



# Gangana Sathwika Reddy

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

## CAREER OBJECTIVE

A highly motivated individual seeking a challenging role to utilise my problem-solving, strategy planning, project management skills, as well as the capacity to balance conflicting demands in a fast-paced environment to contribute to organization growth.

## INDUSTRY PROJECT(S)

**Organization:** Artemis Foundation, Hyderabad

**Designation & Duration:** Intern for 3 months

**Summary:** As an intern, I was trained and took interviews to recruit the new candidates and suggested few changes to make the organisation work more effectively.

**Organization:** Shriram Life Insurance – Digital Channel Hyderabad

**Designation & Duration:** Intern for 3 months

**Summary:** Explored all the departments in the organisation and made report on HR practices in Shriram and suggested few recommendations which I have gathered after conducting.

## ACADEMIC PROJECT(S)

**Organization:** Kavyee Sales Corporation

**Course:** Design Thinking

**Outcome:** Helped company to improve their space & inventory management by providing floor plan for space utilization and developed Excel model to manage the inventory.

**Organization:** BKS Power tools and Hardware

**Course:** Introduction to Digital Business

**Outcome:** Made a strategic plan on how to transform the traditional business into a platform model.

## PROFESSIONAL QUALIFICATION(S)

**Post Graduate Diploma in Management in Digital Business and Analytics |**

**Marketing Minor | Jagdish Sheth School of Management | Class of 2024 | CGPA: 8.61**

**Bachelor of Business Administration | ICFAI Business School | 2022 | CGPA: 9.78**

## EDUCATION

**Higher Secondary with Science | Sri Chaitanya Junior Kalasala | 2018 | 91.9%**

**Secondary School | Pallavi Model School | 2016 | CGPA of 9.6**

## ACCOMPLISHMENTS & ACTIVITIES

- **2nd Runner-Up** in the User Generated Content Analytics Workshop & Competition(2023)
- **Shortlisted for Best Student Award** for All Round Excellence in ICFAI BBA (2022)
- **Co-Founder and President** of a Eunoia- Entrepreneurship club of BBA in ICFAI Hyderabad (2021-2022)
- **Certification of Appreciation** from Sriram Life Insurance during my internship.
- **Certification of Appreciation** from Artemis Foundation during my internship.

## THOMAS PROFILE COMPETENCIES

**Planning and Organizing**  
**Analytical Thinking**  
**Active Listening**

## TECHNICAL SKILLS & CERTIFICATIONS

**SPSS - Intermediate**  
**Tableau - Intermediate**  
**SQL – Intermediate**  
**Knime – Intermediate**  
**Canva – Intermediate**  
**Agile Project Management by Google from Coursera**

## INTERESTS & HOBBIES

**Indian Mythology**  
**Listening to Music**

## REACH ME AT

### MOBILE NUMBER

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### Domicile

Hyderabad, Telangana

## LANGUAGE

**English, Telugu, Hindi**  
(Reading, writing, speaking, and listening)