

# VARSHA RAJGARIA

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## EDUCATION

<b>Bachelors of Commerce</b>   Mount Carmel College Bangalore	<b>2023 – 2026</b>
<b>Higher Secondary Education</b>   St. Joseph's Bhaktinagar Siliguri	<b>2021 – 2023</b>
<b>Secondary Education</b>   St. Joseph's Bhaktinagar Siliguri	<b>2011 – 2021</b>

## PROJECTS & ANALYTICS WORK(GITHUB PORTFOLIO)

- Sales Performance Dashboard:** Designed an interactive dashboard using Excel and Power BI; tracking 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

- Conducted campaign performance analysis; optimized content to improve engagement by 25%.
- Supported international brand visibility across 3+ markets by analyzing publishing trends.

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

- Reached out to 50+ CEOs and CTOs across countries to build global collaboration pipelines.
- Analyzed outreach funnel & improved response rate by 18%.

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

- Designed performance reports for campaigns; increased student engagement by 20%.
- Conducted competitor benchmarking and audience analysis to identify content gaps, improving campaign targeting effectiveness.

## ACADEMIC ACHIEVEMENTS & AWARDS

- Completed Deloitte Virtual Analytics Program – applied Excel, SQL & BI to case studies.
- Certified in Advanced Excel and SQL – applied skills in academic projects.
- Built dashboards (Power BI, Tableau) showcasing sales KPIs and customer insights.

## POSITIONS OF RESPONSIBILITY

- Commerce Association| Stall Sector Core Team Member**- Managed stall planning, vendor coordination, and logistics for events, ensuring efficiency and profitability.
- Student Council | Scoring Core Team Member**- Maintained records and scoring accuracy for college events, demonstrating accountability and process handling

## EXTRA-CIRCULAR ACTIVITIES

- Throwball** – Led the school team and won a Bronze Medal in the inter-school tournament.
- Javelin Throw** – Secured a Silver Medal in the intra-school competition.

## OTHER INFORMATION

- Databases:** SQL (Joins, Aggregations), MySQL
- BI Tools:** Excel (Pivot, VLOOKUP), Power BI, Tableau
- Analytics:** KPI Tracking, Dashboards, Data Visualization
- Soft Skills:** Analytical Thinking, Communication, Problem-Solving
- Languages:** English, Hindi, Bengali
- Interests:** Dancing, Video Editing, Reading