

ACADEMIC PROFILE			
PGDM Business Analytics	7.9 CGPA	Jagdish Sheth School of Management (JAGSoM), Bengaluru	2025
B.Sc. in Hotel Management	64.00 %	Institute of Hotel Management, Jaipur	2021
Class XII (CBSE)	56.00 %	Central Academy Aashiana, Lucknow	2016
Class X (CBSE)	78.00 %	Kendriya Vidyalaya RRC, Fatehgarh	2014
AREAS OF STUDY			
Business Data Visualization, Coding Business Application in R & Python, Managerial Decision Making, Introduction to Artificial Intelligence and Machine Learning, Deep Learning using Python			
INTERNSHIP(S)			13 Months
EdLightened	Data Analyst – Intern	October 2023 - November 2024	
<ul style="list-style-type: none"> Made a Power BI dashboard of a Marketing Dataset analyzing revenue, expenses, profit margins and returns of a dataset which includes regions, stores, products, customers, and transactions and made visualization using dendrogram, bubble chart and donut chart. Analyzed the returns of Snowman Logistics, Paytm, and Zomato stocks over a one-year period using Python, calculating average returns and testing the hypothesis of identical returns. Additionally, computed beta coefficients for risk assessment while applying various statistical methods and financial analysis techniques. Completed the project within one month, delivering insights on stock performance and risk factors, which provided valuable information for investment decisions. Analyzed the FMCG marketing dataset to visualize age distribution, spending patterns, sales performance by location and city, compare high vs low customer sales, and build a deep learning model to predict customer priority. The accuracy was 0.51. Conducted a data analysis project on a fintech dataset, employing K-Means Clustering, Decision Trees, Lasso, Ridge, Logistic regression, Bagging and DNN to identify customer segments and predict defaulters, providing actionable insights to enhance marketing strategies and customer relationship management. This project showcases my proficiency in data analysis, machine learning, and the application of statistical techniques in the fintech domain. The Highest accuracy was obtained by decision tree + Bagging that was 0.93. 			
INDUSTRY PROJECT(S)			
Comprehensive Sales and Customer Insights Dashboard for a Company			
<ul style="list-style-type: none"> Conduct a detailed analysis of a marketing dataset which includes regions, stores, products, customers and transactions. Analyzed key performance metrics including revenue, expenses, profit margins, and returns Created DAX measures for expenses, profit, profit margin, quantity sold, revenue, total orders and total returns. The findings showed that total revenue is 1.20 million and expenses are 483.62 K Month may has the highest profit margin, Hidalgo has most orders, females contributed most revenue, curd cottage cheese has highest revenue 			
FMCG Marketing Data Analysis and Customer Prioritization			
<ul style="list-style-type: none"> Made a deep learning model to predict who will be the high and low customers and understood customer behaviour and predicted customer priority (High or Low). Did Exploratory Data Analysis to gain insights into customer demographics, purchase patterns and sales performance by location Built a neural network model and trained to predict customer priority based on features like Age, self or delivered, total spend and customer acquisition cost and Customer priority was my target variable. Built a confusion matrix to evaluate the model using Accuracy as my performance metric. The Accuracy was 0.51 			
Predicting Loan Defaults: A Machine Learning and Deep Learning Approach in Fintech			
<ul style="list-style-type: none"> Predicted loan defaulters or not and employed various machine learning and deep learning models to predict them for a fintech dataset The dependent variable is default and the independent variables were age, checking balance, loan duration, credit history, amount, etc. Did feature extraction, applied label encoder and one hot encoder, and did standard scaling on the dataset. Used models such as CART, K-means clustering, Logistic, Lasso and Ridge regression, K-nearest neighbour, bagging and Deep Neural Network. CART + Bagging gave the highest accuracy of 0.93 			
CERTIFICATIONS			
Generative AI	EdLightened		2024
Machine Learning	EdLightened		2024
Deep Learning	EdLightened		2024
Statistics for Decision Making	EdLightened		2024
Python for Analytics	EdLightened		2023
Data Visualization and Business Intelligence	EdLightened		2023
POSITIONS OF RESPONSIBILITY			
JAGSoM, Bengaluru	Deputy Committee Coordinator – Innovation Incubation Committee		2023 - 25
	<ul style="list-style-type: none"> Led innovation initiatives: monthly newsletter (75% open rate), 4-month investor series (online series) Developed Power BI dashboard, improving social media engagement by 40% across 3 platforms Organized entrepreneurial competitions, increasing participation by 30% year-over-year Conducted innovation workshop for 30 students, with 90% reporting improved understanding Responsible for Organizing 'The Final Startup Pitch Presentation' for our batch Organized the internal hackathon in our campus of the "SMART INDIA HACKATHON 2024" 		
ACCOMPLISHMENTS			
Competitions and Activities	<ul style="list-style-type: none"> Ranked 39th in VIT Vellore's online 'Sustainability Savvy' quiz, scoring 13 Points. Reached the final round of "The Entrepreneurial Consultant" case study competition by IIM Indore Reached the final round of "Empresa 2024", a case study competition held by Hansraj college Volunteered for the 11th AIM-AMA Sheth Foundation Doctoral Consortium 2023 Participated in the AI conquest case competition by ISB on unstop Participated in the ALTAIR Data Science Conquest and made a predictive model on AI Studio 		
SKILLS	SQL, Python, Excel, Power BI		