



**Goa Institute of Management**

**Placement Report**

**PGDM-Big Data Analytics**

**2021-2023**



Ref: B2K/GIM/MUM/RB/005/2023-24

October 28, 2024

The Chairperson  
Placement Office (BDA)  
Goa Institute of Management,  
Poriem, Sattori,  
Goa - 403505

Dear Sir,

**Re: Audit of Placement Report for 2021-23 placements of Post Graduate Diploma in Management – Big Data Analytics (PGDM-BDA) of Goa Institute of Management (GIM)**

We have audited the data related to remuneration, function & location as presented in the Placement Report prepared by Goa Institute of Management (GIM) for the final placement (based on the offers received and accepted on campus) of the 2021-23 batch of Post Graduate Diploma in Management-Big Data Analytics (PGDM-BDA). The preparation of the Placement Report is the responsibility of GIM. Our responsibility is to validate the information related to salary, function & location as provided in the report with the relevant documentation and comment on the conformance of those 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. B2K Analytics (formerly Brickworks Analytics) has not independently sourced any information or documentation directly from the recruiters.

**B2K Analytics Private Limited**  
(Formerly Brickworks Analytics Pvt. Ltd.)

3rd Floor, Raj Alkaa Park, Kalena Agrahara, Bannerghatta Road, Bengaluru - 560 076  
P: +91 80 4040 9950 | E: info@b2kanalytics.com | www.b2kanalytics.com





3. We have verified the information with respect to salary, function & location as presented in the report with the communication received by GIM from the 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 salary 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 (ESOPs)/ESPP have been mentioned for some students with details on the amount to be vested in the first year. Hence, the corresponding fixed amount has been considered for the calculation of the 'Maximum Earning Potential' (MEP).
  - d. Long-Term benefits (to be paid after twelve months) like ESOPs, retention bonus and any other long-term benefit (if mentioned in the offer letter) to be paid after the first year have not been considered for the calculation of MEP.
  - e. We have considered the amount of gratuity in the calculation of MEP even though it is payable after 5 years of continuous service as this amount was not separately available for all the candidates.
  - f. Wherever information about job location and function of students could not be established from the documents, the same has been confirmed by the institute. An official declaration regarding the function has been obtained from the Placement Chair (BDA).
  - g. Wherever information was missing reasonable assumptions have been made.
4. The acceptance of offers and the number of students opting out of the placement process has been established through written communication from those students.
  - a. Out of 102 students eligible for placements, 1 student opted out of placement process.
5. While auditing the data it was observed that not all the students have been offered one-time cash payments like joining bonus, retention bonus etc. Therefore, the average of one-time cash payments, represents the average of one-time cash payments actually received by the students and not the average of all the students.

**B2K Analytics Private Limited**  
(Formerly Brickworks Analytics Pvt. Ltd.)

3rd Floor, Raj Alkaa Park, Kalena Agrahara, Bannerghatta Road, Bengaluru - 560 076  
P: +91 80 4040 9950 | E: info@b2kanalytics.com | www.b2kanalytics.com





6. We have only audited the data related to salary, function & location in the placement report and not the report's overview section, which explains the placement process.

Best Regards,



Ritaban Basu  
Head – Risk & Analytics  
B2K Analytics

---

**B2K Analytics Private Limited**  
(Formerly Brickworks Analytics Pvt. Ltd.)

3rd Floor, Raj Alkaa Park, Kalena Agrahara, Bannerghatta Road, Bengaluru - 560 076  
P: +91 80 4040 9950 | E: info@b2kanalytics.com | www.b2kanalytics.com



# Contents

Overview .....	1
1. Classification of Students .....	2
1.1. Classification of the entire graduate pool .....	2
2. Sector-wise classification .....	3
3. Function-wise classification .....	4
4. Location-wise classification .....	5
5. Salary details .....	6
5.1. Salary statistics at PPP .....	6
5.2. Salary Heads .....	7
5.3. Sector-wise classification of salary .....	8
5.3.1 Sector-wise classification of base salary .....	8
5.3.2 Sector-wise classification of one-time cash payments .....	9
5.3.3 Sector-wise classification of total guaranteed cash payments .....	10
5.3.4 Sector-wise classification of maximum earning potential .....	11
5.4. Function-wise classification of salary .....	12
5.4.1 Function-wise classification of base salary .....	12
5.4.2 Function-wise classification of one-time cash payments .....	13
5.4.3 Function-wise classification of total guaranteed cash payments .....	14
5.4.4 Function-wise classification of maximum earning potential .....	15
5.5 Location-wise classification of salary .....	16
5.5.1 Location-wise classification of base salary .....	16
5.5.2 Location-wise classification of one-time cash payments .....	17
5.5.3 Location-wise classification of total guaranteed cash payments .....	18
5.5.4 Location-wise classification of maximum earning potential .....	19
6. Compliance statement .....	19



