



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)

MEGHA B S

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**