



## Piyush Chhatpuria

*PGDM in Marketing with Analytics Minor- Equipping for Sales and Service*

### CAREER OBJECTIVE

Aspiring to thrive as a key player in a Sales & Service role, driving business growth and ensuring exceptional customer satisfaction in a dynamic and customer-centric organization.

### INDUSTRIAL PROJECT(S)

**Organization:** Apex Lifestyle

**Designation & Duration:** Sales Intern (1.5 Months)

**Summary:** Assisting the sales team, market research for identifying potential new customers, analyzing the customer data, helping Sales team to develop new promotional campaign and materials.

### ACADEMIC PROJECT

**Organization:** Miniature Herbals

**Topic :** Request for Problem (RFP)

**Objective:** Conducted an in depth study to analyze consumer behavior in the herbal beauty segment for miniature and Identifying the valuable insights about the product offering and refinement for target audience (*Project in progress*)

**Topic:** Research Incubation (RI) in Ecommerce Industry

**Objective:** TMRW, an Aditya Birla Group venture, analyzing consumer behavior and pain points for its acquired disruptor brands in the fashion and Lifestyle D2C space.

### PROFESSIONAL QUALIFICATIONS

**Post Graduate Diploma in Management in Marketing** | Analytics | Minor

| Jagdish Sheth School of Management | Class of 2024 | **CGPA of 7.2**

**Bachelor of Commerce** | PIMR College Indore | 2021 | **61%**

### EDUCATION

**Higher Secondary with Commerce** | International Public School | 2018 | **78.2%**

**Secondary School** | International Public School | 2016 | **CGPA of 6.2**

### ACCOMPLISHMENTS

**2<sup>nd</sup> Runner up-** Prestige Startup competition in 2019

**Event Management-** Successfully hosted a college fest event in 2018.

### THOMAS PROFILE COMPETENCIES

#### Communication Skills

Analytical Thinking

Strategic Thinking

Goal Seeking

### TECHNICAL SKILLS & CERTIFICATIONS

SPSS- Beginner

MS Excel- Intermediate

Google Advanced Analytics from Google

Content Marketing from HubSpot.

Marketing Mix Implementation

Capstone from Coursera.

### INTERESTS & HOBBIES

Football

Music

Travelling

### REACH ME AT

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#### LinkedIn Profile

<http://www.linkedin.com/in/piyushchhatpuria>

#### Domicile

Bhopal, Madhya Pradesh

### LANGUAGE

English and Hindi