# HRISHIKESH S VARMA

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## Professional Summary

Business Administration graduate (BBA, CGPA 9.03 – Distinction) with strong foundations in business operations, data analysis, and dashboard-driven decision-making. Gained hands-on experience through an international internship at Camber Electromechanical LLC (Abu Dhabi) and multiple end-to-end Power BI projects spanning sales performance, customer analytics, and sports analytics. Skilled in Advanced Microsoft Excel, Power BI, and the application of AI tools for analytical workflows and business storytelling. Proven leadership as College Cricket Team Captain and Department Sports Coordinator. Eager to contribute to an early-career role where analytical thinking, structured problem-solving, and business insights drive impact.

## Projects (Power BI Portfolio)

*Tools & Technologies: Power BI, DAX, Power Query, Advanced Microsoft Excel, Data Modeling, Data Visualization, Business Analytics, Sports Analytics.*

**Sales Performance Dashboard:**
- Analyzed sales trends, product performance, and regional contributions to identify revenue drivers and growth opportunities.
- Built interactive dashboards using data modeling and DAX to support business decision-making.

**Customer Churn & Retention Analysis:**
- Examined customer behavior, churn patterns, and retention metrics to understand customer lifecycle risks.
- Developed KPIs for churn rate, retention rate, and segmentation to support engagement strategies.

**Cricket Performance Analytics:**
- Analyzed team and match performance across all IPL seasons using publicly available data.
- Created dashboards highlighting consistency, match impact, and performance trends beyond traditional statistics.

**Football Performance Analytics:**
- Built an advanced player analytics dashboard using data from Europe's top five leagues (1992–2025).
- Evaluated attacking, defensive, passing, and on–off impact metrics to assess player contribution and weaknesses.

**Power BI Capstone Project:**
- Completed an end-to-end analytics project involving data cleaning, modeling, DAX calculations, and dashboard development.
- Delivered actionable insights as part of the Microsoft Power BI Data Analyst Professional Certificate.

## Experience

**Business Intern**                                                                                      **June 2024 – July 2024**
**Camber Electromechanical LLC – Abu Dhabi**

- Gained exposure to real-world business workflows in a competitive work environment.
- Observed procurement, logistics, and administrative coordination across departments.
- Understood internal business processes, decision flows, and team operations.
- Received Letter of Appreciation and Recommendation for proactive work during the internship.

## Key Skills

**Business & Soft Skills:**

• Business Communication • Team Leadership & Collaboration • Strategic Decision-Making • Critical Thinking & Problem Solving • Cross-functional Collaboration • Agile Mindset • Strategic Planning • Business Process Understanding

**Analytics & Technical Skills:**

• Microsoft Power BI (Data Modeling, DAX, Power Query, Dashboard Design) • Advanced Microsoft Excel (Pivot Tables, Lookups, Data Validation, Basic Macros) • PowerPoint • Word • SQL (Foundational) • Business Analytics & Data Analysis • Data Visualization & Storytelling • AI Tools (Generative AI, ChatGPT)

**Tools & Platforms:**

• Power BI Desktop • Power BI Service • Advanced Microsoft Excel • GitHub • Microsoft Office Suite • AI Tools: ChatGPT, Gemini, Perplexity, Grok (research, prompt engineering, analytical support, and workflow optimization)

**Languages:**

• English (Full Professional) • Hindi (Working) • Malayalam (Native) • Spanish (Elementary - Certified)

## Education

**Kristu Jayanti College Bengaluru (Bengaluru North University)**      **August 2022 – July 2025**
Bachelor of Business Administration (BBA)
**CGPA**: 9.03

## Certifications & Courses

- Microsoft Power BI Data Analyst Professional Certificate by Microsoft (Coursera)
- Microsoft Excel – Excel from Beginner to Advanced : Udemy (Instructor: Kyle Pew).
- Generative AI for Everyone by DeepLearning.AI (Coursera)
- Design Thinking: A Primer – IIT Madras (NPTEL).
- Marketing Management I – IIT Kanpur (NPTEL).

## Leadership & Extracurricular

- College Cricket Team Captain – Led the team to multiple university tournament finals.
- Department Sports Captain – Organized and managed sports events for 1000+ students.
- District-Level Cricket Player (Trivandrum U-16) – Active competitive playing experience since early age.
- Multi-sport Athlete – Cricket, Football, Badminton, Swimming.
- Video Editing Hobbyist – Interest as a creative outlet and personal skill-building activity.
- NCC B-Certificate: 2K Battalion, Kerala – Trained in discipline, drills and leadership.
- Recognized for decision-making under pressure, team coordination, and motivational leadership.