## Tables

1.1.	Classification of the entire graduate pool .....	2
2.1.	Classification of offers based on sector .....	3
3.1	Classification of offers based on function .....	4
4.1	Classification of offers based on location .....	5
5.1.	Salary statistics at PPP adjusted exchange rates .....	6
5.2.	Classification of salary components .....	7
5.3.1	Sector-wise classification of base salary .....	8
5.3.2	Sector-wise classification of one-time cash payments .....	9
5.3.3	Sector-wise classification of total guaranteed cash payments .....	10
5.3.4	Sector-wise classification of maximum earning potential .....	11
5.4.1	Function-wise classification of base salary .....	12
5.4.2	Function-wise classification of one-time cash payments .....	13
5.4.3	Function-wise classification of total guaranteed cash payments ..	14
5.4.4	Function-wise classification of maximum earning potential .....	15
5.5.1	Location-wise classification of base salary .....	16
5.5.2	Location-wise classification of one-time cash payments .....	17
5.5.3	Location-wise classification of total guaranteed cash payments ..	18
5.5.4	Location-wise classification of maximum earning potential .....	19



## Overview

### **About GIM (Goa Institute of Management) and BDA Program:**

Goa Institute of Management is among the top premier B-schools in the country, with a rich legacy of 29 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 five 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 differentiates them from regular MBA's 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 2022-23:**

The recruiters participated in final placement process for the academic year 2022-23 (listed alphabetically) are: Accenture AI, Adani Airport Holdings Limited, Adani Enterprises Ltd, Adani Ports And SEZ Ltd, Amazon, Aspect Ratio, Axis, Brillio, CRIF, Deloitte India, Empower Retirement, EY, FedEx, Flipkart, Future Generali, Godrej Capital, Goldman Sachs, HDFC Bank, HDFC Ergo, HSBC, IKS Health, Infosys, JP Morgan Chase & Co., Kantar, Kellogg's, Landmark, Latent View Analytics, Lowe's Services India Private Limited, Mahindra & Mahindra, NatWest, Neenopal, Northern Arc, Ola, Optum, Philips, Tata Capital, Trident India.



## 1. Classification of Students

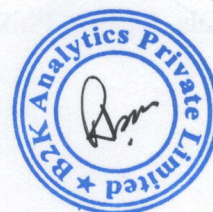
### 1.1 Classification of the entire graduate pool

Categories	Number
1. Sought placement through the institute	101
2. Did not seek placement through the institute	
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	1
2g. Did not seek placements for other reasons	0
<b>Total who did not seek employment through the institute</b>	<b>1</b>
<b>Total graduates</b>	<b>102</b>

Table 1.1: Classification of the entire graduate pool



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



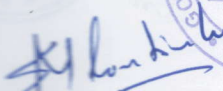
For B2K Analytics, Mumbai




## 2. Sector-wise classification

Sector	No. of Offers accepted
Analytics	4
Automobile	4
BFSI	34
Conglomerate	6
Consulting	17
Ecommerce	9
Food Processing	1
Healthcare	10
IT Consulting	6
Logistics	1
Retail	1
Textile	5
Transportation	3
<b>Total</b>	<b>101</b>

Table 2.1: Classification of offers based on sector

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

  
For B2K Analytics, Mumbai



### 3. Function-wise classification

Function	No. of Offers accepted
Consulting	20
Data Analytics	53
Finance	11
General Management	4
Human Resources Data Analytics	1
Operations	8
Product management	4
<b>Total</b>	<b>101</b>

