

VARSHA NAIK

ACADEMIC PROFILE			
PGDM Marketing	6.9 CGPA	Jagdish Sheth School of Management, Bengaluru	2025
B.Sc. Physics	76.8%	Dhempe College of Arts and Science, Panjim, Goa	2020
Class XII (GBSHSE)	62.3%	People’s Higher Secondary School, Panjim, Goa	2017
Class X (GBSHSE)	83.5%	Balbharati Vidyamandir, Ribandar, Goa	2015
AREAS OF STUDY			
B2B Marketing, Sales and Distribution Management, Marketing Management, Trade Marketing, Customer Retention and Growth, Sales and Service Analytics, Service Marketing, Managing Sales Channels, Customer Acquisition, Consumer Behavior			
LIVE PROJECTS - EdLightened			
Power BI			
<ul style="list-style-type: none">Created Power BI dashboard to visualize sales, discounts, and profits by segment and region, aiding strategic decision-makingPower BI dashboard tracked \$2M in total sales, with 48.28% from Consumer segmentAnalyzed regional sales data, highlighting key markets in France and Germany for targeted strategies and identified top profit generators to optimize product offerings			
Python			
<ul style="list-style-type: none">Developed sales prediction model using multiple regression in Python, achieving adjusted R-squared of 0.90, explaining 90% of sales varianceIdentified non-linearity and variance issues in forecasting model, recommending additional diagnostics for validation			
INTERNSHIP			3 Months
Aashman Foundation, Remote		Social Media Intern	June 2022 - September 2022
<ul style="list-style-type: none">Reached out to potential leads through content promotion in social media groups.Planned and posted content to build relationships with a growing fan base.Applied persuasive communication to increase engagement and drive awareness.			
ACADEMIC PROJECT(S)			
Design Thinking - PUMA			
<ul style="list-style-type: none">Applied strategies to revamp PUMA's inter-channel communication by developing a simplified app for different roles, enabling real-time data retrieval from SAP for informed decision-makingTargeted 20% increase in inventory clearance within 6 months by optimizing communication and data accessibility			
RFP Project – TTK Healthcare			
<ul style="list-style-type: none">Worked closely with TTK Healthcare sales rep to streamline product placements and order processing, boosting visibility and making transactions smoother for retailersSupported sales rep in distributing promotional materials and ensuring stores showcased brand effectively, helping to build stronger presence in market			
CERTIFICATIONS			
Fundamentals of Marketing Strategy	University of London [Coursera]		2024
Power BI	EdLightened		2024
Python	EdLightened		2024
Diploma in Computer Management	Stenodac Institute for Career Training & Professional Education		2022
Social Media Marketing	Meta [Coursera]		2021
POSITIONS OF RESPONSIBILITY			
JAGSoM, Bengaluru	Website Manager (Innovation & Incubation Committee) <ul style="list-style-type: none">Wrote engaging blogs and regularly updated the websiteEnsured effective functioning and increased user engagement		2024-25
Balbharati Vidyamandir (High School)	Head Girl <ul style="list-style-type: none">Represented the student body and lead student activitiesProvided guidance and support to peers while maintaining disciplineOrganized and coordinated school events		2014-15
SKILLS		Communication Ability, Customer Focus, Problem Solving and Analytical Thinking, Power BI, Python, Excel	