Internship Project Ideas

KABEL

Project Ideas	Project Description / Challenge	Project Deliverables/ Expectations	Required Skills	Relevant Disciplines of Project Team
Social Media Content	Develop and execute a 1-month social media content calendar, including engaging post ideas, posters, captions, hashtags	Content calendar, engaging social media posts, campaign performance report	Content creation, social media marketing, audience research	Marketing, Communications
Market Research Analysis	Research and identify consumer preferences and market trends for a product	Report summarising key trends and recommendations	Data analysis, market research	Any Disciplines
Lead Generation & Sales	Identify and qualify leads through research, cold calling, booking appointments, presentations	Lead generation database of qualified leads, call script, tracking	Research, communication, sales	Any Disciplines
Video Content Creation	Develop a series of engaging videos for social media platforms. Tasks include scripting, filming, editing, and publishing.	5 Short videos (2-3 minutes) with visuals, narration, and clear explanations, including video editing files	Scriptwriting, video editing, communication, content creation	Marketing, Communications
Dashboard Development	Create a data visualization dashboard	Dashboard	Data visualization, dashboard design, programming skills (Python)	IT, Engineering
User Feedback	Design and conduct an user feedback survey, analyze results, and propose improvements	Survey questionnaire, data analysis report, insights & recommendations	Survey design, data analysis, communication	Any Disciplines
Website Redesign	Revamp company's website to improve user experience, by updating information, website design, improve UI/UX	Updated website design mockups, improved user interface and navigation	Web development (HTML, CSS, JavaScript), UI/UX design	IT
Event Management	Plan and execute an event to promote a brand	Event proposal, budget plan, event coordination, post-event evaluation	Event planning, coordination, budget management	Marketing, Event Management
Workflow Automation	Source or develop a workflow automation tool for manual repetitive tasks to improve efficiency and accuracy	Develop scripts or software to automate specified tasks.	Programming (e.g., Python, JavaScript), Task Automation	Engineering, IT
Data Cleaning & Management	Clean and organize a large dataset. Tasks include identifying and correcting errors, handling missing data, and standardizing data formats	A cleaned and well-organized dataset and a summary of any significant findings or challenges.	Data analysis, data management, attention to detail, proficiency in Excel	Any Disciplines