

# MEGHA B S



## CONTACT

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Location: India

## SKILLS

### Data, Analytics & Visualization

- Data Analysis (Python, SQL)
- Advanced Excel (Analysis & Reporting)
- Power BI Dashboards & Visual Analytics
- KPI Frameworks & Performance Analysis

### Market & Customer Insights

- Market Research & Competitive Analysis
- Customer Behavior & Trend Analysis
- Insight Generation & Research Synthesis

### Business & Communication

- Data Storytelling & Insight Presentation
- Cross-Functional Reporting
- Stakeholder Communication

## CERTIFICATIONS

- One Million Prompters — Dubai Future Foundation (DFF)
- Google AI Agent Intensive — Google & Kaggle
- Data Science Foundations — IIT Madras
- Prompt Engineering — Infosys Springboard
- Accenture Project Management Virtual Experience — Forage
- Accenture Data Analytics Virtual Experience — Forage
- Goldman Sachs Excel Skills for Business Virtual Experience — Forage

## LANGUAGES

- Malayalam: Native
- English: Fluent
- Hindi: Intermediate
- German: Basic (A1)

## JUNIOR MARKET & DATA ANALYST | RESEARCH, MARKET INTELLIGENCE & DATA ANALYTICS

Data & Analytics Analyst with experience in market research, customer behavior analysis, and multi-source data analytics using Python, SQL, Excel, and Power BI. Proven ability to transform raw datasets into dashboards, KPI frameworks, and insight-led reports that support business and product decision-making. Experienced in cross-functional reporting, trend analysis, and data storytelling across market, customer, and performance domains.

## EXPERIENCE

### Market Research Intern — ValueAdd Research & Analytics (Remote)

Jul 2025 – Nov 2025

- Conducted market surveys and customer behavior analysis to identify demand patterns and support insight-driven recommendations.
- Identified market trends and key demographic segments to support insight-driven recommendations for business and research teams.

### Entrepreneurship Lead — μLearn Community

2023 – 2025

- Led entrepreneurship initiatives for 2 years, organizing workshops, events, and mentoring programs for 150+ participants, supporting innovation thinking and problem-solving skills.
- Promoted innovation, business thinking, and community engagement through structured programs and collaborative initiatives.

### Project Management Virtual Experience — Accenture North America

Dec 2024

- Completed a product strategy simulation covering research, roadmap planning, and prioritization.
- Delivered project presentation demonstrating structured thinking and communication.

### Excel for Business Virtual Experience — Goldman Sachs

Jul 2024

- Applied advanced Excel functions to solve business problems and streamline reporting.

### Data Analytics Virtual Experience — Accenture North America

Jun 2024

- Analyzed datasets to detect trends and insights; presented findings through PowerPoint and video.

## PROJECTS

### • Advanced Financial Insights Platform (Ongoing)

Developing a multi-factor financial analytics platform combining company fundamentals, ratio models, and sentiment signals from platforms like X, YouTube, LinkedIn, and Glassdoor to generate financial scores and investment insights. Designed rule-based scoring models and trend indicators to generate forward-looking financial and sentiment insights for comparative analysis. Developing automated data-processing scripts and financial analysis logic.

### • Automated Certificate Generator — Python, OpenCV

Created an automation tool that generates certificates from structured data, reducing manual effort and eliminating errors. Integrated templating, name-mapping, and Excel-based data input for seamless processing.

### • Retail Sales Analytics Dashboard — Excel, Power BI

Analyzed 500+ transactions to uncover sales trends, customer patterns, and key metrics. Designed interactive dashboards and delivered insights supporting business decision-making.

## EDUCATION

### B.Tech – Computer Science & Engineering (Minor in Electronics & Communication Engineering)

LBS Institute of Technology for Women, Thiruvananthapuram

CGPA: 7.43 / 10 | 2021-2025