Goa Institute of Management

Placement Report

PGDM-Big Data Analytics

2020-22

The Chairperson

Placement Office (BDA)

Goa Institute of Management,

Poriem, Sattori,

Goa - 403505

Dear Sir,

Re: **Audit of Placement Report for the batch 2020-22 of Post Graduate Diploma in Management - Big Data Analytics (PGDM-BDA)**

We have audited the Placement Report prepared by you for the final placement (based on the offers received and accepted on campus) for the 2020-22 batch of Post Graduate Diploma in Management-Big Data Analytics (PGDM-BDA) of Goa Institute of Management (GIM). The Placement Report is the responsibility of GIM. Our responsibility is to validate the information provided in the report with the relevant documentation and comment on the Placement Report's conformance with the Indian Placement Reporting Standards (IPRS) Revision 2.2.

In this context, we confirm the following:

1. For the purpose of the audit, we have obtained all the information and explanations, which, to the best of our knowledge and belief, were necessary. In our opinion, the Placement Report complies with the Indian Placement Reporting Standards Revision 2.2.

2. The validation of information presented in the report is based on communication received by GIM from recruiting companies. Brickworks Analytics (BWA) has not independently sourced any information or documentation.

3. BWA has verified the information with respect to job location, function and remuneration presented in the report based on the communication received from recruiters.

   a. The information has been categorised as best as possible under different salary heads as given in the IPRS Revision 2.2; where a break-up was not available, the Cost-To-Company (CTC) has been considered only as 'Maximum Earning Potential'.

   b. The data points mentioned under different salary heads are representative of aggregate salary components offered to the candidates.

   c. Stock Options/RSUs have been mentioned for three students with details on the amount to be vested in the first year. Hence, the corresponding amount has been considered for the calculation of the 'Maximum Earning Potential'.

   d. Gratuity (wherever available), Long-Term benefits like ESOPs (vested after the first year), retention bonus and any other long-term benefit to be paid after the first year have not been considered for the calculation of 'Maximum Earning Potential'.

4. The acceptance of offers and the number of students opting out of the placement process has been established through written communication.

5. We have only audited the salary figures in the placement report and not the report's overview section, which explains the placement process.

Best Regards,

Ritaban Basu

Head – Risk & Analytics

Brickworks Analytics

Contents

Tables

Overview

About GIM and BDA Program:

Goa Institute of Management is among the top premier B-schools in the country, with a rich legacy of 28 years. Nestled amid the Western Ghats, the setting of the campus is picturesque and serene, offering students and faculty an ideal environment for gathering and imparting knowledge. The state- of-the-art infrastructure and facilities ensure that students are abreast with the industry standards and the faculty are enabled to impart knowledge in a nurturing environment.

The PGDM-Big Data Analytics started in 2018. Since its inception the programme has made a significant mark in the corporate world in just four years. It has also been acclaimed as one of the pioneering courses for analytics in the country by reputed corporate bodies. With a strong vision of creating data-savvy management professionals, the course is a unique amalgamation of management and analytics subjects that ultimately manifests in students as new-age skill sets that differentiate them from the lot by equipping them with business acumen as well as data fluency. The course offers a distinctive 5-month internship program helping students gain hands-on industrial experience.

Recruiters participated in 2021-22:

The recruiters participated in final placement process for the academic year 2021-22 (listed alphabetically) are Accenture, Adani Group, Analytics Quotient, ApnaTime Tech Private Ltd., AspectRatio, Bain Capability Centre, Cognizant, Deloitte, DELL, Dunnhumby, Ernst & Young (EY), FedEx, Flipkart, GENPACT, Hashedin Deloitte, HDFC, HDFC Life, IFB, Infosys, Jio, Kotak Mahindra Bank, KPMG Lighthouse, Landmark group - web team, Lentra AI, McKinsey & Company, MindTree, Mondelez, MSD Pharmaceuticals, MWYN Tech Private Limited, NatWest Group, NCR corporation, Northen Arc Capital, Novartis, Optum, PROACTIVE for her, RazorPay, RBL Bank, Reliance Retail, Schlumberger, Syneos Health, TATA Capital, Tiger Analytics India, TREDENCE, VMWare.

