

ABHISHEK YADAV

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|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------|----------------------------------------------|----------------------|
| Enactus India                                                                                                                                                                                                                                                                                            | Ex Intern – EazyDiner                                                                                                                                                                                                                                                                   | TEDxSSCBS                       | Pitch Perfect (FMS)   Rank 3                 | Econut India Pvt Ltd |
| EDUCATIONAL QUALIFICATIONS                                                                                                                                                                                                                                                                               |                                                                                                                                                                                                                                                                                         |                                 |                                              |                      |
| Course/Examination                                                                                                                                                                                                                                                                                       | Institution                                                                                                                                                                                                                                                                             | Year of Passing                 | Performance                                  |                      |
| BBA<br>(Financial Investment & Analysis)                                                                                                                                                                                                                                                                 | Shaheed Sukhdev College of Business Studies<br>(University of Delhi)                                                                                                                                                                                                                    | Pursuing                        | 8.67 CGPA<br>(Till 3 <sup>rd</sup> semester) |                      |
| AISSCE (Class XII)                                                                                                                                                                                                                                                                                       | Cambridge Senior Secondary School (Buxar)                                                                                                                                                                                                                                               | 2022                            | 87.6% [438/500]                              |                      |
| AISSE (Class X)                                                                                                                                                                                                                                                                                          | Mytech Convent School (Ballia)                                                                                                                                                                                                                                                          | 2020                            | 92% [460/500]                                |                      |
| Business Case Development                                                                                                                                                                                                                                                                                | Harvard Business Publishing Education                                                                                                                                                                                                                                                   | 2024                            | Completed                                    |                      |
| TECHNICAL SKILLS                                                                                                                                                                                                                                                                                         |                                                                                                                                                                                                                                                                                         |                                 |                                              |                      |
| Financial Modeling and Valuation ( <b>Wall Street</b> ), MS Excel, Power BI, Tableau, PowerPoint, RStudio, EViews, Generative AI, Figma, Canva                                                                                                                                                           |                                                                                                                                                                                                                                                                                         |                                 |                                              |                      |
| INTERNSHIPS, WORK EXPERIENCE                                                                                                                                                                                                                                                                             |                                                                                                                                                                                                                                                                                         |                                 |                                              |                      |
| Growth Intern   StayVista                                                                                                                                                                                                                                                                                |                                                                                                                                                                                                                                                                                         | [8 weeks, April 2025 – Present] |                                              |                      |
| StayVista is India’s largest luxury villa rental platform, offering 500+ curated holiday homes across 50+ destinations for premium travel experiences                                                                                                                                                    |                                                                                                                                                                                                                                                                                         |                                 |                                              |                      |
| o Mapped ₹2.9B+ facility management market across Delhi NCR, benchmarking competitors to identify pricing gaps and high-potential entry zones                                                                                                                                                            |                                                                                                                                                                                                                                                                                         |                                 |                                              |                      |
| o Formulated a phased market entry and GTM strategy for StayVista, targeting premium residential areas and partnerships with builders and RWAs                                                                                                                                                           |                                                                                                                                                                                                                                                                                         |                                 |                                              |                      |
| Strategy Intern   EazyDiner                                                                                                                                                                                                                                                                              |                                                                                                                                                                                                                                                                                         | [8 weeks, March – April 2025]   |                                              |                      |
| EazyDiner is a leading restaurant reservation platform in India, offering easy bookings and exclusive discounts at over 25,000 restaurants                                                                                                                                                               |                                                                                                                                                                                                                                                                                         |                                 |                                              |                      |
| o Planned EazyDiner’s campus expansion across <b>50+ DU colleges</b> , identifying <b>100+</b> key marketing spots and drafting <b>10+ offline branding strategies</b>                                                                                                                                   |                                                                                                                                                                                                                                                                                         |                                 |                                              |                      |
| o Strategized <b>10+ innovative engagement ideas</b> , including pop-ups, influencer tie-ups, and offline campaigns to boost student app engagement                                                                                                                                                      |                                                                                                                                                                                                                                                                                         |                                 |                                              |                      |
| o Planned and structured a database of <b>30+ university events</b> to enable timely brand activation and mapped collaborations with <b>15+</b> student societies                                                                                                                                        |                                                                                                                                                                                                                                                                                         |                                 |                                              |                      |
| o Developed and administered a survey with <b>460+ participants</b> (aged 18-25) to analyze dining preferences and awareness of EazyDiner services                                                                                                                                                       |                                                                                                                                                                                                                                                                                         |                                 |                                              |                      |
| Live Project – Product Development   Econut India Pvt Ltd                                                                                                                                                                                                                                                |                                                                                                                                                                                                                                                                                         | [8 weeks, June – July 2024]     |                                              |                      |
