



Abisheak Jacob J

PGDM in Analytics with Marketing Minor - Equipping for Business Analytics

CAREER OBJECTIVE

Initiative driven and team-work oriented Business Analyst focused on providing consulting and digital frameworks with comprehensive reporting and presentation skills, a professional mindset, and an innate desire to learn.

INDUSTRY PROJECT(S)

Organization: Saint Gobain India Pvt. Ltd.

Topic: Driving GTM strategy for Inspire – Planilaque (Jun 2019 – Aug 2019)

Outcome: Collaborated with architects, providing comprehensive insights. Analyzed market trends and sales, resulting in 102 client visits in 27 days. Achieved a remarkable 17% lead conversion rate, surpassing fellow interns.

ACADEMIC PROJECT(S)

Organization: Deloitte

Topic: Request for problem (RFP) on Advanced Business Analytics for Industry 4.0 Marketing Dataset

Objective: Implemented cutting-edge business analytics techniques on a comprehensive marketing dataset using cloud-based Big Data ecosystem (DB). Our team aims to derive data-driven insights to enhance customer experiences and meet end-user needs in the industry 4.0 landscape. *(Project in Progress)*

Topic: Research Incubation in Human Resource Domain of IT & ITES Industry

Objective: Conducted in-depth research on the HR domain of IT & ITES industry, focusing on retention, attrition analysis, and talent acquisition. Utilizing advanced analytics techniques to identify key factors affecting employee engagement and develop solutions to enhance HR decision-making processes. *(Project in Progress)*

Organization: Margadarsi Chit Fund

Topic: Driving Digital Innovation at Margadarsi

Outcome: Crafted a strategic business model to facilitate Margadarsi's transition from a traditional operating model to a digital-centric approach, enabling enhanced agility and competitiveness in the digital landscape.

PROFESSIONAL QUALIFICATION

Post Graduate Diploma in Management in Digital Business and Analytics | Marketing Minor | Jagdish Sheth School of Management, Bengaluru | Class of 2024 | CGPA of 8.7

B.E. – Mechanical Engineering | Mepco Schlenk Engineering College, Sivakasi | 2020 | CGPA of 8.57

PAST EDUCATION

Higher Secondary with Bio-Maths | Christuraja Matric Hr. Sec. School, Marthandam | 2016 | 92.83%

Secondary School | Christuraja Matric Hr. Sec. School, Marthandam | 2014 | 98.2%

ACCOMPLISHMENTS & ACTIVITIES

- Secured the **Runner-Up Award** for the presentation titled "**The Battle for the Indian Highways**" at the User Generated Content Analysis workshop conducted by **Dr. Anitesh Barua**, McCombs School of Business.
- Ranked 21st** out of 32 participating teams and **16th** out of 38 participating teams in the national **formula car building and racing event** FFS by FMAE, during **Nov 2019 (Captain)** and **Nov 2018 (Vice-Captain)**.

Jagdish Sheth School of Management
 (Accredited by AICTE, NBA, and AACSB)

THOMAS PROFILE COMPETENCIES

Sensing Opportunities

Listening

Resource Optimization

TECHNICAL SKILLS & CERTIFICATIONS

MS Excel – *Intermediate*

Tableau - *Intermediate*

Python for Business Analytics from *Edlightened*

Data Visualization & Business

Intelligence from *Edlightened*

Technologies for Marketing from *Edlightened*

INTERESTS & HOBBIES

Drawing

Swimming

Reading

REACH ME AT

MOBILE NUMBER

+91 6374311739

Email Id

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abisheakjacob0032@gmail.com

LinkedIn Profile

<https://www.linkedin.com/in/abisheakjacob0032/>

[akjacob0032/](https://www.linkedin.com/in/abisheakjacob0032/)

Website:

abisheakjacob.com

Blog:

abisheakjacob.com/blog

Github

<https://github.com/AbisheakJacob>

Domicile

Kanyakumari, Tamil Nadu

LANGUAGE

English, Tamil, Hindi

(Reading, Writing, Speaking, Listening)