MEGHA B S

DATA & BUSINESS INSIGHTS PROFESSIONAL

Data & Business Insights Professional skilled in financial analysis, stakeholder sentiment intelligence, and multi-source data modelling using SQL, Python, Excel, and Power BI. Experienced in converting raw datasets into KPI models, strategic insights, and decision-ready business reports supported by hands-on market research and equity fundamentals. Former Entrepreneurship Lead at μLearn with 2+ years driving innovation, leadership initiatives, and community-building at scale. Developing a multi-factor financial analytics platform integrating fundamentals and cross-platform sentiment signals to generate deeper investment intelligence. Passionate about business strategy, emerging technologies.

CONTACT

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Location:India

SKILLS

Analytics & Financial Intelligence
- Financial Modelling & Ratio Analysis
- Market & Customer Research
- KPI Frameworks & Business Insights
- Sentiment Analysis (Social & media data)

Business, Strategy & Communication
- Problem Structuring and Analytical thinking
- Stakeholder Analysis
- Strategic Communication & Data Storytelling
- Leadership & Team Collaboration

Tools & Technologies
- Python
- SQL
- Advanced Excel
- Power BI
- Exploratory Data Analysis (EDA)
- Python Automation & AI-assisted Workflows

CERTIFICATIONS

- **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)

EXPERIENCE

Market Research Intern — ValueAdd Research & Analytics (Remote)
Jul 2025 – Nov 2025
- Conducted market surveys and analyzed customer behavior using Excel.
- Identified market trends and key demographic segments to support research insights.

Entrepreneurship Lead — μLearn Community
2023 – 2025
- Led entrepreneurship initiatives for 2 years, organizing workshops, events, and mentoring sessions for 150+ students.
- Promoted innovation, business thinking, and community engagement across campus.

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. 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