

VARSHA RAJGARIA

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EDUCATION

Bachelors of Commerce

Mount Carmel College | Bangalore, KA

2023-2026

Higher Secondary Education

St. Joseph's Bhaktinagar | Siliguri, WB

2021-2023

Secondary Education

St. Joseph's Bhaktinagar | Siliguri, WB

2011-2021

PROJECT AND ANALYTICS WORK (GITHUB PORTFOLIO)

- **Sales Performance Dashboard:** Designed an interactive dashboard using Excel & Power BI to track KPIs across 3 regions & 5 product categories; reduced reporting time by 30%.
- **E-commerce Sales Dashboard:** Analyzed consumer behavior & product category trends using SQL & Excel; identified top-performing SKUs, boosting sales visibility by 15%.
- **Deloitte Virtual Analytics Program:** Applied Excel, SQL & BI to real client cases; delivered insights for improving customer acquisition & retention strategies.

INTERNSHIPS

Inflex Media, Mumbai | Digital Marketing Intern | Jun 2025 – Sept 2025

- Created content campaigns (articles, reels, newsletters) tailored for brand storytelling.
- Improved brand visibility by enhancing digital engagement across platforms.

Khojshala Education, Mumbai | LinkedIn Outreach Intern | May 2024 – Jun 2024

- Reached CEOs & CTOs across countries through LinkedIn outreach, for new collaborations.
- Built international outreach pipeline, enhancing brand visibility and cross-border engagement.

Roslin Institute of Concepts, Mumbai | Marketing Intern | Feb 2023 – Mar 2023

- Managed campaign content & scheduling, strengthening social media presence.
- Increased student engagement with improved campaign strategies.

LEADERSHIP & RESPONSIBILITIES

- **Commerce Association, Stall Core Team Member** – Managed stall planning, vendor coordination & logistics; ensured efficiency & profitability during college fest.
- **Student Council, Scoring Core Team Member** – Maintained records & scoring for academic events, ensuring accuracy and fairness.

ACHIEVEMENTS & EXTRA-CURRICULARS

- **Throwball** – Led the school team, won Bronze Medal in inter-school tournament.
- **Javelin Throw** – Secured Silver Medal in intra-school competition.
- **Interests:** Dancing, Reading.

SKILLS

- **Technical Skills:** Excel (Pivot, VLOOKUP), SQL (Joins, Aggregations), MySQL, Power BI, Tableau
- **Analytics Skills:** Data Visualization, KPI Tracking, Dashboarding
- **Soft Skills:** Analytical Thinking, Communication, Problem-Solving, Leadership
- **Languages:** English, Hindi, Bengali