| Engaged across key verticals, including market diagnostics, consumer behavior analysis, data visualization, and strategic recommendations                                                                                                                                                                |                                                                                                                                                                                                                                                                                         |                                 |                                              |                      |
| o Conducted behavioral analysis across <b>10 parameters</b> , including demographics, psychographics, geography, and purchase motivations                                                                                                                                                                |                                                                                                                                                                                                                                                                                         |                                 |                                              |                      |
| o Performed competitive benchmarking of <b>20+ rivals</b> , including leading brands like WOW Life Science, to evaluate Econut’s strategic positioning                                                                                                                                                   |                                                                                                                                                                                                                                                                                         |                                 |                                              |                      |
| o Designed and executed a survey with <b>110+ participants</b> aged 20-40, gathering key insights into consumer preferences, behavior, and awareness                                                                                                                                                     |                                                                                                                                                                                                                                                                                         |                                 |                                              |                      |
| o Developed a dynamic <b>Power BI dashboard</b> to visualize survey data, leveraging bar graphs, pie charts, and other visuals to enable actionable insights                                                                                                                                             |                                                                                                                                                                                                                                                                                         |                                 |                                              |                      |
| PROJECTS UNDERTAKEN                                                                                                                                                                                                                                                                                      |                                                                                                                                                                                                                                                                                         |                                 |                                              |                      |
| DCF Valuation & Financial Analysis                                                                                                                                                                                                                                                                       | o Performed financial analysis of <b>UPL Ltd.</b> and <b>Pidilite Industries Ltd.</b> , developing a three-statement operating model with debt-to-equity schedules, evaluating <b>WACC</b> , conducting <b>sensitivity analysis</b> (±12%), and appraising <b>M&amp;A opportunities</b> |                                 |                                              |                      |
|                                                                                                                                                                                                                                                                                                          | o Delivered <b>75-80%</b> forecasting accuracy by leveraging validated assumptions across <b>3 scenarios</b> and 5 debt to Equity structures                                                                                                                                            |                                 |                                              |                      |
|                                                                                                                                                                                                                                                                                                          | o Conducted <b>DCF valuation</b> and <b>Beta</b> analysis, calculated terminal value using Exit Multiple and Perpetuity Growth methods                                                                                                                                                  |                                 |                                              |                      |
| Zomato Sales Analysis Project                                                                                                                                                                                                                                                                            | o Developed an <b>8-page Power BI dashboard</b> to analyze financial data of <b>45000+ individuals</b> , incorporating <b>34+ interactive elements</b> and <b>10 metrics</b> to deliver strategic insights on customer demographics, food preferences, and geographic trends            |                                 |                                              |                      |
|                                                                                                                                                                                                                                                                                                          | o Uncovered demographic and geographic trends, highlighting a <b>20% higher</b> order frequency among students <b>aged 18-22</b>                                                                                                                                                        |                                 |                                              |                      |
|                                                                                                                                                                                                                                                                                                          | o Classified high-value customer segments using <b>RFM analysis</b> , analyzing high-demand areas like Navrangpura and Ghatlodia                                                                                                                                                        |                                 |                                              |                      |
| Finance Research Paper                                                                                                                                                                                                                                                                                   | o Conducted a comparative analysis of <b>BRIC nations'</b> financial ecosystems, employing <b>Granger causality tests</b> and regression models across <b>8+ macroeconomic</b> variables to evaluate financial stability and market architectures in emerging economies                 |                                 |                                              |                      |
|                                                                                                                                                                                                                                                                                                          | o Analyzed <b>banking sectors</b> and capital markets to benchmark competitiveness and provide strategic policy recommendations                                                                                                                                                         |                                 |                                              |                      |
|                                                                                                                                                                                                                                                                                                          | o Utilized <b>PCA</b> on <b>10 key indicators</b> , employing <b>Eigen decomposition</b> to uncover structural differences across emerging markets                                                                                                                                      |                                 |                                              |                      |
| POSITIONS OF RESPONSIBILITY                                                                                                                                                                                                                                                                              |                                                                                                                                                                                                                                                                                         |                                 |                                              |                      |
| Media & Marketing Director (TEDxSSCBS)                                                                                                                                                                                                                                                                   |                                                                                                                                                                                                                                                                                         | [March 2025 – Present]          |                                              |                      |
| o Boosted TEDx SSCBS's <b>social media reach</b> by <b>89%</b> through a targeted marketing strategy across Instagram, LinkedIn, and YouTube                                                                                                                                                             |                                                                                                                                                                                                                                                                                         |                                 |                                              |                      |
| o Led content creation and digital campaigns, driving an <b>87% boost</b> in Instagram engagement and a <b>21% increase</b> in LinkedIn impressions                                                                                                                                                      |                                                                                                                                                                                                                                                                                         |                                 |                                              |                      |
| o Leading a team of <b>30 individuals</b> , executing marketing strategies, resulting in significant increase of over 14K+ impressions across digital platforms                                                                                                                                          |                                                                                                                                                                                                                                                                                         |                                 |                                              |                      |
| o Secured <b>₹4.5 lakh funding</b> by collaborating with sponsors, inviting renowned speakers to enhance brand visibility and drive audience engagement                                                                                                                                                  |                                                                                                                                                                                                                                                                                         |                                 |                                              |                      |