Table 3.1: Classification of offers based on function



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



For B2K Analytics, Mumbai



#### 4. Location-wise classification

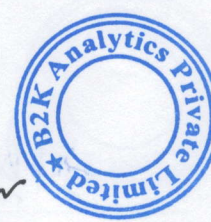
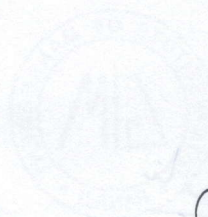
Indian Locations	No. of Offers accepted
Ahmedabad	5
Bengaluru	34
Budhni	2
Chennai	15
Delhi NCR	11
Hyderabad	6
Ludhiana	3
Mumbai	22
Pune	3
<b>Total</b>	<b>101</b>

Table 4.1: Classification of offers based on location



For GIM- Goa Institute of Management  
Placement Chair (PGDM-BDA)

for Prof. Alekh Gour



For B2K 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)	42285	117804	71217	71637	101
Non-INR salary (Total guaranteed cash component)	0	0	0	0	0
Overall salaries (Total guaranteed cash component)	42285	117804	71217	71637	101
INR salary (Maximum Earning Potential)	45734	147737	74489	79238	101
Non-INR salary (Maximum Earning Potential)	0	0	0	0	0
Overall salaries (Maximum Earning Potential)	45734	147737	74489	79238	101

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



For B2K Analytics, Mumbai



## 5.2 Salary Heads

	Salary head	Min	Max	Median	Mean	Data
A	Basic salary	850000	1872064	1350000	1311987	101
B	Additional guaranteed cash components	0	0	0	0	101
C	One time Cash Payments	40000	890000	200000	281395	101
D	Total guaranteed cash payments	855000	2382000	1440005	1448505	101
E	Maximum Earning Potential (including non-cash, long term and performance linked components)	924744	2987252	1506167	1602184	101

Table 5.2: Classification of salary components



For GIM- Goa Institute of Management  
Placement Chair (PGDM-BDA)

For - Prof. Alekh Gour



For B2K 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
Analytics	924744	1789612	1128236	1242707	4
Automobile	1350000	1530000	1395003	1417501	4
BFSI	850000	1800000	1420000	1321716	34
Conglomerate	1305000	1363636	1305000	1314773	6
Consulting	988288	1700000	1039269	1083828	17
Ecommerce	1439800	1872064	1492000	1559059	9
Food Processing	1776761	1776761	1776761	1776761	1
Healthcare	850000	1350000	1300000	1185000	10
IT Consulting	900012	1525200	1250000	1232571	6
Logistics	1300000	1300000	1300000	1300000	1
Retail	855000	855000	855000	855000	1
Textile	1800000	1800000	1800000	1800000	5
Transportation	1454545	1500000	1454545	1469697	3
<b>Total</b>					<b>101</b>

Table 5.3.1: Sector-wise classification of base salary

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

  
For B2K Analytics, Mumbai



### 5.3.2 Sector-wise classification of one-time cash payments

One-time cash payments					
Sectors	Min	Max	Median	Mean	Data
BFSI	100000	500000	247500	273500	10
Conglomerate	200000	200000	200000	200000	1
Consulting	79167	200000	83333	95238	14
Ecommerce	40000	890000	860000	691111	9
Healthcare	100000	300000	300000	245000	10
IT Consulting	150000	250000	250000	216667	3
Logistics	100000	100000	100000	100000	1
Transportation	100000	100000	100000	100000	1
<b>Total</b>					<b>49</b>

