



Mohanty Rithika

PGDM in Analytics with Marketing Minor – Equipping for Business Analytics

THOMAS PROFILE COMPETENCIES

Analytical Thinking
Communication
Goal Seeking

TECHNICAL SKILLS & CERTIFICATIONS

Tableau- Intermediate
Python- Intermediate
SQL- Beginner
R programming- Beginner
Java- Beginner
Vantage level Certification from *British English Council, Cambridge* in 2019.

INTERESTS & HOBBIES

Badminton
Swimming
Traveling

REACH ME AT

MOBILE NUMBER

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LinkedIn Profile

[linkedin.com/in/mohanty-rithika](https://www.linkedin.com/in/mohanty-rithika)

Domicile

Visakhapatnam, Andhra Pradesh

LANGUAGE

English, Telugu, Hindi

(Reading, Writing, Speaking, Listening)

CAREER OBJECTIVE

Seeking a challenging analytical role in an organization where I can apply machine learning algorithms and statistical techniques to derive the company's growth.

ACADEMIC PROJECT(S)

Organization: Ather Energy

Topic: Request for Problem (RFP) for Sentiment Analysis and Six Sigma

Objective: Leverage sentiment analysis to identify negative reviews and apply Six Sigma for data-driven solutions and improved customer satisfaction. *(Project in progress)*

Topic: Research Incubation Project on the automobile industry

Objective: To identify the most preferred electronic two-wheeler and the various challenges faced by electronic vehicle companies. *(Project in progress)*

Topic: Sentiment Analysis on Twitter tweets by using **KNIME**

Outcome: Derived insights from the tweets, and developed a decision tree model and word cloud with 80% accuracy.

PROFESSIONAL QUALIFICATIONS

Post Graduate Diploma in Management in Digital Business and Analytics | Marketing Minor | Jagdish Sheth School of Management, Bengaluru | **Class of 2024** | **CGPA of 7.5**
Bachelor of Business Administration in Business Analytics | GITAM University, Vishakapatnam | 2021 | **CGPA of 8.28**

PAST EDUCATION

Higher Secondary with Commerce | Aditya Junior college, Rajahmundry | 2018 | **88.5%**
Secondary School | Bhashyam Public School, Rajahmundry | 2016 | **CGPA of 8.3**

ACCOMPLISHMENTS & ACTIVITIES

- Contributed as supporting staff in the marketing and sales department, in my graduation fest. (2020)
- **Hosted** in state-level NSS youth fest, Andhra Pradesh. (2020)
- **Served as a member** of the National Service Scheme. (2018-2021)