

# TEJASSRIVASTAVA

+91 7607717080 | tejassrivastava8@gmail.com | LinkedIn | GitHub

## 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.