

# Anita Sah

IT ANALYTICS AND RESEARCH, FINANCE

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## PROFESSIONAL SUMMARY

Enthusiastic and self-motivated individual passionate about Business Analysis, equipped with data visualization, project management, business analysis, data analysis, and market research skills. Proficient in interpersonal communication, presentations, teamwork, and analytical abilities, with a goal of enhancing data-driven decision-making within the realm of Business Analysis.

## PROFESSIONAL EXPERIENCE OR INTERNSHIPS

### Marketing Internship

**SSVM Health Private Limited (brand "Evenly")**   📍 Bengaluru, Karnataka   📅 Apr 2023 - Jun 2023

Key responsibilities:

- Conducted market research and competitor analysis, resulting in a 15% increase in informed decision-making for strategic initiatives
- Cultivated partnerships with businesses and influencers, implementing offline marketing strategies and visually appealing materials that contributed to a 20% boost in brand visibility
- Enhanced online presence by creating engaging social media content, contributing to website design, and producing informative videos, leading to a 25% improvement in audience engagement

### Social Media Marketing Internship

**Anar B2B Business Community App**   📍 Remote   📅 Feb 2021 - Apr 2021

Key responsibilities:

- Onboarded 403 businesses, streamlining the process and improving efficiency by 20%
- Supervised and mentored a team of 9 Social Media Marketing interns, conducting daily meetings, and guiding on customer acquisition strategies, resulting in a 15% increase in intern productivity
- Monitored and enhanced intern team performance, achieving a 10% boost in overall efficiency

## KEY COMPETENCIES

**Technical skills:** Microsoft Excel, Power BI, SQL, Project Management, Data Visualization, Business Analysis

**Soft skills:**   Excellent orator/ Presentation skills, Outstanding resilience, Active collaboration, Problem-solving, Creativity, Time Management, Expert Attention to Detail

## COURSES & CERTIFICATIONS

- Google Foundation of Project Management\_ Coursera
- Microsoft Power BI Course\_ Tutorialspoint
- PwC Switzerland Power BI \_ Forage
- TCS iON Career Edge - Young Professional
- Microsoft Excel - Excel from Beginner to Advanced \_ Udemy

EDUCATION

- Post Graduate Diploma in Management | IT Analytics and Research, Finance  
Patel Institute of Science and Management, Bengaluru2022 - 2024  
(Awaiting results)
- Bachelor’s in Science  
Patna Women’s College, Patna2017 - 2020
- CBSE Class XII  
Kendriya Vidyalaya Dimapur, Dimapur2017
- CBSE Class X  
Kendriya Vidyalaya C.C.I Bokajan, Karbi-Anglong2015

PROJECTS

- HR Analytics Dashboard (MS Excel, Power BI)
- Sales Dashboard Creation (MS Excel, Power BI)
- Store Data Analysis and Dashboard Creation (MS Excel)
- Go Green, Go Healthy Food Fest: Budget-Friendly Nutrition-Rich Initiative
- The PISM Timekeepers' E-Magazine
- Scientific Research Paper Presentation Competition (BSR)

PERSONAL INFORMATION

- Name : Anita Kumari Sah
- Father’s Name: Lal babu Sah
- Languages known: English, Hindi, Bhojpuri, Assamese
- Marital status: Single
- Nationality: Indian
- Passport status : Valid

Personal Declaration:

I hereby declare that all the information given above is true and correct to the best of my knowledge. All the information shared in the resume is correct, and I take full responsibility for its correctness.

Place: Bangalore (Anita Kumari Sah)