



## Srishti Tripathi

*PGDM in Analytics with Marketing Minor - Equipping for Digital Business & Analytics*

### CAREER OBJECTIVE

Seeking a dynamic business analyst role where I can use my analytical skills and business acumen to drive organizational growth and achieve outstanding achievement through data-driven insights and practical solutions.

### ACADEMIC PROJECT(S)

**Topic:** Inventory Management

**Outcome:** Increased revenues by 10%, cut costs by 5%, and improved inventory accuracy for Srishti Pharma employing software and an Excel model.

**Topic:** Research Incubation (RI) Project in E-Commerce Industry

**Outcome:** Determining the most suitable platforms while considering various deciding criteria for various project issues faced by apparel e-commerce businesses.

**Topic:** Built an Amazon Prime Storyboard

**Outcome:** Created interactive Tableau dashboards showcasing Amazon Prime usage statistics, including content choices and user engagement, offering insightful data on user behaviour, popular genres, viewing time, and regional distribution to support data-driven decision-making.

**Topic:** User-Generated Content (UGC) Analytics Project

**Outcome:** For a management graduate's first move, we analyzed Glassdoor data for 5 top companies & start-ups using word frequency, lift, MDS, sentiment analysis, and cosine similarity, 0.18 preference was observed for top companies and 0.16 for startups.

**Topic:** Knime Sales Workflow

**Outcome:** Used Amazon sales data in Knime to create a streamlined workflow for data ingestion, cleaning, transformation, and visualization.

### PROFESSIONAL QUALIFICATION

**Post Graduate Diploma in Management in Digital Business & Analytics | Marketing Minor | Jagdish Sheth School of Management, Bengaluru | Class of 2024 | CGPA of 7.1**

**Bachelor of Commerce | St. Andrews College, Gorakhpur | 2020 | 56%**

### PAST EDUCATION

**Higher Secondary with Commerce | Divine Public School | Gorakhpur | 2017 | 65%**

**Secondary School | Little Flower School | Gorakhpur | 2015 | 63%**

### ACTIVITIES

- **Committee Head** of PR & Media Committee at Jagdish Sheth School of Management, Bangalore.
- Managed diverse **freelance projects**, exhibiting effective leadership and organization for successful project outcomes.
- **Event head** for college fest at St. Andrews College, Gorakhpur.

### THOMAS PROFILE COMPETENCIES

**Resource Optimization**  
**Analytical Thinking**  
**Listening**

### TECHNICAL SKILLS & CERTIFICATIONS

**Excel – Intermediate**  
**Python - Beginner**  
**Tableau - Intermediate**  
**SQL - Intermediate**  
**KNIME - Intermediate**  
**Digital Marketing from Coursera**  
**Foundations of Business Intelligence from Coursera**  
**Power BI from Great Learning**  
**Diploma in Database Management System from St. Andrews College, Gorakhpur**

### INTERESTS & HOBBIES

**Reading Books**  
**Watching Movies**  
**Playing Games**

### REACH ME AT

**Mobile Number**  
+918127910518  
**Email Id**  
[srishtitripathi70@gmail.com](mailto:srishtitripathi70@gmail.com)  
**LinkedIn Profile**  
<https://www.linkedin.com/in/srishti-tripathi11>  
**Domicile**  
Gorakhpur, Uttar Pradesh

### LANGUAGE

**English & Hindi**  
(Reading, Writing, Speaking, Listening)