

# MEERA SAHU

|| Post-graduate diploma management at ISBR Bengaluru || Batch 2024-2026

Phone Email <https://www.linkedin.com/in/meera-sahu2309> Bengaluru



## SUMMARY

Passionate and driven recent graduate eager to launch a career in Finance and Business analytics. Possessing a solid academic foundation in Commerce (Accounting), I am equipped with the skills and enthusiasm to contribute positively to a dynamic team. Through academic projects, I have honed my InformationTechnologyTools and Networkbasics skills, and I am eager to apply them in a professional setting. Seeking opportunities to learn, grow, and make meaningful contributions. Open to new challenges and excited to leverage my knowledge to drive success.

## EXPERIENCE

### Student Intern

#### AIM India

01/2025 - Present Location

Provides wealth advisory and management services, including financial planning and investment advice

- Worked as an internt in Marketing and finance

## EDUCATION

PGDM Batch (2024-2026), Finance and Financial Management Services

#### ISBR Business School

03/2024 - 08/2026

Bachelor of Commerce - BCom, Accounting and Finance

#### Berhampur University

03/2020 - 07/2023

Business/Commerce, General

#### Kendriya Vidyalaya

03/2019 - 04/2020

Degree and Field of Study

#### Orissa Computer Academy

Date period

## PROJECTS

### Perks & Profits: Dunkin' Donuts Competitive Landscape

Date period Location

Competitive Analysis of Dunkin' Donuts: Market Positioning & Strategy

Conducted an in-depth competitive analysis of Dunkin' Donuts, focusing on its positioning against key competitors like Starbucks and McCafé. The project explored market dynamics, product innovation, pricing strategies, customer engagement, and digital transformation.

Key Insights:

Evaluated market share trends and brand differentiation.  
Analyzed menu innovations, including specialty coffee and plant-based options.

Compared loyalty programs (DD Perks, Starbucks Rewards, McCafé's system).

Assessed digital initiatives like mobile ordering and contactless payments

Outcome:

Provided strategic recommendations on growth opportunities, emphasizing market expansion, sustainability, and customer experience enhancement.

- Identified growth opportunities for Dunkin' Donuts by enhancing digital engagement, optimizing pricing strategies, and expanding market reach, leading to improved competitive positioning.

## CERTIFICATES & ACHIEVEMENT

### ✓ HSB-GLOBAL BANKING & MARKETS JOBS SIMULATION

Gained hands-on experience in investment banking and global markets, enhancing financial decision-making skills.

### ✓ KPMG UK- AUDIT JOB SIMULATION

Developed audit skills by analyzing financial statements, improving attention to detail and risk assessment

### ✓ BLOOMBERG CERTIFICATION (BMC)

Gained knowledge about the financial markets, data analysis, and Bloomberg Terminal functions for better financial decision-making

### ✓ ESG BLOOMBER

Learned ESG investment strategies and sustainability analysis, strengthening expertise in responsible finance.

### 💎 MICRO BUSINESS ANALYSIS CERTIFICATE ISSUED BY INSTITUTION'S INNOVATION COUNCIL

Conducted business evaluations, providing insights to drive innovation and strategic growth