1. Classification of Students

1.1 Classification of the Entire Graduate Pool

Categories	Number
1. Sought placement through the institute	121
2. Did not seek placement through the institute	0
2a. Company-sponsored or already employed	0
2b. Continuing education	0
2c. Postponing job search	0
2d. Entrepreneurship (Starting a new business)	0
2e. Returning to / joining family business	0
2f. Sought placement outside the campus placement process	0
2g. Did not seek placements for other reasons	0
Total who did not seek employment through the institute	0
Total graduates	**121**

Table 1.1: Classification of the entire graduate pool

For GIM- Goa Institute of Management
Placement Chair (PGDM-BDA)
Prof. Alekh Gour
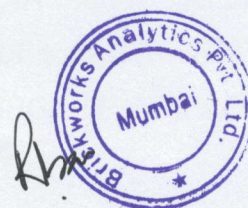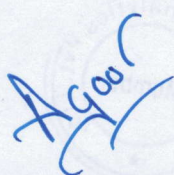
For Brickwork Analytics, Mumbai

2. Sector-wise classification

Sector	No. of Offers accepted
Consumer goods (FMCG)	2
Consulting	42
Manufacturing	2
Information Technology (IT)	32
Telecom	4
Pharmaceutical / Healthcare	7
Banking, Financial Services and Insurance (BFSI)	20
Engineering / Technology	2
Others -Transportation	3
Others - Oil & gas	1
Others- Ecommerce	2
Others - Conglomerate	4
Total	**121**

Table 2.1: Classification of offers based on sector

For GIM- Goa Institute of Management
Placement Chair (PGDM-BDA)
Prof. Alekh Gour
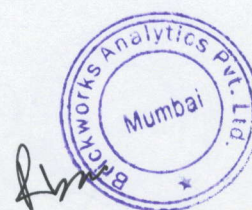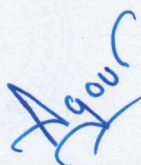
For Brickwork Analytics, Mumbai

3. Function-wise classification

Function	No. of Offers accepted
Consulting	33
Marketing	3
Operations	85
Total	**121**

Table 3.1: Classification of offers based on function

For GIM- Goa Institute of Management
Placement Chair (PGDM-BDA)
Prof. Alekh Gour

For Brickwork Analytics, Mumbai

4. Location-wise classification

Locations	No. of Offers accepted
India	121

Table 4.1: Classification of offers based on location (global)

Indian Locations	No. of Offers accepted
Ahmedabad	1
Chennai	2
Goa	2
Delhi	4
Hyderabad	4
Remote	6
Pune	8
Mumbai	20
Gurugram	29
Bangalore	45

Table 4.2 Classification of offers based on location (within India)

For GIM- Goa Institute of Management
Placement Chair (PGDM-BDA)
Prof. Alekh Gour

For Brickwork Analytics, Mumbai

5. Salary details

5.1 Salary statistics at PPP*

Salary in USD at PPP	Min	Max	Median	Mean	Data
INR salary (Total guaranteed cash component)	29646	101556	45376	48903	121
Non-INR salary (Total guaranteed cash component)	0	0	0	0	0
Overall salaries (Total guaranteed cash component)	29646	101556	45376	48903	121
INR salary (Maximum Earning Potential)	34399	128738	51858	54066	121
Non-INR salary (Maximum Earning Potential)	0	0	0	0	0
Overall salaries (Maximum Earning Potential)	34399	128738	51858	54066	121

Table 5.1: Salary statistics at PPP adjusted exchange rates

* As per PPP conversion factors specified on the World Bank data website. Reference:
http://wdi.worldbank.org/table/4.16