| Advisory Committee (Management Interaction Cell – SSCBS)                                                                                                                                                                                                                                                 |                                                                                                                                                                                                                                                                                         | [August 2024 – Present]         |                                              |                      |
| o Organized a case competition generating 21,000+ impressions, attracting 1,000+ participants and a footfall of 100+ attendees from various colleges                                                                                                                                                     |                                                                                                                                                                                                                                                                                         |                                 |                                              |                      |
| o Collaborated with <b>AMUL</b> and <b>SIIF</b> to organize the Ad-Mad Show, engaging <b>50+ participants</b> in creating innovative advertisements for Amul products                                                                                                                                    |                                                                                                                                                                                                                                                                                         |                                 |                                              |                      |
| o Reached <b>200+ listeners</b> for “Mic'd up with MIC” on Spotify, with availability in <b>15+ countries</b> and upcoming availability on YouTube                                                                                                                                                       |                                                                                                                                                                                                                                                                                         |                                 |                                              |                      |
| Organizing Committee (Enactus – SSCBS)                                                                                                                                                                                                                                                                   |                                                                                                                                                                                                                                                                                         | [September 2023 – July 2024]    |                                              |                      |
| o <b>Led Project Kshitij</b> , an initiative to improve NGO financial independence, infrastructural development and enhancing educational curriculum                                                                                                                                                     |                                                                                                                                                                                                                                                                                         |                                 |                                              |                      |
| o focusing on recycling and entrepreneurship; Partnered with <b>Seva Group Foundation</b> , <b>SSLT School</b> , and <b>Rose Petal School</b>                                                                                                                                                            |                                                                                                                                                                                                                                                                                         |                                 |                                              |                      |
| o Directed <b>Project Poshan</b> and supported Project Saarthi by implementing a sustainable <b>kiosk model</b> to employ underprivileged and persons with disabilities; partnered with <b>Zomato Feeding India</b> to deliver <b>19,500+ healthy meals</b> annually, impacting over <b>20,000 lives</b> |                                                                                                                                                                                                                                                                                         |                                 |                                              |                      |
| o Developed and implemented <b>SOPs</b> , optimized the supply chain, reduced costs, and generated <b>₹21,000 monthly</b> income for entrepreneurs.                                                                                                                                                      |                                                                                                                                                                                                                                                                                         |                                 |                                              |                      |
| o Managed financials, conducted in-depth research, and designed marketing strategies – Impacted <b>24,000+ people</b> & supported <b>75+ entrepreneurs</b>                                                                                                                                               |                                                                                                                                                                                                                                                                                         |                                 |                                              |                      |
| AWARDS AND ACHIEVEMENTS                                                                                                                                                                                                                                                                                  |                                                                                                                                                                                                                                                                                         |                                 |                                              |                      |
| Certifications                                                                                                                                                                                                                                                                                           | Finance Essentials (Harvard Business Publishing)   Budgeting (Harvard Business Publishing)                                                                                                                                                                                              |                                 |                                              | [2024]               |
|                                                                                                                                                                                                                                                                                                          | Financial Modeling & Fundamental Analysis (Udemy)   Microsoft Excel - Beginner to Advanced (Udemy)                                                                                                                                                                                      |                                 |                                              | [2024]               |
| Corporate Case Competitions                                                                                                                                                                                                                                                                              | <b>1st Position</b> out of 950+ teams in <b>Aavishkaran case competition</b> organised by <b>BVP College</b>                                                                                                                                                                            |                                 |                                              | [2024]               |
|                                                                                                                                                                                                                                                                                                          | <b>3rd Position</b> out of <b>1100+ participants</b> in <b>Pitch Perfect</b> organised by <b>Faculty of Management Studies (FMS)</b>                                                                                                                                                    |                                 |                                              | [2024]               |
|                                                                                                                                                                                                                                                                                                          | <b>1st Runner Up</b> out of <b>1800+ participants</b> – IgniteX: IPIBT – <b>XLRI, Delhi</b>                                                                                                                                                                                             |                                 |                                              | [2024]               |
|                                                                                                                                                                                                                                                                                                          | Secured a position among the top 20 finalists out of 200+ teams – Project Kshitij and Poshan at <b>Enactus India 2024</b>                                                                                                                                                               |                                 |                                              | [2024]               |
|                                                                                                                                                                                                                                                                                                          | <b>National Finalist</b> out of <b>600+ participants</b> – Prosper: Case competition – <b>UPSRLM, Government of India</b>                                                                                                                                                               |                                 |                                              | [2024]               |
|                                                                                                                                                                                                                                                                                                          | <b>National Finalist</b> out of <b>1200+ participants</b> – Innovate 4.0 – <b>IIM Lucknow</b>                                                                                                                                                                                           |                                 |                                              | [2024]               |
| OTHER INTERESTS AND ACTIVITIES                                                                                                                                                                                                                                                                           |                                                                                                                                                                                                                                                                                         |                                 |                                              |                      |
| Graphic design, Poetry, Listening to music, Cricket, badminton, <b>CFA Level 1 candidate</b>                                                                                                                                                                                                             |                                                                                                                                                                                                                                                                                         |                                 |                                              |                      |