SWEETY SINGH



ACADEMIC PROFILE			
PGDM – Business Analytics	60.07 %	Jagdish Sheth School of Management, Bengaluru	2025
BBA – General	84.30 %	Indraprastha University, Delhi	2022
Class XII (CBSE)	73.00 %	Kendriya Vidyalaya, Delhi	2019
Class X (CBSE)	91.00 %	Kendriya Vidyalaya, Delhi	2017

AREAS OF STUDY

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

INTERNSHIP(S) 2 Months

Cyboard Online School, Gurugram

Sales Intern

Apr 2021 - Jun 2021

- Gained hands-on experience in the education sector during sales growth and customer acquisition.
- Honed expertise in customer communication effectively conveying product benefit and onboarding new customers with a personalized approach.
- Utilized expertise in CRM software (BITRIX, Excel & google sheets) to drive data driven sales insights improving sales forecasting accuracy

ACADEMIC PROJECT(S)

Unstructured Data Analytics

- Conducted sentiment analysis on student reviews to gauge real-world perceptions and experiences of top MBA/PGDM colleges.
- Utilized data from Shiksha.com to derive sentiment insights regarding various aspects of the educational experience.
- Compared sentiment analysis results with National Institutional Ranking Framework (NIRF) rankings to assess alignment between institutional reputations and actual student experiences.

Tableau

- Explore and analyze the dynamics of Spotify's Top 200 and Viral 50 charts through our Tableau dashboard.
- The Most Popular tracks and artists
- Relation between Tracks and Streams
- Understand the global popularity of Spotify across countries.
- Track streaming trends over time

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

Committee Coordinator - Cultural Committee

2023-2025

JAGSoM, Bengaluru

- Coordinated and executed various cultural events, festivals, and programs in college, ensuring timely and successful
 delivery while managing multiple tasks, teams, and stakeholders.
- Led and worked closely with committee members, volunteers, and college authorities to plan, organize, and host
 events, fostering a collaborative environment, and developing strong communication, problem-solving, and leadership
 skills.

ACCOMPLISHMENTS

Competitions and **Activities**

- Secured 1st position at inter-college Rangoli making competition in undergraduate
- Regional level High Jumper

SKILLS

SQL, Python, Excel, Data Visualization (Tableau), Business Analysis Techniques (BABOK)