For GIM- Goa Institute of Management
Placement Chair (PGDM-BDA)
Prof. Alekh Gour
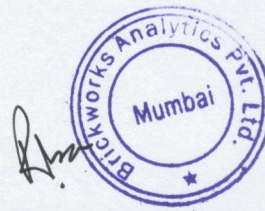
For Brickwork Analytics, Mumbai

5.2 Salary Heads

	Salary head	Min	Max	Median	Mean	Data
A	Basic salary	686000	2300000	983165	1067124	121
B	Additional guaranteed cash components	0	0	0	0	0
C	One time Cash Payments	10000	500000	150000	177345	121
D	Total guaranteed cash payments	686000	2350000	1050000	1131613	121
E	Maximum Earning Potential (including non-cash, long term and performance linked components)	796000	2979000	1200000	1251098	121

Table 5.2: Classification of salary components

For GIM- Goa Institute of Management
Placement Chair (PGDM-BDA)
Prof. Alekh Gour

For Brickwork Analytics, Mumbai

5.3 Sector-wise classification of salary

5.3.1 Sector-wise classification of base salary

Base Salary					
Sectors	**Min**	**Max**	**Median**	**Mean**	**Data**
Consumer goods (FMCG)	954545	1650000	1302273	1302273	2
Consulting	850000	2300000	1095096	1179484	42
Manufacturing	900420	900420	900420	900420	2
Information Technology (IT)	686000	1561860	834444	823909	32
Telecom	863636	954545	954545	931818	4
Pharmaceutical / Healthcare	810360	1250000	1034901	1064382	7
Banking, Financial Services and Insurance (BFSI)	814400	1650020	1150000	1183577	20
Engineering / Technology	1313236	1313236	1313236	1313236	2
Others -Transportation	1000000	1200000	1000000	1066667	3
Others - Oil & gas	1131600	1131600	1131600	1131600	1
Others- Ecommerce	1827000	1827000	1827000	1827000	2
Others - Conglomerate	791964	944640	807500	837901	4

Table 5.3.1: Sector-wise classification of base salary

For GIM- Goa Institute of Management
Placement Chair (PGDM-BDA)
Prof. Alekh Gour
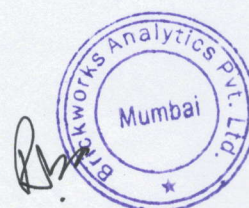
For Brickwork Analytics, Mumbai

5.3.2 Sector-wise classification of one-time cash payments

One-time cash payments					
Sectors	Min	Max	Median	Mean	Data
Consumer goods (FMCG)	100000	100000	100000	100000	1
Consulting	10000	500000	150000	202500	24
Manufacturing	0	0	0	0	0
Information Technology (IT)	150000	306190	200000	193741	7
Telecom	0	0	0	0	0
Pharmaceutical / Healthcare	50000	125000	87500	87500	4
Banking, Financial Services and Insurance (BFSI)	200000	200000	200000	200000	3
Engineering / Technology	60000	60000	60000	60000	2
Others -Transportation	0	0	0	0	0
Others - Oil & gas	257000	257000	257000	257000	1
Others- Ecommerce	80000	80000	80000	80000	2
Others - Conglomerate	0	0	0	0	0

Table 5.3.2: Sector-wise classification of one-time cash payments

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For GIM- Goa Institute of Management
Placement Chair (PGDM-BDA)
Prof. Alekh Gour
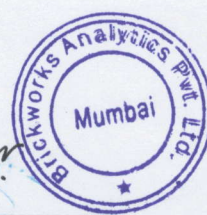
For Brickwork Analytics, Mumbai

