

Prachi Kushwaha

Business Analyst

📍 New Delhi

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Internship	Marketing intern Happequity Investment and Finance <ul style="list-style-type: none">Created and implemented a targeted social media marketing strategy that increased engagement.Developed and executed branding and promotional campaigns.Managed cross-platform content creation optimizing posts based on performance analytics to increase audience reachCollaborated with sales teams to align social media strategies directly supporting lead generation efforts.	June.2024 - August.2024
Education	PGDM, Dual specialisation in Finance and Business Analytics Institute of Marketing and Management, New delhi Bachelor of science Allahabad state university Intermediate Jeevan jyoti public school Secondary school Maa Tripura Sundari public school	July.2024 – present May 2017 May 2019
Projects	Excel project <ul style="list-style-type: none">Cleaned and organized large datasets to ensure accurate information in Excel.Analyzed data using charts and graphs to identify trends and patternsDeveloped interactive dashboards to display key metrics and visualizations Worked on market segmentation of Kitkat <ul style="list-style-type: none">Conducted a detailed market segmentation for KitKat by analyzing consumer behavior, demographic data, and purchasing patterns.Identified key consumer segments based on age, income levels, geographic regions, and taste preferences.Developed tailored marketing strategies for each segment, enhancing product appeal and driving targeted promotional campaign	Nov 2023 March 2024
Certification	Training program on NSE financial awareness Implementaion of AI in operational management	2023 2023
Languages	English Hindi French	