Mayank Chaudhari

PGDM in Analytics with Marketing Minor - Equipping for Business Analytics

CAREER OBJECTIVE

To acquire a challenging position at a dynamic company where I can use my analytical thinking, problem-solving ability, and management skills to help the business develop and succeed while also obtaining valuable experience and knowledge.

PROFESSIONAL EXPERIENCE

Organization: Verma Rice Mill
Designation & Duration: Business Assistant (22 Months)
Summary: Implement operational strategies and oversee all operational activities of the company, including production, logistics, inventory management, quality control, and vendor management to ensure smooth functioning of the organization.

INDUSTRY PROJECT (S)

Organization: iQuanta Edu services
Topic: Lead- Digital Marketing Intern (4 Months)
Project 1: Working as a team leader for content writers on Quora and Medium, I created and implemented a content marketing plan that, in 4 months, increased website traffic by 12%.
Project 2: Worked as a content writer on Quora and Medium. Created and managed content for company blog, social media platforms, and other digital channels to increase brand awareness, engage target audiences, and increase the click-through rates by 35%.

ACADEMIC PROJECT(S)

Organization: Happiest Minds Technology
Title: Request for Problem (RFP) on Optimization of Patient Appointment.
Objective: Creating an optimisation system to effectively plan patient appointments for the best hospitals in Bangalore City, maximising resource use and reducing waiting times. *(Project in Progress)*

Organization: Deloitte - Mentorship
Topic: Big Data Analytics
Outcome: Successfully created an end-to-end data pipeline meeting customer need, employing data preparation, cleansing, and aggregation to generate a reliable source for stakeholders. Utilizing Microsoft Azure Databricks with Spark, SQL, and Python, I efficiently produced reports and dashboards using Tableau while optimizing the code for Hadoop ecosystem resource utilization.

Organization: Olive salon and Spa
Topic: Proficiency in Business Tools
Outcome: Analysed the business issue of managing inventories and provided an automated inventory system using Microsoft Excel's Macro and Dashboard. Sold the model to the business at a confidential price which was 4x what it cost.

PROFESSIONAL QUALIFICATION

*Post Graduate Diploma in Management in Digital Business & Analytics***| Marketing** Minor **|** Jagdish Sheth School of Management, Bengaluru **|Class of 2024 | CGPA of 8.1**
Bachelor of Science in Mathematics |University of Lucknow | 2016 **|60.05%**

PAST EDUCATION

Higher Secondary with Science | Government Inter College, Bahraich| 2011 | **68.5%**
Secondary School |Sri Ram Janki Inter College, Girdharpur, Siddharthnagar | 2009 | **65.4%**

ACCOMPLISHMENTS & ACTIVITIES

- *Volunteered at the 16th* International Society for Data Science and Innovation Global Conference (2023) on 'Building Sustainable Businesses in the Phygital World' theme.
- *2nd runner up* in user generated content competition conducted by Dr. Anitesh Barua (University of Texas).
- *Secured 1st rank* in all India Vedic Mathematics competition.

THOMAS PROFILE COMPETENCIES

Analytical Thinking
Teamwork
Planning and Organizing
Listening

TECHNICAL SKILLS & CERTIFICATIONS

Tableau - *Beginner*
Microsoft Excel - *Beginner*
Databricks - *Beginner*
SQL from *Udemy*
Python from *Udemy*
Statistics from *Coursera*

INTERESTS & HOBBIES

Travelling
Cooking

REACH ME AT

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Domicile
Siddharthnagar, Uttar Pradesh

LANGUAGE

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