5.3.3 Sector-wise classification of total guaranteed cash payments

Total Guaranteed Cash Payments					
Sectors	Min	Max	Median	Mean	Data
Consumer goods (FMCG)	1054545	1650000	1352273	1352273	2
Consulting	875000	2350000	1305004	1295198	42
Manufacturing	900420	900420	900420	900420	2
Information Technology (IT)	686000	1868050	834444	866290	32
Telecom	863636	954545	954545	931818	4
Pharmaceutical / Healthcare	810360	1300000	1159901	1114382	7
Banking, Financial Services and Insurance (BFSI)	814400	1650020	1244170	1213577	20
Engineering / Technology	1373236	1373236	1373236	1373236	2
Others - Transportation	1000000	1200000	1000000	1066667	3
Others - Oil & gas	1388600	1388600	1388600	1388600	1
Others- Ecommerce	1907000	1907000	1907000	1907000	2
Others - Conglomerate	791964	944640	807500	837901	4

Table 5.3.3: Sector-wise classification of total Guaranteed cash payment

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For GIM- Goa Institute of Management
Placement Chair (PGDM-BDA)
Prof. Alekh Gour

For Brickwork Analytics, Mumbai

5.3.4 Sector-wise classification of maximum earning potential

Maximum Earning Potential					
Sectors	**Min**	**Max**	**Median**	**Mean**	**Data**
Consumer goods (FMCG)	1150000	1650000	1400000	1400000	2
Consulting	875000	2833000	1398316	1451333	42
Manufacturing	900420	900420	900420	900420	2
Information Technology (IT)	796000	2320531	916724	978715	32
Telecom	950000	1050000	1050000	1025000	4
Pharmaceutical / Healthcare	820515	1547500	1159901	1231033	7
Banking, Financial Services and Insurance (BFSI)	964400	1650020	1291008	1235444	20
Engineering / Technology	1435890	1435890	1435890	1435890	2
Others -Transportation	1000000	1200000	1000000	1066667	3
Others - Oil & gas	1482100	1482100	1482100	1482100	1
Others- Ecommerce	2979000	2979000	2979000	2979000	2
Others - Conglomerate	864464	944640	880000	892276	4

Table 5.3.4: Sector-wise classification of maximum earning potential


For GIM- Goa Institute of Management
Placement Chair (PGDM-BDA)
Prof. Alekh Gour

For Brickwork Analytics, Mumbai

5.4 Function-wise classification of salary

5.4.1: Function-wise classification of base salary

Base Salary					
Functions	Min	Max	Median	Mean	Data
Consulting	746616	2300000	1063858	1088856	33
Marketing	810360	1561860	1274665	1215628	3
Operations	686000	1827000	980921	1053445	85

Table 5.4.1: Function-wise classification of base salary

5.4.2: Function-wise classification of one-time cash payments

One-time cash payments					
Functions	Min	Max	Median	Mean	Data
Consulting	10000	500000	150000	239231	13
Marketing	200000	306190	253095	253095	2
Operations	50000	257000	150000	144379	29

Table 5.4.2: Function-wise classification of one-time cash payments

5.4.3: Function-wise classification of total guaranteed cash payments
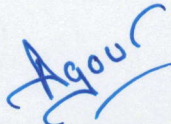
Total Guaranteed Cash Payments					
Functions	Min	Max	Median	Mean	Data
Consulting	746616	2350000	1070000	1183099	33
Marketing	810360	1868050	1474665	1384358	3
Operations	686000	1907000	1050000	1102704	85

Table 5.4.3: Function-wise classification of total guaranteed cash payment

5.4.4: Function-wise classification of Maximum Earning Potential

Maximum Earning Potential					
Functions	Min	Max	Median	Mean	Data
Consulting	831612	2833000	1279192	1315347	33
Marketing	931914	2320531	1474665	1575703	3
Operations	796000	2979000	1159901	1214697	85

Table 5.4.4: Function-wise classification of maximum earning potential

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For GIM- Goa Institute of Management
Placement Chair (PGDM-BDA)
Prof. Alekh Gour

