Sharmista

G-mail: sharmistasamydurai@gmail.com | Mobile: +91 9360464135

SUMMARY

Economics graduate with hands-on experience in market research, data analytics, and consumer insights for institutional and MSME sectors. Proven ability to design and execute research projects, analyse trends, and deliver actionable strategies. Skilled in Excel and Power BI for data visualization and reporting. Strong analytical mindset, cross-functional collaboration, and passion for innovative brand solutions in fast-paced environme**ts.**

EXPERIENCE

Mount Carmel College, Department of Economics   **Bangalore, Karnataka**

Undergraduate Researcher   Jul 2023 - Present

- Designed and executed **3** data-driven economic research projects, including studies on KVI's Impact on Rural MSME in India, Gender Budgeting in India, and the Relationship between Index of Industrial Production (IIP) and Export in India.
- Authored research papers, presented findings at national and international conferences, and achieved peer-reviewed publication.
- Conducted comprehensive literature reviews and market research to identify knowledge gaps and inform policy recommendations.

Prime Consultancy   **Tirupur, Tamil Nadu**

Intern   August- September 2025

- Analysed economic and financial data for market research, Prepared dashboards and metrics for operational analytics; collaborated with senior consultants on process optimization and performance evaluation.
- Developed 5+ dashboards to track sales performance, inventory, and client engagement, improving reporting efficiency by 20%.
- Analysed financial and economic datasets for 10+ institutional clients, identifying trends and generating actionable insights using Excel.

EDUCATION

BA. Economics | **Mount Carmel College** | 2023 – 2026

Bachelor of Arts in Economics

Relevant coursework: Core Economic Subjects, Public Policy & Economic Development, Market Research, Quantitative Methods, Econometrics, Basics in Financial Statement Analysis.

12th Standard | **Century Foundation Higher Secondary School** | 2023

SKILLS & INTERESTS

Skills: Quantitative and Qualitative Research, Data analysis, MS Office, Analytical skills, Data cleaning, Statistical tools, Econometric tools, Data visualization (Excel, Power BI), Business Analytics, Category Management, Strategic Thinking, Teamwork, Reporting, Presentation & Communication of Insights

Technical Skills: MS Office, R Code**,** Intermediary in Excel, Basics in Power BI

Interests: Market analysis, Economic policy, Quantitative research

Languages: English, German (intermediate proficiency)

Certifications: Basics in POWER BI