SAMARTH KUMAR JAISWAL

JAGSoM | Jagdish Sheth School of Management | AACSB ACCREDITED

ACADEMIC PROFILE

PGDM Business Analytics	6.80 CGPA	Jagdish Sheth School of Management(JAGSoM), Bengaluru		2025
BBA (Finance)	75.50%	Bharati Vidyapeeth, Pune		2022
Class XII (CBSE)	56.40%	Gorakhpur Public School, Gorakhpur		2019
Class X (CBSE)	87.40%	Gorakhpur Public School, Gorakhpur		2017

AREAS OF STUDY

Business Requirement Analysis, Business Data Visualization, Project Management, Big Data & Cloud Computing, Mathematical Foundation for Analytics, Managerial Decision Making

INTERNSHIP   2 Months

INSPLORE CONSULTANTS	Marketing and Finance Trainee	Sep 2021 - Oct 2021

- Increased the sales of the company with their partnered organizations, leading to more revenue for both sides
- Additionally, a clear and accurate salary slip system was developed for employees, making payroll management easier.

ACADEMIC PROJECT(S)

Tencent Business Data Visualization

- Researched and crafted a Tableau dashboard for Tencent that showed their different sources of income and global market position.
- The dashboard included clear visualizations and data analysis, making it easy to understand Tencent's financial performance and market presence.
- This tool provided important insights for strategic planning, helping the company make informed decisions and support its growth.

Stock Prediction using Python

- Built a linear regression model to predict HDFC Life stock prices for one month using historical data.
- Created a lagged feature to improve model accuracy and evaluated performance with metrics like Mean Squared Error and R square score.
- Visualized predictions versus actual prices and forecasted the next day's stock price using recent data.

Automotive Sentiment Analysis

- Conducted an analysis of consumer sentiment towards various car models by scraping data from CarWale, gathering comprehensive feedback on customer preferences and opinions.
- Utilized natural language processing techniques to identify and analyze trending keywords and phrases associated with different car brands, uncovering key themes and sentiments expressed by consumers.
- Assessed the impact of prevailing consumer preferences and feedback on different car brands, providing insights into how these sentiments could influence brand perception and market positioning.

Strategic Implementation to increase in store sales

- Applied strategy through user-centric ideation and iterative prototyping, to increase offline sales of new-U.
- Created a prototype app and a digital kiosk to make browsing and shopping easier and more enjoyable for customers.
- These tools helped boost sales and improved the overall customer experience, leading to more satisfied shoppers and increased revenue.

CERTIFICATIONS

Fundamentals of Business Analysis	Starweaver (Coursera)	2024
Creating Dashboards and Storytelling with Tableau	University of California, Davis (Coursera)	2024
Database Design and SQL	UpGrad	2024
Basics Of Python	UpGrad	2024
Excel Skills for Business	Macquarie University (Coursera)	2023

POSITIONS OF RESPONSIBILITY

JAGSoM, Bengaluru	**Committee Member- Pep & Sports Committee** - Process and Operations Head of Walkathon. - Organized cricket tournaments and debate competitions for the batch. - Managed the smooth process flow of GDPI and IIP Viva Voce. **Associate – Chief Sponsorship Officer, KANYATHON 2024** - Identified over 75 potential companies for sponsorship, significantly expanding our prospect list. - Led a team of 5 members in developing and delivering persuasive pitches to secure sponsorships. - Successfully secured sponsorships from 10 companies, resulting in a 30% increase in event funding compared to the previous year.	2023 - 2024

ACCOMPLISHMENTS

Competitions and Activities	- Volunteered to support workshops and discussions, enhancing the learning experience for participants at the AIM-AMA Sheth Foundation Doctoral Consortium Global Marketing Consortium 2023 - Awarded a bronze medal for Best Speaker in a college competition.

SKILLS	Excel, Tableau, Data Visualization, Business Analysis Techniques, SQL, Python, Problem Solving and Analytical Skills, Communication Ability