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



*[Handwritten signature]*

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



*[Handwritten signature]*

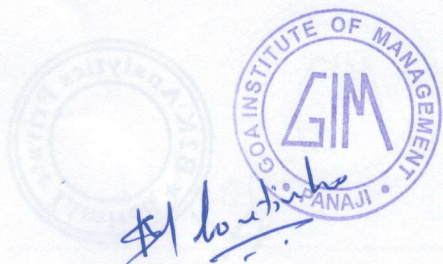
For B2K Analytics, Mumbai



### 5.3.3 Sector-wise classification of total guaranteed cash payments

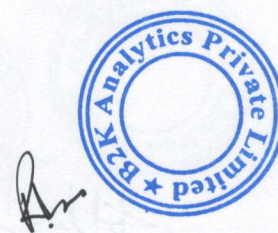
Total Guaranteed Cash Payments					
Sectors	Min	Max	Median	Mean	Data
Analytics	924744	1789612	1128236	1242707	4
Automobile	1350000	1530000	1395003	1417501	4
BFSI	870433	2070000	1450000	1402157	34
Conglomerate	1305000	1563636	1305000	1348106	6
Consulting	988288	1700000	1122602	1162259	17
Ecommerce	1912064	2382000	2299800	2250170	9
Food Processing	1776761	1776761	1776761	1776761	1
Healthcare	950000	1650000	1600000	1430000	10
IT Consulting	900012	1775200	1325000	1340904	6
Logistics	1400000	1400000	1400000	1400000	1
Retail	855000	855000	855000	855000	1
Textile	1800000	1800000	1800000	1800000	5
Transportation	1454545	1554545	1500000	1503030	3
<b>Total</b>					<b>101</b>

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



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

For



For B2K Analytics, Mumbai



### 5.3.4 Sector-wise classification of maximum earning potential

Maximum Earning Potential					
Sectors	Min	Max	Median	Mean	Data
Analytics	924744	1789612	1128236	1242707	4
Automobile	1552000	1759500	1604003	1629876	4
BFSI	1087000	2110000	1479040	1521324	34
Conglomerate	1450000	1699999	1450000	1491667	6
Consulting	1159288	1700000	1322602	1333940	17
Ecommerce	2423150	2987252	2511350	2587706	9
Food Processing	2043275	2043275	2043275	2043275	1
Healthcare	950000	1917300	1857400	1628400	10
IT Consulting	1000008	2140800	1375000	1513603	6
Logistics	1400000	1400000	1400000	1400000	1
Retail	930000	930000	930000	930000	1
Textile	1800000	1800000	1800000	1800000	5
Transportation	1600000	1700000	1650000	1650000	3
<b>Total</b>					<b>101</b>

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 B2K Analytics, Mumbai



## 5.4 Function-wise classification of salary

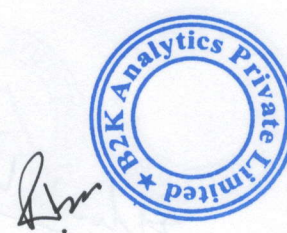
### 5.4.1: Function-wise classification of base salary

Base Salary					
Functions	Min	Max	Median	Mean	Data
Consulting	900012	1500000	1039269	1092505	20
Data Analytics	850000	1872064	1439800	1364377	53
Finance	850000	1800000	1334050	1306811	11
General Management	1800000	1800000	1800000	1800000	4
Human Resources Data Analytics	1000000	1000000	1000000	1000000	1
Operations	900000	1789612	1305000	1264327	8
Product management	1250000	1500000	1454545	1414773	4
<b>Total</b>					<b>101</b>

Table 5.4.1: Function-wise classification of base salary



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



For B2K Analytics, Mumbai



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

One-time cash payments					
Functions	Min	Max	Median	Mean	Data
Consulting	79167	500000	83333	142222	15
Data Analytics	40000	890000	300000	389231	26
Finance	215000	270000	225000	233750	4
Operations	100000	100000	100000	100000	2
Product management	100000	300000	200000	200000	2
<b>Total</b>					<b>49</b>

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



*[Handwritten signature]*

For GIM- Goa Institute of Management  
Placement Chair (PGDM-BDA)

*For* Prof. Alekh Gour



*[Handwritten signature]*

For B2K Analytics, Mumbai



### 5.4.3: Function-wise classification of total guaranteed cash payments

Total Guaranteed Cash Payments					
Functions	Min	Max	Median	Mean	Data
Consulting	900012	1900000	1122602	1199172	20
Data Analytics	855000	2382000	1450000	1555320	53
Finance	870433	2070000	1549050	1391811	11
General Management	1800000	1800000	1800000	1800000	4
Human Resources	1000000	1000000	1000000	1000000	1
Data Analytics					
Operations	1000000	1789612	1305000	1289327	8
Product management	1454545	1554545	1525000	1514773	4
<b>Total</b>					<b>101</b>

