

ACADEMIC PROFILE

PGDM	66.69 %	Jagdish Sheth School of Management, Bengaluru	2025
BBA	88.63 %	Tecnia Institute of Advance Studies GGSIPU, Delhi	2022
Class XII(CBSE)	67.40 %	Sunshine Prep High School, Muzaffarpur	2019
Class X(CBSE)	83.60 %	D.A.V Public School Malighat, Muzaffarpur	2017

AREAS OF STUDY

Key Account Management, B2B Marketing, Customer Acquisition, Customer Retention, Consumer Behaviour, Market Research, Strategic Selling, Brand Marketing, Marketing Communication, Negotiating, Channel Management, Trade Marketing

ACADEMIC PROJECT(S)

Strategic Analysis and Value Proposition for Atlassian and Air France
<ul style="list-style-type: none">Conducted a thorough Background Research, on Atlassian and its Key Account Air France.Created separate analysis for both the companies.<ul style="list-style-type: none">STEEP Analysis5 Forces AnalysisValue Chain AnalysisSWOT AnalysisAfter analyzing all the frameworks created a 9 Box SWOT for Atlassian, formulating strategies to serve its Key Account - Air France in a better way.
Design Thinking: Optimizing Decathlon’s inventory
<ul style="list-style-type: none">Seasonal fluctuation led to excess stock; winter gear occupied prime floor spacing.Reduced Sales: Customers could not find products easily.Store Layout Optimization: Developed strategies to improve inventory management, reduce excess stock holding cost.Improved product visibility during peak season, minimize unnecessary storage space.Conducted market research to gather insights from customers and stakeholders.Seasonal rotation: Designated high demand seasonal items near store entrances and high traffic zones such as rain equipment running shoes.ABC Classification: A high demand items placed in easily accessible locations, B moderate demand items kept in designated zones, C items were kept in less accessible locations.
Analyzing Consumer good promotion
<ul style="list-style-type: none">Chose a consumer promotion offer of “Lizol Disinfectant Surface Cleaner” and analyzed the visibility and availability of that offer in general retail stores. Additionally found out the competitor’s offerings in the same promotion technique and their difference in the pricing. Analyzed the distributor’s markup, retailer’s markup and the GST to come at the NRV.

CERTIFICATIONS

Excel Power Tools for Data Analysis	Mcquarie University (Coursera)	2024
Channel Management and Retailing	IE Business School (Coursera)	2024
Marketing Research and Consumer behavior	IE Business School (Coursera)	2024
Fundamentals of Marketing Strategy	University of London (Coursera)	2024

POSITIONS OF RESPONSIBILITY

JAGSoM, Bengaluru	Social Media Head– Alumni Committee 2023 -2025 <ul style="list-style-type: none">Develop and implement a social media strategy to enhance alumni engagement and promote committee activities through various social media handles.Collaborated with committee members to create engaging content for JAGSoM alumni meet ups.Managed social media accounts for the committee.
Competitions	<ul style="list-style-type: none">Achieved 2nd place in Misfits powerlifting competition and secured 3rd place in Bihar junior powerlifting selection trials.Volunteered in Kanyathon as a marketing associate for assisting with marketing campaigns and for customer interaction and generation of leads so that the event can run smoothly.
SKILLS	Microsoft Office Suite, Customer Focus, Interpersonal Communication, Leadership Skills.