	DSR Assist%	DSO Assist%	FWA TGT	FWA ACH	FWA%	FWA GAP	Zero GA DSR	%	Zero GA DSO	%	Zero GA DSR	%	Zero GA DSO	%
Dhaka Metro	Gulshan	22893	6079	71%	79%	74.8%	841	705	73%	124%	60%	69	7	29%	62	44	70%	21	28%	13	18%	7	11%
Dhaka Metro	Lalbagh	17091	4835	82%	78%	79.7%	613	517	79%	139%	59%	45	1	6%	44	31	86%	12	22%	14	25%	5	14%
Dhaka Metro	Dhanmondi	19183	6180	89%	93%	90.8%	650	578	77%	153%	81%	61	9	42%	52	24	52%	10	15%	12	18%	2	4%
Dhaka Metro	**Dhaka Metro TTL**	**59167**	**17094**	**80%**	**83%**	**81.4%**	**2104**	**1800**	**76%**	**139%**	**67%**	**175**	**17**	**27%**	**158**	**99**	**68%**	**43**	**22%**	**39**	**20%**	**14**	**10%**

Source: Robi Distribution Management System (RDMS)

Table 4.4: Sample Attendance Report



Source: Robi.Facemarshal.com

8/12/2026		Today's DSR Attendance			Today's DSO Attendance			Today's RFO Attendance			Today's DSR SUP Attendance			Today's DSO SUP Attendance		
Robi DISTRIBUTOR_NAME	SM/TO Name	DSR Count	No Of DSR Atten	DSR %	BP Count	NO of DSO Atten	DSO %	RFO Count	NO of RFO Atten	RFO %	DSR SUP Count	NO of DSR SUP Atten	DSR SUP %	DSO-RSSP SUP Count	NO of DSO SUP Atten	DSO SUP %
Badsha Telecom	Md. Nasir Hasan Raihan	7	7	100%	7	6	86%	0	0	N.RSSP	1	1	100%	1	1	100%
S A Business Corner	Md. Nasir Hasan Raihan	7	4	57%	11	10	91%	1	0	0%	1	1	100%	1	1	100%
Firoz & CO.	Sajjadul Islam	17	15	88%	11	6	55%	0	0	N.RSSP	2	1	50%	1	1	100%
AL Arafah Communication 2	Shams Tabriz	10	7	70%	7	5	71%	0	0	N.RSSP	1	1	100%	1	1	100%
N.N Corporation	Shadmanul Alam	18	15	83%	13	13	100%	0	0	N.RSSP	2	2	100%	1	0	0%
Brothers Telecom	Iftekhar Ahmed	18	12	67%	12	7	58%	0	0	N.RSSP	2	1	50%	2	2	100%
Firoz & CO. Dhanmondi	Mahedi Hasan	15	13	87%	12	7	58%	0	0	N.RSSP	2	2	100%	1	1	100%
SS Enterprise	Syed Asrarul Haque Sami	21	21	100%	12	10	83%	0	0	N.RSSP	2	2	100%	2	2	100%
M/S Diba Enterprise	Farhana Mahamud	18	14	78%	15	8	53%	0	0	N.RSSP	2	2	100%	2	2	100%
Washick Enterprise Sabujbagh	Md. Akhtarul Sayor	13	11	85%	9	4	44%	0	0	N.RSSP	1	1	100%	1	1	100%
Washick Enterprise Rampura	Al Mahin Shoikot	13	9	69%	8	6	75%	0	0	N.RSSP	1	0	0%	1	1	100%
M/S Sabeha Enterprise	Rafeed Elahi	16	15	94%	12	5	42%	0	0	N.RSSP	2	2	100%	2	2	100%
kayan Traders	Aysha Akter Dipti	13	10	77%	10	10	100%	0	0	N.RSSP	1	1	100%	1	1	100%
Fuad Enterprise	Sadman Kamor	10	9	90%	5	1	20%	0	0	N.RSSP	1	1	100%	1	0	0%

