CHELSEA JOSHI

ACADEMIC PROFILE

PGDM Business Analytics	5.70 CGPA	Jagdish Sheth School of Management (JAGSoM), Bengaluru	2025
BMS (Sports Management)	66.80 %	National Academy of Sports Management	2021
Class XII (Maharashtra State Board)	60.15 %	M.H. Kalra Shukla, Mumbai	2018
Class X (Maharashtra State Board)	63.60 %	St. Lawrence High School, Mumbai	2016

AREAS OF STUDY

Data Analysis, Data Visualization, Database Management System, Business Forecasting, Data Pre-processing, Exploratory Data Analysis, Managerial Decision Making, Data Mining, Predictive modeling, Cloud Computing, Statistics, Big Data.

INTERNSHIP(S)   7 Months

Majestic Legends, Road Safety World Series 2021 — **Operations and Admin** — **February 2021 – May 2021**

- Oversaw brand deliverables for an international event featuring retired cricket players from around the world.
- Managed administrative duties leading up to the event to ensure seamless execution.
- Coordinated various event-specific tasks to facilitate effective organization and smooth operations.

Paytm Insider, IPL 2020, Mumbai — **Media Registration** — **February 2020 – March 2020**

- During my internship for the IPL 2020, I managed media registration for over 250 media members. I was responsible for verifying their ID proofs and ensuring they received proper accreditation.

Sports For All — **Venue Manager** — **February 2019 – March 2019**

- Interned with the Mumbai Indian Inter-School Cricket Competition.
- Coordinated venue arrangements, ensuring the field was prepared.
- Ensured availability of first aid kits and refreshments for participants.
- Involved in logistical planning and on-site management for a smooth event.

ACADEMIC PROJECT(S)

Unstructured Data Analysis - Mobile Phone Industry Analysis

- The project involved analyzing consumer sentiments, market trends, and predictive insights to understand the mobile phone industry in India.
- Data from online reviews, social media, and forums was extracted, preprocessed, and analyzed using sentiment analysis, predictive modeling, and competitor analysis.
- Recommendations were made for Samsung to address common issues, improve customer support, and innovate product features based on consumer feedback.

Design Thinking with Decathlon

- Decathlon fields aim to enhance revenue by tapping into local sports enthusiasm, requiring a dynamic, Inclusive environment that encourages community participation and engegement.
- Developed a flexible event space prototype, incorporating design thinking tools like SCAMPER, journey maps, and empathy graphs to deeply understand user needs and create immersive expences.
- The prototype fostered increased community involvement and participation, aligning with Decathlon's mission and enhancing potential revenue through effective event coordination and local partnership.

Youtube Customer Engagement Dashboard

- Analyze the distribution of YouTube subscribers and video views across various content categories using Tableau, track the growth trend of content creators over the years, and examine regional YouTube usage and content popularity.
- Entertainment, Music, People & Blogs, and Gaming categories have the highest number of YouTube channels, significantly surpassing other content categories.

CERTIFICATIONS

Fundamentals of Business Analysis	Starweaver (Coursera)	2024
SQL for Data Science	University of California, Davis (Coursera)	2024
Creating Dashboards and Storytelling with Tableau	University of California, Davis (Coursera)	2024
Excel Skills for Business: Advanced	Macquarie University (Coursera)	2023

POSITIONS OF RESPONSIBILITY

JAGSoM, Bengaluru	**Member of PR media and digital marketing committee** - **Speed Dating Event Leadership**: Helped in directing a large-scale speed dating event, successfully managing the approval of the event budget, coordinating with multiple stakeholders, and handling all logistical aspects. Oversaw the production and distribution of event-specific merchandise, facilitating an engaging experience for **140 attendees**. - **Case Code Competition Management**: Organized and managed a collegiate case code competition, engaging **14 teams** across various colleges. Coordinated jury selection, managed event logistics, and ensured all necessary materials were provided, demonstrating effective project management and execution.	**2023 - 24**

ACCOMPLISHMENTS

Competitions and Activities	District football player (Mumbai Suburban district) – Runners up

SKILLS	SQL, Python, Excel, Data Visualization (Tableau), Machine Learning, Detail Oriented