

VINAY KUMAR S

MBA - MARKETING & BUSINESS ANALYTICS



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Dedicated and results-driven professional with a background as a Management Trainee and Business Development Executive, adept at cultivating client relationships and driving business growth. Proficient in market research methodologies, leveraging data analysis and visualization techniques to extract actionable insights and inform strategic decision-making. Known for strong communication skills and a collaborative approach to problem-solving. Committed to continuous learning and staying updated with emerging trends in business analytics to drive organizational success.

EXPERIENCE



Management Trainee in Roots Multiclean Limited. (Dec 2023 - Present).

- ✳ Researched industry trends, competitor activities, and consumer behaviour to offer valuable insights.
- ✳ Executed lead generation strategies, working on expanding the customer base.
- ✳ Contributed to crafting marketing collateral, developing content for digital platforms, and promotional materials.
- ✳ Engaged in projects involving the identification of potential customers and the creation of brand awareness among them, showcasing active involvement in targeted outreach initiatives.
- ✳ Contributed to projects focused on engaging existing customers, enhancing brand loyalty, and fostering sustained relationships through tailored outreach strategies.



Business Development Intern in Filmwed. (Jun 2023 - Nov 2023).

- ✳ Assisted in the planning and execution of marketing campaigns under the guidance of senior professionals.
- ✳ Supported the coordination of marketing events and promotional activities.
- ✳ Participated in client interactions, presentations, and relationship-building activities, gaining exposure to client management.
- ✳ Executed lead generation strategies, working on expanding the customer base.

PROJECTS



TITLE: Predicting Repurchasing Intention of B2B Customers using Machine Learning Technique. (Dec 2023 - May 2024).

TOOLS USED: Machine Learning (Python)

FINDINGS:

- ✳ Discount Price is the leading factor influencing consumer purchasing decisions.
- ✳ Brand Loyalty significantly affects consumer perception and repurchase intentions.
- ✳ Enhancing Customer Relationship and Retention is crucial for fostering customer loyalty.
- ✳ Excellent Customer Support is vital for maintaining high satisfaction and retention rates.
- ✳ Improving Customer Satisfaction and Service & Support is essential to meet and exceed customer expectations.
- ✳ The RandomForestRegressor model showed strong predictive capability ($R^2 = 0.986$) but potential overfitting with a drop to 0.844 on test data, needing refinement.
- ✳ High correlations were found between Service & Support and Customer Satisfaction.



TITLE: Enhancing Consumer Engagement through Optimization of Artificial Intelligence Components on E-Commerce Platforms. (Oct 2023 - Dec 2023).

TOOLS USED: Machine Learning (Python)

FINDINGS:

- ✳ Research revealed chatbots, image search, recommendations, and automated services substantially increase consumers' psychological and behavioural engagement.
- ✳ Strong correlation found between efficient chatbots and higher engagement.
- ✳ Reduced product search time via image search enhances engagement.
- ✳ post-sales service automation critically impacts engagement.
- ✳ Social comparison moderates AI capabilities' effect on engagement.
- ✳ Optimizing AI improves consumer retention and satisfaction.



TITLE: A Study in The Purchase Intention of Consumers in the Event Management Industry.
(Jun 2023 - Nov 2023).

ROLE: BUSINESS DEVELOPMENT INTERN.

TOOLS USED: SPSS 16.0 & SPSS AMOS 26.0

FINDINGS:

- ✳ Functional value, hedonic value, and self-brand image congruency positively influences consumers' purchase intention on Instagram.
- ✳ Utilitarian value, preference, hedonic value, and self-brand image congruency can be emphasized in marketing strategies to increase purchase intention.
- ✳ Functional value, social value, and self-brand image congruency positively impacts brand loyalty on Instagram.
- ✳ Co-creation value and credibility did not directly influence brand loyalty or purchase intention.
- ✳ There is a significant positive relationship between brand loyalty and purchase intention on Instagram.
- ✳ The impact of utilitarian value and self-brand image congruency on purchase intention is mediated by brand loyalty.

EDUCATION



Sri Ramakrishna Engineering College.
MBA in Marketing and Business Analytics. (Aug 2022 - June 2024)
CGPA: 8.21%



Ramakrishna Mission Vivekananda Educational and Research Institute.
B.Sc. Agriculture. (2016 - 2020)
CGPA: 70.9%

CERTIFICATION



Tableau Desktop Certified by Simplilearn



ChatGPT Certified by GUVI, IITM Research Park



Enterprise Design Thinking Certified by IBM



Digital Marketing Certified by HubSpot Academy

SKILLS



Power BI



MS Excel (MS Office)



Tableau



Artificial Intelligence



SQL



Project Management



Machine Learning



Market Research



Digital Marketing



Social Media Marketing