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| **CHITRA SINGH**  **+91-8962744394**  **chitrasingh110@gmail.com**  Academic Details   |  |  | | --- | --- | |  | Pursuing **PGDM (Final Year)** in **Marketing & Business Analytics** from Jaipuria Institute of Management, Noida  **BBA** from Amity University Madhya Pradesh  **12th** from Little Angels High School Gwalior  **10th** from Little Angels High School Gwalior |   Knowledge Purview   |  | | --- | | * **Data Lifecycle Understanding** | | * **Tool proficiency-Excel/Python/ML/** **Basic- SQL/ Microsoft Office Suite**   **Data Visualisation- Tableau/Power BI** | | * **Reporting and Dashboards** | | * **Market Research** | | * **Digital Marketing - SEO & PPC** | | * **CRM &** **Business Acumen** |   Soft Skills    **Negotiator**  **Time Management**  **Continuous Learning**  **Adaptable**  **Teamwork and Collaboration**  **Strong Communication Skills**  **Analytical Thinking** | Profile Summary   * As a PGDM student specializing in Marketing and Business Analytics, I bring a dynamic blend of strategic marketing insights and analytical prowess. * Completed a 10-month **"Integrated Programming for Business Analytics"** program from the **IIM Indore.** * Certified **in "Intro to Programming"** from Kaggle and completed the **"Enterprise Design Thinking Practitioner"** course by IBM. * Completed the **TCS-Ion Career Edge – Young Professional Course**. * As a **Market Research Intern** at Ananda Dairy, conducted comprehensive market   research to evaluate brand perception. Leveraged advanced analytics tools to  analyze **customer behavior, identify trends, and deliver insights** for optimizing  marketing strategies.   * Driven by an ardor for converting unprocessed data into meaningful insights, I offer a strong academic background, practical project management expertise, and a resolute commitment to making a meaningful impact in the ever-changing field of data analytics and marketing. * Final-year PGDM student with analytical prowess, passionate about security intelligence, risk analysis, and collaborative teamwork. Ready to contribute to your organization's success   Internship   |  |  | | --- | --- | | **Organization** | **- Ananda Dairy** | | **Role-** | Market Research Intern | | **Period-** | May 2023-July 2023 | | **Learning-**  **Achievement-** | This experience taught me how to apply strategic frameworks and evaluate brand perception through various analytical tools, a crucial skill for understanding customer needs and market dynamics  Applied segmentation, led customer surveys, and extracted actionable  insights through data analysis for enhanced product value. Proven  ability in cross-functional collaboration to align brand health with  business objectives. |   Additional Project   |  |  | | --- | --- | | **Title** | **- Cardiovascular Disease (CVD) Prediction Using Machine**  **Learning Algorithms** | | **Role** | Author | | **Period** | May 2023 – Oct 2023 | | **Learning** | Explored EDA, Model Comparison, overfitting, and model evaluation in-depth. Applied ML techniques to predict Cardiovascular Disease (CVD) risks, demonstrating relevance to disease risk assessment. | |  |  | |  |  |   Extracurricular Activities   * **ACHIEVEMENTS:**   1**. Topper** in 3rd Trimester in my Postgrad in sales and business development course.  2. Completed a 10-month **"Integrated Programming for Business Analytics"** program from the **IIM Indore.**  3. **7-year Diploma** in Classical singing  4**. 1st in solo singing** in the talent hunt 2022 at JIM, Noida  5**. 2nd in singing (duet**) in an intercollege singing competition at Prestige Institute of Management & Research   * **CONTRIBUTED AS:**   **Learning:** Demonstrated teamwork, leadership, and community engagement.  1. Coordinator at Malhar the Cultural Committee  2. **Volunteer Manager** at Feeding India by Zomato Gwalior Chapter  3. **Academic Support Volunteer** at Make a Difference  4. Listener at 7 Cups(counselor)   * **INTERESTS**   1. Sustainability Analysis  2. Market Trends & Strategy  3. Innovation & Technology   * **OTHER ACTIVITIES:**   1. Space enthusiast (astronomy) |
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