



K Swetha

PGDM in Analytics with Marketing Minor -Equipping for Business Analytics

CAREER OBJECTIVE

I am seeking a challenging role in an organization where I can apply my managerial skills and problem-solving techniques to manage the company well and contribute to the success of the organization.

INDUSTRY PROJECT(S)

Organization: SNSMKs

Designation & Duration: Event manager (1 months)

Outcome: Worked as an Event manager at SNSMKs, handled the database and logistics, organized the meetings, planned, and executed the events, built relationships with customers, & learned valuable event planning skills.

Organization: DISHA

Designation & Duration: Welfare worker (2 months)

Outcome: Worked for Disha charitable trust as a Welfare worker, conducts events in colleges and shared information about the program with the students.

ACADEMIC PROJECT(S)

Topic: Research Incubation project on Ecommerce industry

Outcome: Using hierarchical clustering on an e-commerce dataset, we identified loyal customers, sentiment analysis & text mining helped analyze and find solutions to facilitate company growth.

Topic: Proficiency in Business Tools (Excel & OpenasApp)

Outcome: Developed a sales app for a shop so that the management and customers could monitor sales and purchases which reduced their time and manpower.

Topic: Business Data Visualization for Myntra

Outcome: Developed a Tableau dashboard that visualizes the business information for better comprehension and understanding.

Topic: Design Thinking

Outcome: Created a prototype using a kiosk screen for the style union firm and simplified the design of their workspace.

PROFESSIONAL QUALIFICATION

Post Graduate Diploma in Management in Digital and Business Analytics | Marketing

Minor | Jagdish Sheth School of Management, Bengaluru | **Class of 2024 | CGPA of 6.5**

Bachelor of Computer Applications | MS Ramaiah College of Arts Science and

Commerce, Bengaluru | 2019-2022 | **CGPA of 8.01**

PAST EDUCATION

Higher Secondary with Science | The Kings School, Goa | 2018 | CGPA of 6.5

Secondary School | The Kings School, Goa | 2016 | CGPA of 9

ACCOMPLISHMENTS AND ACTIVITIES

- **First place** in User Generated Content Analytics Presentation (2023)
- **District level carrom player-** 1 gold medal (2017)
- **District level throwball player-** 2 silver medals (2017)
- **All India IT Quiz-** A++ Grade (2016)
- **State level badminton player-** 2 silver medals (2016)
- **First Place** in Project on Save the earth (2014)
- **National level IMA Abacus-** Grade 10 (2012)

THOMAS PROFILE COMPETENCIES

Planning & Organizing
Strategic Thinking
Goal Seeking

TECHNICAL SKILLS & CERTIFICATIONS

Excel- Advanced

Tableau- Advanced

Python- Intermediate

KNIME- Intermediate

Project management & Planning
from Coursera

Operations management from
Coursera

Human Resource from Coursera

Business Strategy from Coursera

INTERESTS & HOBBIES

Event Planning
Interior Designing
Resin Art

REACH ME AT

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[ha-patil-2b060a168](https://www.linkedin.com/in/natas-ha-patil-2b060a168)

DOMICILE

Verna, Goa

LANGUAGE

English, Hindi

(Reading, Writing, Speaking,
Listening)

Telugu

(Speaking, Listening)