Mercy Gautam

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Education

Indian Institute of Technology (Indian School of Mines), Dhanbad — Expected May 2025

Bachelor of Technology in Petroleum Engineering — *Dhanbad , Jharkhand*

- **Relevant Coursework:** Foundations Of Management And Organizational Behaviour , Foundations of Project Management,Excel Skills for Business: Essentials, Digital Product Management (University of Virginia).

Experience

Greyowl Barnstorm Private Limited — May 2023 – July 2023

Business Analytics Intern — *Remote*

- Mapped India's **theater distribution**, pinpointing strategic expansion sites, **reducing** setup costs by **15%** with an efficient in-house **Roadmap**. .
- Led **R&D** on **theatre courses**, identifying gaps and new opportunities, ensuring **Greyowl's course** offerings align with industry **demand and trends**.
- Conducted market research, **analyzing data** from 343 individuals **using SQL** and creating **interactive dashboard** using **PowerB**I, improving revenue forecasts by **20%**.

Vistadrone — May 2024 - August 2024

Business and Strategy Development Intern — *Remote*

- **Conducted Market Research** and studied competitors to find opportunities that **increased market awareness** by **15%**. Used **Google Analytics** to provide useful ideas that improved the company's **competetive advantage by 20%** .
- Managed **direct sales efforts** and launched focused **marketing campaigns**, increasing **lead conversion**s in the drone market by **25%.** Used **CRM tools** to track and **organize sales** activities, to increase sales and visibility in the media **by 30%** .

Projects

Realtime Visualization of Cryptocurrencies , Stocks , ETFs | *Python, Numpy, Pandas, DAX, PowerBI*

- Developed a **Python and Power BI-based** tool to visualize **5+ years** of historical and **real-time** data for **50+ cryptocurrencies, stocks, and ETFs**.
- Automated data fetching from **Yahoo Finance**, tracking **key metrics** like opening price, closing price, and percentage change for over **100+ assets**.
- Designed **interactive dashboards** that enhanced **data analysis** efficiency **by 30%** , displaying trends and latest data for informed **decision-making** .

Aegon Life Case Study | *User Persona, GTM Strategy, Feature Prioritization. UI/UX, Figma*

- Achieved a **Top 5** Finalist Ranking **out of 300** participants. Developed a **User journey** for purchasing insurance and making premium payments through **WhatsApp.**
- EY's Survey Revealed that **94% of Respondents** are Contemplating future **online Purchases**, with **80%** already Engaging in **online buying**.

Technical Skills

Languages:C, C++, Python, SQL.
Libraries: Numpy,Pandas,Matlplotlib.
Technologies: Google Analytics, Tableau PowerBI, Mongodb, Figma, Slack, Excel, Microsoft Azure, .
Concepts: Business Analysis, Product Management, Data Modelling , GTM Strategies, Root Cause Analysis.
Methodologies: Agile, Scrum, Waterfall

Achievements

- Achieved an **All India Rank 4** in **Product Space's Product Teardown Challenge**
- **Finalist of PM school Journey Design Challenge** out of 300 Participants.
- Secured **fifth position** at the **Inter IIT'23 Street Play Category**
- Secured **2nd position** in the **U-15 State Chess championship 2016**
- Achieved **96%** in the **Google Foundations of Project Management course**
- Professional Chess Player **(Fide Rated- 1567 , Chess.com-2140)**

Social Engagements

- **Club Member of Kalpitam**, The Product Management club of IIT Dhanbad.
- **Organizer: Logistics and Operations Team of Concetto'22 (Annual Techno-Management Fest of IIT Dhanbad)**
- **Event Organizer and Video Editor** at ASTITVA , The LGBTQIA + Awareness Society of IIT Dhanbad.
- **Club Member of Chess club**, The chess team of IIT Dhanbad.