For Brickwork Analytics, Mumbai

5.5 Location-wise classification of salary

5.5.1 Location-wise classification of base salary

Base Salary					
Indian Locations	**Min**	**Max**	**Median**	**Mean**	**Data**
Ahmedabad	944640	944640	944640	944640	1
Chennai	814400	1227272	1020836	1020836	2
Goa	900420	900420	900420	900420	2
Delhi	1300000	1300000	1300000	1300000	4
Hyderabad	1034901	1274665	1067451	1111117	4
Remote	853516	1650000	1012354	1157267	6
Pune	686000	1376632	889182	944797	8
Mumbai	746616	1650020	982043	1070445	20
Gurugram	686000	2300000	970000	1109572	29
Bangalore	686000	1827000	988341	1035598	45

Table 5.5.1: Location-wise classification of base salary (within India)

For GIM- Goa Institute of Management
Placement Chair (PGDM-BDA)
Prof. Alekh Gour

For Brickwork Analytics, Mumbai

5.5.2 Location-wise classification of one-time cash payments

One-time cash payments					
Indian Locations	Min	Max	Median	Mean	Data
Ahmedabad	0	0	0	0	0
Chennai	150000	150000	150000	150000	2
Goa	0	0	0	0	0
Delhi	0	0	0	0	0
Hyderabad	125000	200000	137500	150000	4
Remote	100000	306190	150000	171238	6
Pune	100000	257000	178500	178500	8
Mumbai	200000	500000	350000	350000	20
Gurugram	50000	500000	200000	180769	29
Bangalore	10000	500000	150000	164118	45

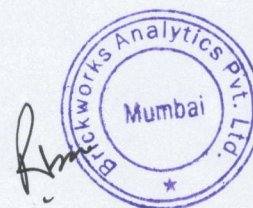Table 5.5.2: Location-wise classification of base salary (within India)

For GIM- Goa Institute of Management
Placement Chair (PGDM-BDA)
Prof. Alekh Gour

For Brickwork Analytics, Mumbai

5.5.3 Location-wise classification of total guaranteed cash payments

Total Guaranteed Cash Payments					
Indian Locations	Min	Max	Median	Mean	Data
Ahmedabad	944640	944640	944640	944640	1
Chennai	814400	1377272	1095836	1095836	2
Goa	900420	900420	900420	900420	2
Delhi	1300000	1300000	1300000	1300000	4
Hyderabad	1159901	1474665	1204951	1261117	4
Remote	1003516	1868050	1137354	1299964	6
Pune	686000	1388600	889182	989422	8
Mumbai	746616	1650020	983165	1105445	20
Gurugram	686000	2350000	1063858	1190606	29
Bangalore	686000	1907000	1020000	1097598	45

Table 5.5.3: Location-wise classification of total guaranteed cash payments (within India)

For GIM- Goa Institute of Management
Placement Chair (PGDM-BDA)
Prof. Alekh Gour

For Brickwork Analytics, Mumbai

5.5.4 Location-wise classification of maximum earning potential

Maximum Earning Potential					
Indian Locations	Min	Max	Median	Mean	Data
Ahmedabad	944640	944640	944640	944640	1
Chennai	964400	1500000	1232200	1232200	2
Goa	900420	900420	900420	900420	2
Delhi	1300000	1300000	1300000	1300000	4
Hyderabad	1159901	1474665	1259951	1288617	4
Remote	1063262	2320531	1222537	1423688	6
Pune	796000	1482100	955137	1075677	8
Mumbai	831612	1650020	1025000	1146781	20
Gurugram	796000	2833000	1275250	1335921	29
Bangalore	796000	2979000	1227854	1266524	45

Table 5.5.4: Location-wise classification of maximum earning potential (within India)

6. Compliance statement

This placement report has been prepared as per the Indian Placement Reporting Standards, Revision 2.2.

The instances where there are any deviations from the standards, either due to lack of data or any other reason, are mentioned below:

Sl. No.	Deviation from the standards	Reason
-	-	-

For GIM- Goa Institute of Management
Placement Chair (PGDM-BDA)
Prof. Alekh Gour

For Brickwork Analytics, Mumbai