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



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



For B2K Analytics, Mumbai



#### 5.4.4: Function-wise classification of Maximum Earning Potential

Maximum Earning Potential					
Functions	Min	Max	Median	Mean	Data
Consulting	1000008	2110000	1322602	1372350	20
Data Analytics	924744	2987252	1600000	1716016	53
Finance	1087000	2070000	1549050	1486803	11
General Management	1800000	1800000	1800000	1800000	4
Human Resources Data Analytics	1342318	1342318	1342318	1342318	1
Operations	1370222	1789612	1450000	1472507	8
Product management	1600000	1797500	1675000	1686875	4
<b>Total</b>					<b>101</b>

Table 5.4.4: Function-wise classification of maximum earning potential


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


For B2K Analytics, Mumbai



## 5.5 Location-wise classification of salary

### 5.5.1 Location-wise classification of base salary

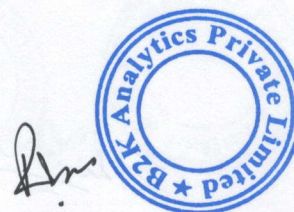
Base Salary					
Indian Locations	Min	Max	Median	Mean	Data
Ahmedabad	1305000	1305000	1305000	1305000	5
Bengaluru	850000	1872064	1386925	1315249	34
Budhni	1800000	1800000	1800000	1800000	2
Chennai	870433	1789612	1128236	1240852	15
Delhi NCR	988288	1800000	1350000	1376208	11
Hyderabad	988288	1090192	1044635	1034340	6
Ludhiana	1800000	1800000	1800000	1800000	3
Mumbai	850000	1776761	1350000	1295005	22
Pune	1020000	1400000	1400000	1273333	3
<b>Total</b>					<b>101</b>

Table 5.5.1: Location-wise classification of base salary



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

For



For B2K Analytics, Mumbai



### 5.5.2 Location-wise classification of one-time cash payments

One-time cash payments					
Indian Locations	Min	Max	Median	Mean	Data
Bengaluru	40000	890000	150000	299074	34
Chennai	79167	890000	200000	435952	15
Delhi NCR	79167	300000	300000	268646	11
Hyderabad	79167	300000	85417	154861	6
Mumbai	100000	225000	150000	153571	22
Pune	200000	500000	500000	400000	3
<b>Total</b>					<b>91</b>

Table 5.5.2: Location-wise classification of one-time cash payments



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



For B2K Analytics, Mumbai



### 5.5.3 Location-wise classification of total guaranteed cash payments

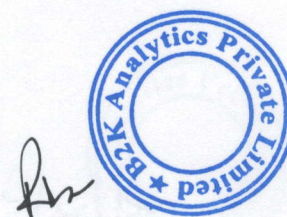
Total Guaranteed Cash Payments					
Indian Locations	Min	Max	Median	Mean	Data
Ahmedabad	1305000	1305000	1305000	1305000	5
Bengaluru	855000	2382000	1450000	1473583	34
Budhni	1800000	1800000	1800000	1800000	2
Chennai	870433	2382000	1128236	1444296	15
Delhi NCR	1067455	2070000	1650000	1571587	11
Hyderabad	1067455	1350000	1150147	1189201	6
Ludhiana	1800000	1800000	1800000	1800000	3
Mumbai	950000	1776761	1350000	1343868	22
Pune	1220000	1900000	1900000	1673333	3
<b>Total</b>					<b>101</b>

Table 5.5.3: Location-wise classification of total guaranteed cash payments



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

For



For B2K Analytics, Mumbai



#### 5.5.4 Location-wise classification of maximum earning potential

Maximum Earning Potential					
Indian Locations	Min	Max	Median	Mean	Data
Ahmedabad	1450000	1450000	1450000	1450000	5
Bengaluru	930000	2987252	1508080	1670537	34
Budhni	1800000	1800000	1800000	1800000	2
Chennai	924744	2511350	1322602	1546141	15
Delhi NCR	1238455	2070000	1917300	1731132	11
Hyderabad	1257455	1387692	1336301	1320867	6
Ludhiana	1800000	1800000	1800000	1800000	3
Mumbai	950000	2043275	1552000	1504206	22
Pune	1300000	2110000	2110000	1840000	3
Total					101

Table 5.5.4: Location-wise classification of maximum earning potential

#### 6. Compliance statement

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

In case there are any deviations from the standard, either due to lack of data or any other reason, each deviation has to be mentioned in this section along with the cause for the same.

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



*Alek Gour*

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



*[Signature]*

For B2K Analytics, Mumbai