

# AKCHAYA P.R

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## CAREER OBJECTIVE

Driven B.Com (Finance & Management) student with hands-on experience in digital tools, market research, and data analysis. Skilled at interpreting trends, building strategy reports, and presenting actionable insights. Eager to apply analytical thinking and Excel proficiency to support data-driven business decisions in Human resource and analytical roles.

## EDUCATION

<b>Mount Carmel College, Bangalore, Karnataka.</b>	<b>June 2023 - Present</b>
Bachelor of Commerce   CGPA 8.3, ongoing   Graduation: 2026	
<b>Cluny Matriculation Higher Secondary School, Salem, Tamilnadu.</b>	<b>June 2021 - March 2023</b>
11th- 96%   12th- 98%   Valedictorian	

## ACHIEVEMENTS

### Certifications

- Digital Marketing Tools: Completed hands-on training with tools like ChatGPT, Meta Ads, and Canva.
- Microsoft Excel (Intermediate): Applied Excel tools in academic and club projects for data analysis.
- Python Programming (Beginner): Gained foundational knowledge in syntax, loops, and functions.
- HR Analytics (Ongoing): Covering core principles and basic tools.

### Experience

- Currently interning as a Business Analyst at RM Events, gaining hands-on experience in data analysis, process improvement, and strategic decision-making.
- Gen Z & Stock Market Interest (Ongoing): Conducting a financial research report on how social media influences Gen Z's investment behavior in Bangalore.
- Red Bull Market Report: Developed a mentor-recognized report on Red Bull's brand presence in India. Used consumer insights to identify regional growth opportunities..

### Curricular

- Authored article on "India's Role in Global Innovation" for the college magazine (2025 edition).
- Elected to lead marketing and social media strategy for college association (2024–present).
- Selected to be the writer for college newspaper and magazine (2025–present).

### Co-Curricular

- 1st Place, State-level Holy Cross Economics Club Debate; awarded overall championship.
- Presidented English, Debate & Cultural Clubs (2021–2023); led 10+ successful events.
- State place holder, Bharath Institute of English State Competition (2020).
- Volunteered with Thaagam Foundation; contributed to local outreach & donation drives.

## SKILLS & APPLICATION

### Technical Skills

- Data Analysis: Proficient in Excel (functions, PivotTables, dashboards), basic Python for data manipulation.
- Visualization Tools: Used Canva and Gemini to present data-driven marketing insights.
- Market Research: Identified key trends and consumer insights through survey and social media data.

### Soft skills

Communication | Leadership | Strategic Thinking | Team player