



Dadhichy Kar

PGDM in Analytics with Marketing Minor - Equipping for Business Analytics

CAREER OBJECTIVE

I aspire to foster innovation in data analytics, utilizing my technical skills to provide essential insights for informed decision-making in today's data-centric business landscape. My goal is to contribute to my organization's growth and success by pioneering effective data-driven strategies.

INDUSTRY PROJECT(S)

Organization: EdLightened

Topic: Analysis and Visualization of the performance of a company

Outcome: Data cleaning and visualization of EdL company's database; showcased profitability, top-selling items, returns analysis, and performance, enabling targeted efforts to improve reverse logistics and boost sales.

ACADEMIC PROJECT(S)

Organization: Bosch, India

Topic: Request for Problem (RFP) Project on Platform Thinking

Objective: Engaged in thorough research and analysis of platform dynamics, under the corporate mentorship of Bosch, India's guidance, to lay the foundation for an innovative four-wheeler EV Industry platform. (*Project in Progress*)

Topic: Research Incubation Project in Indian Automotive Industry

Objective: Comprehensive analysis of the Indian Automotive Industry, including companies and the EV segment, to identify opportunities and challenges for sustainable growth and competitiveness. (*Project in Progress*)

Topic: User-Generated Content Analytics

Objective: How can Harley Davidson strategically prioritize areas and align itself with the distinct requirements and desires of Indian users to ensure a successful comeback and establish dominance in the Indian market?

PROFESSIONAL QUALIFICATIONS

Post Graduate Diploma in Management in Digital Business and Analytics | Marketing Minor | Jagdish Sheth School of Management, Bengaluru | Class of 2024 | CGPA: 7.8

Bachelor of Technology in Electrical Engineering | Jalpaiguri Government Engineering College, Jalpaiguri | 2021 | CGPA: 7.52

PAST EDUCATION

Higher Secondary with Science | Ashalata Basu Vidyalaya, Jalpaiguri | 2017 | 68%

Secondary School | Holy Child School, Jalpaiguri | 2015 | 71%

ACCOMPLISHMENTS & ACTIVITIES

- **Headed the Cultural Committee 2020-21**, Jalpaiguri Government Engineering College during my graduation.
- **Secured 3rd rank** in Intra-college **User Generated Content Analytics** project competition organized by the University of Texas in collaboration with JAGSoM, Bangalore in the year 2023.

THOMAS PROFILE COMPETENCIES

Communication Style
Interpersonal Skills
Influencing Skills

TECHNICAL SKILLS & CERTIFICATIONS

Tableau - Beginner
Python - Beginner
DBMS/SQL - Beginner
Advanced Excel functions from *Udemy*

INTERESTS & HOBBIES

Football
Music
Anime
Travelling

REACH ME AT

MOBILE NUMBER

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Linkedin Profile

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Domicile

Jalpaiguri, West Bengal

LANGUAGE

English, Hindi, Bengali
(Reading, Writing, Speaking, Listening)