

AYESHA BANU.K

STUDENT | BANGALORE, KARNATAKA

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PROFILE SUMMARY

With a strong interest in analytics and storytelling, I have hands-on experience supporting real brand campaigns. I enjoy understanding people, creating meaningful ideas and turning insights into simple actions. A quick learner with a positive approach and strong leadership skills, excited to contribute.

EDUCATION

Final Year B.sc Data Science – 75% | Mount Carmel College

2023-2026

TECHNICAL & SOFT SKILLS

Microsoft Excel, R, SQL, Python – Data Visualization, Analytics and Machine Learning, Market Research Leadership, Collaboration, Creative and Strategic Thinking, Public Speaking

EXPERIENCE & ACADEMIC PROJECTS

Brand Representative - Viral Fission

2023-Present

- Executed on-ground **brand campaigns**, product launches and activations for **OnePlus**, **Swiggy** and **The Ordinary** with strong consumer-first focus.

Intern - Mad&co

2023

- Supported brand projects through **data collection, market research and social media analytics**, helping derive insights for campaign decisions

Grow Wise - Machine Learning Model

2025

- Designed the **ML model** in Python to analyze sales trends and optimize inventory decisions for small businesses.

Predictive Model - R

2025

- Created a **statistical predictive model** in R to evaluate if CGPA significantly influences employee salary.

POSITIONS OF RESPONSIBILITY

- Current Secretary of Statistics and Analytics Department 2025-26
- Secretary of MCC Innovation, Incubation and Entrepreneurship Council 2024-25
- Secretary of Commerce 2021-23

ACHIEVEMENTS

- Presenter at the flagship session 'Talk & Transform' 2024
- Winner of Brand Bengaluru Hackathon 2023
- Finalist at India Sustainability Startathon 2023
- Winner Colossus Marketing Event at Christ College 2023