

SHASHANK KUMAR

ACADEMIC PROFILE

| PGDM – Business Analytics | 7.0 CGPA | Jagdish Sheth School of Management (JAGSoM), Bengaluru | 2025 |
|--------------------------------------|----------|--|------|
| B.E – Computer Science & Engineering | 65.70 % | Chandigarh University, Chandigarh | 2021 |
| Class XII(ISC) | 74.20 % | City Montessori School, Lucknow | 2017 |
| Class X(ICSE) | 82.00 % | City Montessori School, Lucknow | 2015 |
| | | | |

AREAS OF STUDY

Data Visualization, Project Management, Database Management System, Business Forecasting, Big Data & Cloud Computing, Unstructured Data Analytics, Data Pre-processing, Business Requirements Analysis.

| WORK EXPERIEN | CE(S) | | 8 Months |
|---|-----------------------------|--|---------------------|
| MTX Group Inc., Jai | our C | Consultant Trainee – Salesforce Dev Se | ep 2021 - May 2022 |
| Contributed to the | e successful execution of | esforce and Vlocity frameworks. three projects for US-based clients. o meet client requirements and deliver high-quality solutions. | |
| INTERNSHIP(S) | | | 4 Months |
| MTX Group Inc., Jai | our | Dev Intern Ma | ay 2021 - Sep 2021 |
| Developed custo | om Salesforce solutions ar | ship specializing in Salesforce CRM. Ind automated business processes using Apex, Visualforce, and Lightning comp ng senior developers to deploy and troubleshoot real-time Salesforce application | |
| ACADEMIC PROJE | ECT(S) | | |
| Sentiment Analysis in | the Automobile Sector | | |
| | | automobile consumer reviews. ts to improve marketing strategies and enhance customer satisfaction. | |
| Stock Price Prediction | Using LSTM Neural Netwo | orks | |
| Preprocessed data | | stock prices. lagged features, improving model through hyperparameter tuning. ly graphs and performed evaluation using correlation matrix and fit line plotting. | |
| Design Thinking Proje | ct: Store Layout Optimizati | ion | |
| Implemented characteristics | anges that resulted in a 25 | ize store layout, product placement, and personalized assistance. 5% increase in customer satisfaction within 3 to 4 months. es to enhance the overall shopping experience at Mart. | |
| CERTIFICATIONS | | | |
| Creating Dashboards and | Storytelling with Tableau | University of California, Davis (Coursera) | 2024 |
| SQL for Data Science | | University of California, Davis (Coursera) | 2024 |
| Excel Skills for Business: | | Macquarie University (Coursera) | 2024 |
| Fundamentals of Busines | s Analysis | Starweaver (Coursera) | 202 |
| POSITIONS OF RE | SPONSIBILITY | | |
| | Vice President Placeme | nts – External Relations and Placement Committee (Student Council 2024) | 2023-25 |
| JAGSoM, Bengaluru | Led the organizat | ng key placement initiatives and activities for PGDM 2023-25 batch: ion of Industry Panel Discussions on AI's Impact on the Job Market, aimentation with essential industry insights on the current job market. | ed at providing the |

- Led the organization of Mock GDPI sessions for PGDM 2023-25, overseeing scheduling, feedback, and coordination to simulate real interview scenarios.
- Played a key role in the management and coordination of IIP Viva-Voce, resume-building workshops

| | and several guest sessions. Served as a key support volunteer in the management team for the 11th AIM-AMA Sheth Foundation Doctora Consortium at Jagdish Sheth School of Management in December 2023. |
|---------------------------------|---|
| ACCOMPLISHMEN | ITS |
| Competitions And Activities. | Secured 1st Place in Market Arcade Competition at Pragyan Fest 2024, organized by Jagdish Sheth School of Management (JAGSoM). Advanced to the top 40 out of 2,543 applicants in the Vista Analytics Case Competition 2024 organized by IIM Bangalore, showcasing strong analytical and problem-solving skills. Volunteer, Bright Future Foundation, Mumbai: Conducted educational sessions and interactive activities for underprivileged students as part of the Social Immersion Program 2024. |

| SKILLS SQL, Python, Excel, Data Visualization | on (Tableau) |
|---|--------------|
|---|--------------|

JAGSoM Placement Season 2024-2025