

# ATHUL THOMAS VENGAL

MBA (ANALYTICS & MARKETING)

## CONTACT

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## SKILLS (TECHNICAL)

- MS Word
- MS Excel
- Canva
- Basic PYTHON
- Data Visualization: Power BI

## SOFT SKILLS

- Analytical Thinking
- Problem-Solving
- Critical Thinking
- Leadership
- Communication
- Attention to Detail

## EDUCATION

### Master of Business Administration (MBA)

KRISTU JAYANTI COLLEGE  
2024- Present

### Bachelor of Business Administration (BBA)

PES UNIVERSITY  
2020-2023

### 2ND PUC

Royale Concorde PU College  
2018-2020

### 10<sup>th</sup> CBSE

Deva Matha Central School  
2018

## PROFILE

An exceptionally motivated MBA student with a strong aptitude for data analysis and problem-solving. eager to support data-driven decision-making in a dynamic analytics environment by applying academic knowledge and analytical skills to extract insights from complex datasets. shown ability to lead projects to success and collaborate effectively in teams.

## EXPERIENCE

### FIFA World Cup 2022, Qatar, Doha - (Oct-Dec 2022)

- Executed quick decision-making and efficient event management in a high-pressure environment.
- Contributed to smooth spectator flow and overall event execution through effective service delivery and crowd management.

### ITC Gardenia- Trainee ( Feb-May 2022)

- Gained experience across multiple departments.
- Developed strong time management skills and performed accurate data entry of guest information.

## PROJECTS

### Research Project (Aug 2025- present)

I'm now working on a thesis paper.

- I'll be focusing on the impact of personalized fitness and equipment availability in the gyms, which is often overlooked in my research gap.
- I'll be using surveys and data analysis to fill in the gaps in my research.

## CERTIFICATIONS

- Generative AI Foundations (In Progress)
- Microsoft Power BI (In Progress)
- Guided Project on Power BI (In Progress)
- A.I. & Machine Learning & Data Science Bootcamp (In Progress).
- TALLY for Beginners (KJSOM)
- Marketing Management (NPTEL, IIM Bangalore)
- Business Management & Entrepreneurship (UNSCHOOL)
- Communication Skills: Personality and Behaviour (UDEMY)

## LANGUAGES

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- English R - W - S
- Malayalam S
- Kannada S
- French R - W - S
- Hindi S
- Tamil S

## HOBBIES

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- Cooking
- Painting
- Drawing
- Playing Basketball

## ACHIEVEMENTS

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- Participated in Rural Immersion Programme
- Participated in the farmer's market
- Online Clothing Brand (@life\_collectives): Launched and managed a successful online clothing brand, marketing campaign effectiveness, driving online sales, and informing product strategy.
- College Food Fest: Participated in and managed the kitchen operations for a College Food Fest with a team of 30 students, overseeing inventory and resource allocation, and optimizing workflow based on demand patterns.
- YouTube Channel Management (VENGALS KITCHEN): Managed and grew a YouTube channel and content performance to optimize video strategy and increase reach.
- Basketball Team Captain during Pre-University.