

# RAGHA SHRUTHI SUNDAR

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A performance-driven and highly organized student pursuing Marketing Research & Analytics at Centennial College and a performance-driven - Entrepreneur with a deep passion for SAP, analytics, and business studies. Experienced in SAP consulting, Business Research, and development roles. Founded a service company that offers event planning and management.

## WORK EXPERIENCE

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### **SAP Techno-Functional Consultant** | *Kaar Technologies*

September 2019 – January 2022

- Analysed and implemented Power BI dashboards and reports for an international client (QATAR) and received appreciation for 184% efficiency during the project.
- Developed multiple RICEFW objects for 8 different clients.
- Worked with SAP Analytics Cloud for Business Intelligence product and SAP S/4 HANA Cloud systems .
- Worked with SQL and SAP HANA SQL query statements and successfully worked on 4 major projects.
- Activated and customized 16 FIORI and UI5 applications as per the client's specifications.
- Exposure to Controlling, Materials Management, Quality Management, Sales and Distribution, Financial Accounting, Human Capital Management and Production Planning modules.

### **Digital Marketer & Customer Service** | *Aashi Planners*

June 2019 - Till Date

- Established an **Event Planning Company – Aashi Planners**, built the business from startup and managed all aspects of the business from marketing, accounting, and PR.
- Promoted company on social media and increased customer base by 2% in the first month.
- Consulted with clients, analyzed requests, and created agenda within budget.
- Prioritized and suggested exciting ideas (like theme, decoration & activities) for a variety of events and exceeded customer satisfaction.

### **Anchor January** | *Chutti TV – Sun Networks International*

June 2016 - January 2018

- Hosted interactive children's shows and fun celebrity interviews in Tamil & English.
- Communicated with teams and technicians at ease.
- Adapted to the type and agenda of the show; kept audience and participants entertained.

## EDUCATION

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- **PGDM in Marketing Research and Analytics** - Centennial College, 2022.
- **Master of Business Administration**, General - Annamalai University, 2021.
- **Bachelor of Technology, Information Technology** – Anna University, 2019.

## SKILLS

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ABAP | HANA DB Query Management | SQL | C and C++ | Data Visualization[Power BI and Excel] | Data Analysis | UAT | Report Writing | Public Speaking | Time Management | Customer Service | Team Management | Creativity | Adaptability | MS Office | Numerical Skills | Key entry 50 wpm

## PROJECTS & INDUSTRIAL LEARNING

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### • **Final Year Project(Bachelor's):**

Description: An Android application used to communicate with a deaf and dumb person and a normal person who is unaware of American Sign Language.

Tools & Concepts used: Eclipse; JSON & Data Recognition

- **Project: 'Romana Water – Fiori and UI5, Creation of WRICEF objects'**

Purpose: Support provided for SAP Fiori Applications and WRICEF objects used by the Business and fixed issues.

- **Project: 'OARC – Creation of WRICEF objects'**

Purpose: Support provided for WRICEF objects used by the Business and fixed issues.

- **Project: 'AI Mansoori – Power BI Dashboard implementation and support'**

Purpose: Developed multiple Power BI Dashboards and provided support for fixing any related issues.

- Inplant Training in Android in Uniq Technologies, Chennai
- Inplant Training in Java in Cutting edge Technologies, Chennai
- Industrial visit to Bharat Sanchar Nigam Limited (BSNL), Chennai.

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### **ACHIEVEMENTS & CERTIFICATIONS**

- Star of the Month – for continuous 3 months for achieving 184% work efficiency
- Successfully presented and won a paper presentation contest on – 'An Application for communication between a normal person and a hearing-impaired person using Recognition and JSON concepts' held at AURGANON'17- International Technical Paper Presentation Conference
- Held 'Student Vice President' position for the Entrepreneurship cell at Velammal Engineering College, Chennai.
- Organizing Head of the Innovative Club of Information Technology department, Velammal Engineering College, Chennai
- Excelled as top 5% in Getting Started with Data Science (Edition 2021) from SAP

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### **VOLUNTEERING**

- Volunteer & Donor in Blood donation camps organized by NSS at the college campus
- Participated in the International Coastal Clean-up Event held in Marina.
- Active participation in Local NGO - Agarthulir, Chennai.

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### **LANGUAGE**

English & Tamil