

SANSKRITI JHA

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EDUCATION

Mount Carmel College

Bengaluru, Karnataka

Bachelor of Arts in Economics

June 2026

- Grade: 8.0/10 first class exemplary
- Relevant coursework: Financial Economics and Management, Advanced Econometrics, International Trade and Development theories, Corporate Budget and Financial Statement Analysis, Data Analytics with R, Data Visualisation with Power BI, Game Theory, and Advanced Statistics with Excel, Risk management & Insurance.

Delhi Public School

Ranchi, Jharkhand
2020-2022

Commerce with Maths

- Grade :91.3% (felicitated with a certificate of excellence)
- Coursework: Accountancy, Micro Economics, Macro Economics, Business Studies, Statistics and Mathematics

PROFESSIONAL EXPERIENCE

Fortune One Build co, Bengaluru

April 2025 – June 2025

Sales Analyst Intern

- Conducted market research and sales data analysis to identify growth opportunities and improve sales forecasting accuracy.
- Collaborated with the marketing team to track campaign performance and provided insights that optimized targeting strategies.
- Assisted in preparing client presentations and sales pitches, contributing to stronger client engagement and business development outcomes

Chanakya IAS Academy, Ranchi

May 2024 - July 2024

Digital marketing intern

- Assisted in planning and executing digital marketing campaigns across social media platforms, improving brand visibility among target student segments.
- Conducted SEO keyword research and optimized website/blog content, contributing to increased organic traffic by 25%.
- Monitored campaign analytics (Google Analytics, Meta Ads Manager) and prepared weekly performance reports to guide marketing decisions. Supported lead generation activities through email campaigns and social media engagement, helping increase inquiries for IAS coaching programs.

PROJECTS AND RESEARCH WORKS

1. Study on Consumer Spending & Market Patterns

Conducted data-driven analysis on consumer spending trends across OTT platforms and performed technical analysis of Hindustan Unilever Limited (HUL) using statistical tools and market indicators to evaluate behavioural and investment patterns.

2. T-Test & Time Series Forecasting Analysis

Conducted statistical analysis on maternal mortality rates using paired and independent T-tests in R for *BIMARU* states to evaluate the impact of *PM MATRITVA YOJANA (2016)*. Applied ARIMA models for time series forecasting of consumer purchasing trends; performed data cleaning, stationarity testing, and model evaluation using AIC and RMSE to assess demand prediction accuracy.

3. Decision Tree Analysis: Predicting Consumer Purchase Behaviour

Developed a decision tree model to predict consumer participation during flash sales using Categorical variables such as discount percentage, browsing time, and purchase history. Interpreted outcomes to identify key factors influencing online purchase decisions.

SKILLS

Languages: English, Hindi (Bilingual Proficiency) · German (Intermediate)

Technical: R-Studio · Power BI · MS Excel · Google Analytics · SEO · MS Office · Digital Marketing

Financial: Technical & Fundamental Analysis · Risk Assessment · Valuation · Economic Forecasting

Analytical: Market Research · Dashboard Reporting · Project Coordination · Team Management · Decision-Making

EXTRACURRICULAR ACTIVITIES

Volunteer - Manan (Humanities Fest), Managed logistics and guest coordination for cultural events, *Cul-Ah (MCC Fest)* – Assisted hospitality desk operations and guest management.

Team Leader - U&I (Jul 2023 – Jan 2024) - Recruited, trained, and supervised volunteers; led scheduling and team coordination.

Core Team Member - Social Media, German Association – Managed content and campaigns, boosting online engagement, Humanities Association – Organized departmental events and coordinated faculty-student participation, Economics Student Society – FICCON – Contributed to case study research and strategic presentations.