Area	DSR Count	No Of DSR Atten	DSR %	BP Count	NO of DSO Atten	DSO %	RFO Count	NO of RFO Atten	RFO %	DSR SUP Count	NO of DSR SUP Atten	DSR SUP %	DSO-RSSP SUP Count	NO of DSO SUP Atten	DSO SUP %
Gulshan	74	60	81%	62	39	63%	1	0	0%	8	7	88%	8	8	100%
Lalbagh	55	46	84%	36	25	69%	0	0	N.RSSP	6	5	83%	4	2	50%
Dhanmondi	67	56	84%	46	34	74%	0	0	N.RSSP	7	6	86%	6	6	100%
Region TT	196	162	83%	144	98	68%	1	0	0%	21	18	86%	18	16	89%

Source: Robi.Facemarshal.com

Chapter-5

Findings, Recommendations and Conclusion

5.1 Major Findings

The internship at Robi Axiata PLC provided valuable insights into the practical application of Microsoft Excel in business operations. Throughout the internship period, several important findings were observed regarding data entry, report preparation, and report management.

Major Findings

The key findings of the internship are presented below:

- Microsoft Excel is one of the primary tools used for preparing operational and management reports.
- Accurate data entry is essential for producing reliable business reports and supporting effective decision-making.
- Standardized Excel templates help maintain consistency and reduce errors in report preparation.
- Excel functions such as **SUM, IF, VLOOKUP, Pivot Table, Filter, and Conditional Formatting** significantly improve reporting efficiency.
- Data validation and verification procedures reduce the possibility of human error.
- Daily business reports enable management to monitor organizational performance effectively.
- Sales reports help evaluate regional performance and measure target achievement.
- Attendance reports support employee monitoring and payroll-related activities.
- SIM activation reports assist management in evaluating sales performance and market growth.
- Teamwork and effective communication among departments improve reporting quality and operational efficiency.
- Time management is essential because most reports must be completed within strict deadlines.
- Practical knowledge gained during the internship complements academic learning in Management Information Systems (MIS).

Overall, the internship demonstrated that efficient report management using Microsoft Excel contributes significantly to organizational productivity and informed decision-making.

5.2 Recommendations

Based on the practical experience and observations made during the internship, the following recommendations are suggested to improve data entry and report management practices at Robi Axiata PLC.

Recommendations

1. Introduce additional automation features in Microsoft Excel to reduce repetitive manual work.
2. Provide regular training programs on advanced Microsoft Excel functions and reporting techniques for employees.
3. Strengthen data validation procedures to further minimize human errors during data entry.
4. Develop more interactive dashboards for faster monitoring of business performance.

5. Standardize reporting templates across departments to ensure consistency and improve communication.
6. Increase the use of Pivot Tables, Charts, and Power Query where appropriate for advanced data analysis.
7. Implement regular data backup procedures to prevent data loss.
8. Improve coordination among departments for faster data collection and report preparation.
9. Conduct periodic reviews of reporting procedures to identify opportunities for improvement.
10. Encourage continuous learning and technology adoption to enhance organizational efficiency.

These recommendations can contribute to improving reporting accuracy, operational efficiency, and overall business performance.

5.3 Conclusion

The internship at Robi Axiata PLC was an important milestone in my academic and professional journey. It provided me with the opportunity to apply theoretical knowledge gained from the Bachelor of Business Administration (BBA) program, particularly in the field of Management Information Systems (MIS), to a real corporate environment.

During the internship, I was actively involved in data entry, report preparation, report management, and business documentation using Microsoft Excel. These responsibilities enabled me to develop practical skills in data processing, business analysis, and professional communication.

I also gained experience in using various Microsoft Excel features, including formulas, Pivot Tables, Filters, Conditional Formatting, and Charts, which improved my ability to prepare accurate and meaningful business reports.

The internship enhanced my confidence, analytical ability, teamwork, time management, and problem-solving skills. It also helped me understand how business information supports organizational planning, monitoring, and decision-making.

In conclusion, this internship successfully bridged the gap between academic knowledge and practical business experience. The knowledge and professional competencies gained from this internship will serve as a strong foundation for my future career in Management Information Systems and the corporate sector.

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