

# AVISHI AULIYAN

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## EDUCATION

**CHRIST (Deemed to be University), Delhi NCR, India**  
**Bachelor of Business Administration**

**2020 - 2023**  
**CGPA: 9.5/10**

- Achieved the top rank among **100** students

## ACADEMIC PROJECTS

**Dissertation Project**

**Jan 2023 - May 2023**

- Researched and analysed** the adoption intention of Central Bank Digital Currency (CBDC) among Indian customers utilising the Technology Readiness and Acceptance Model (TRAM).
- Collected primary data** through rigorous surveys of **200** individuals, employing statistical techniques to derive insightful conclusions on human behaviour and tendencies with respect to their perspective.
- Recognised** with the prestigious "**Best Paper Award**" at an esteemed international conference for the contemporary theme, captivating presentation, and significant findings presented.

**Entrepreneurship Development Project**

**Jan 2022 - May 2022**

- Conducted** a market survey in a team of **2** on consumer preferences to adopt naturally shaped skin and beauty products.
- Developed** a business model for skin sensitivity products using internal and external analysis models; **attained** the highest ranking among **50** students.

## WORK EXPERIENCE

**People Analyst, Dhampur Green, New Delhi, India**

**June 2024 - Present**

- Designed** retention initiatives by analyzing performance-impacting factors, enhancing engagement, and **reducing attrition by 5%**.
- Fostered team collaboration** through innovative programs like "Fun Saturdays" and "Thursday Peer Learning Sessions."
- Streamlined payroll** analysis to ensure accurate and timely disbursements.

**Management Intern, CHRIST Consulting, Delhi, India**

**June 2022 - May 2023**

- Assisted** in executing an internal quality assessment assignment for the consultancy's website;
- Crafted** eye-catching infographics from extensive content for diverse clients.
- Designed** a logo for an education consultancy to establish a unique presence of the firm within the market, elevating the firm's recognition.
- Curated** a PPT template for a client in the tutoring industry for brand management and maintained content copyrights.
- Prepared** a business proposal to present the details about the middle-level managers training for a client in the ornaments industry.

**Business Analyst Intern, Outlook Publications Pvt. Ltd.**

**May 2022 - July 2022**

- Handled** sales forecasting using Power BI to predict the number of customers and the amount of revenue using previously available data and past customer purchasing habits.
- Analysed** previous surveys regarding customer satisfaction, regularity of purchase, and loyalty towards the brand to draw **strategies** for enhancing the customer base and improving the current customer experience, working with a **50%** accuracy rate.

## EXTRA-CURRICULAR ACTIVITIES

**Organiser, Fincon**

**2022**

- Organised** an event – "Fincon," in an inter-university sequence, where **50** team participants prepared a budget using former national data.

**Event Management, CHRIST University**

**2021 - 2022**

- Attained 1k** followers in a team of **5** on the "School of Business and Management" Instagram page for an inter-departmental event, "Blossoms," through writing content on the inaugural, team appreciation, and award distribution day.
- Organised** an inter-departmental theatre event with a **100+** audience; **managed** participants' backstage work such as costume and stage lighting.

**Volunteer, Center for Social Action**

**2020 - 2022**

- Organised** events such as - Scholarship Day, carnival, blood donation camp, and NGO visit.
- Visited** an NGO to gather information regarding products constructed by **20+** blind artisans to provide platforms such as University events to enhance reach.

## SKILLS & CERTIFICATIONS

**IT Skills:** Microsoft Office | MYSQL | MongoDB | PowerBI | Python | Jira

**Languages:** Hindi (Native) | English (Fluent)

**Certifications:** Vanderbilt University X Coursera: **Prompt Engineering for ChatGPT (April 2024)**, BCGX Forage: **Introduction to Strategy Consulting (April 2024)**, Upgrad X PWC : **Business analytics and consulting (August 2024-Present)**