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ACADEMIC CREDENTIALS			
Degree	Institute, Location	%	Year
PGDM	ITM Skills University, Kharghar, Navi Mumbai	84.50(Sem-1)	2025
B.Sc.	DAVV University, Indore, M.P.	80.00	2022
SSC	Sant Meera Convent, Ratlam, M.P.	86.00	2018
HSC	Christu Jyoti Convent, Ujjain, M.P.	91.20	2016
INTERNSHIP			
AJIO (Reliance Retail Ltd.)	Strategy & Planning Intern		April 2024 – Sep 2024
	Increase User Conversion and Revenue growth for AJIOGRAM <ul style="list-style-type: none">Executed targeted push notifications, monetization of high ASP brands, and performance marketing, leading to a 2x increase in user conversion.Built Analytical framework using Tableau, SQL & Google Analytics and performed data analysis & visualization.Drove revenue targets through filtering and migrating the most suitable products as per Business requirement.Managed Relevancy Algo for more than 30K products leading to a 5x increase in day-to-day revenue.Analyzed AjoGram site architecture and recommended changes leading to 2x jump in user-engagement.Optimized product pricing to drive higher sales using leavers like category funding and pinning of options.Created DSR, WBR, MBR and multiple Dashboards to track and optimize customer and site performance.Collaborated with multiple stakeholders to enhance customer experience & boost operational efficiency. Skills: Data Analysis Strategic Planning Revenue Forecasting Reporting & Dashboard creation		
Bookzy Edufy Pvt. Ltd.	Marketing & Sales Intern		July 2022- Sep 2022
	<ul style="list-style-type: none">Conducted market research, competitive analysis & assisted in forming sales strategies boosting sales by 10%.Strategized and managed Instagram & SEO content leading to an increase of customer base by 15%.Pitched over 40+ schools & colleges and established 3 incubation centers. Skills: Data Analysis MS-Office SEO Content Creation Data Entry Teamwork		
PROJECT			
Retail Sales Dashboard	<ul style="list-style-type: none">Built Excel-based retail store sales dashboard with a custom database and advanced data visualizations to analyze sales metrics, trends, and performance indicators.		
Banking Churn- Rate Dashboard	<ul style="list-style-type: none">Created Power BI dashboard to analyze bank customer churn rates by age, credit scores, account balances, and demographics, enabling targeted retention strategies.		
Car Sales Dashboard	<ul style="list-style-type: none">Developed a Tableau dashboard to analyze car sales data, differentiating by brand, transmission type and body style, providing insights into sales performance and trends across various segments.		
NGO INTERNSHIP			
K.B. Ahire Welfare Society	Teaching & Administrative Work		Dec-2023
	<ul style="list-style-type: none">Taught Computer Basics, MS-Office and Mathematics to 100+ women and children.Developed an automatic attendance registration system, significantly boosting the operational efficiency.Organized and managed a fundraising campaign, securing INR 5000. Skills: Leadership Technical skills Project Management Communication Adaptability		
Social Ladders Foundation	Voluntary Work		Nov 2021 - Present
	<ul style="list-style-type: none">Contributed to 10+ community cleanliness initiatives and campaigns.Managed and executed 20+ cloth distribution drives and tutored underprivileged children. Skills: Community Engagement Project management Collaboration		
Robin Hood Army	Voluntary Work		Aug 2020- Present
	<ul style="list-style-type: none">Headed and successfully executed 30+ events and distributed 10k+ Covid-19 masks to vulnerable communities.Managed Covid-19 vaccination drive, overseeing the inoculation of 2000+ individuals		
TECHNICIAL QUALIFICATIONS & ADDITIONAL CERTIFICATIONS			
Certification	<ul style="list-style-type: none">Advance- Excel certification (Savera Education Foundation)Fundamentals of Digital Marketing (Google Digital Garage)		
AWARDS			
Awards	<ul style="list-style-type: none">Felicitated by the Ex-CM of M.P. Shri Shivraj Singh Chauhan for my work during Covid-19 pandemic.Recognized and awarded at both state and district level for my performance in 12th Board Examination.		
POSITIONS OF RESPONSIBILITY			
Position of Responsibility	<ul style="list-style-type: none">Committee member of CSI clubExecuted duties as Head boy of the school, ensuring effective communication.Held the position of Class Representative in 11th & 12th Grade		
ACHIEVEMENTS & HOOBIES			
Achievements	<ul style="list-style-type: none">Secured 1st Rank in 100m race at district level		
Hobbies	<ul style="list-style-type: none">Cooking Travelling Photography		