

# Lauhith Natarajan

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4169395810 | lauhithn@gmail.com

Toronto, Canada

**Highly motivated Professional, recently qualified in Business Analytics and Business management and processing Canadian work permit**

## SKILLS AND COMPETENCY

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**Analytical Skills:** Data Analysis, Market Research, competitive analysis, statistical Modeling, cross functional collaboration, report generation and presentation.

**Software Skills:** MS Office Suite, social media analytics platforms (facebook insights, google analytics, CRM Tools)

## WORK EXPERIENCE

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**Business analysts intern.** 2021 December - 2022 April

**Arts Lab, Chennai**

- Conducted market research to identify potential segments and tailored marketing strategies accordingly.
- Assisted in organizing and executing demonstrations and workshops to showcase the software's features and benefits

**Business Analyst intern,** 2019 December –2021 December

**Image, Chennai**

- Utilized data analytics to generate reports that provided insights for refining social media strategies.
- Worked with social media team to generate leads helped generate reports and providing analytics
- Regularly conducted market research and competitor analysis to identify industry trends and opportunities, providing strategic recommendations to senior management.

## EDUCATION

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**International Business Management**

May 2022- December 2022

Seneca College, North York

**Business Analytics**

May 2023- December 2023

Seneca College, North York

## LANGUAGES

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English (Fluent), Tamil (Native)

## References

Available upon request.