

TEJASSRIVASTAVA

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PERSONAL PROFILE

I find joy in discovering new things and exploring different ideas. I'm flexible and able to adapt to changes, always seeing them as chances to learn and expand my horizons. I believe in embracing life's adventures with enthusiasm and an open heart.

EDUCATION

Indian Institute of Information Technology, LUCKNOW

Masters in Business Administration (Digital Business)

(Pursuing)

Lucknow University, Lucknow

Bachelor of Business Administration (Management)

(July 2023)

Lucknow Public School

Senior Secondary, COMMERCE

(July 2020)

SKILLS

Analytical Tools: Power BI, DAX, Advanced Excel, Power Query, MySQL Workbench

Visualization: Power BI, Excel Charts, PowerPoint

Programming Languages: MySQL

Soft Skills: Presentation skills, Clear communication, effective teamwork, emotional awareness, and adaptability to change.

INTERNSHIPS

GAMING MITRA

Content Writer, Virtual

(Aug 2022 – Sep 2022)

- Conducted research on Gaming industry trends and news to ensure articles were timely and informative.
- Used SEO best practices to optimize search engine content and increase organic website traffic.
- Edited and proofread all content to ensure accuracy, consistency, and adherence to editorial guidelines.

PROJECTS

Crunchy Corner Sales Analysis - QSR domain [Power BI, Excel] | Link

(Jul

2024)

- Conducted detailed analysis using **Power BI** and advanced **DAX measures**, exploring metrics like Net Profit, category performance, SKU, EBITDA, and Gross Profit to provide actionable business insights.
- Visualized key **financial metrics** and **sales trends** using **stacked column charts**, providing a detailed breakdown of sales across categories and locations, and identifying high-performing areas.

Cesim Global Challenge, Capstone Project | Link

(Apr 2024)

- Participated in a competitive simulation with **10 teams**, managing a **mobile company** from the ground up, including manufacturing, marketing, and sales. The main objective was to **maximize shareholder profit** while operating in diverse markets.
- Utilized advanced financial management, strategic marketing, international business, project management, and data analysis skills to **reduce operational losses** by **87%**, achieve a **gross margin** of **42.9%**, and successfully penetrate markets in the **USA, Asia, and Europe**.

Coffee Shop Sales Analysis - Retail Domain [MS-Excel] | [Link](#)

(Mar 2024)

- Analyzed coffee shop sales using Microsoft **Excel**, employing **Power Query**, **Pivot tables**, **charts**, and **slicers**.
- Identified **peak sales times** and **top-selling products**, including the highest sale recorded at **\$236k** in Hell's Kitchen, which accounts for approximately **33.86%** of the total sales across all three locations.

EXTRACURRICULAR & CERTIFICATIONS

- **Media Head** of VAARTA, a speaking club at IIITL.
- Participated in **Accenture's Data Analytics and Visualization** Forage Simulation
- Participated in the **Advanced Entrepreneurship-Cum-Skill Development** Programme by the Ministry of **MSME** on **Artificial Intelligence**.
- Data Analysis by Microsoft and LinkedIn
- Cybersecurity by Microsoft and LinkedIn
- HubSpot Content Marketing
- The Fundamentals of Digital Marketing by Google
- Ms Excel: Beginners to Advance by IMS, Lucknow University
- I have a Typing speed of **50WPM**, demonstrating efficiency and accuracy in written communication.