

# Vedant Thorat

Pune, Maharashtra | 8888250684 | vedant2000thorat |  | 

## Basic Summary

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Detail-oriented and analytical graduate with a dual background in Computer Science and Business Administration, specializing in Marketing. Proficient in SQL, Python, statistical analysis, and machine learning. Proven ability to conduct market research, create data-driven insights, and design effective digital marketing campaign.

## Experience

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**Safe Air Engineer Pvt Ltd | Sales Trainee** **June 2023 -Dec 2023**

- Conducted market research to identify potential clients and emerging opportunities.
- Assisted in preparing tailored proposals, presentations, and sales materials.

**Shaw Toyota | Sales & Marketing Intern** **May 2022 – Aug 2022**

- Created compelling marketing materials, including social media posts and email campaigns.
- Planned and executed store promotions and events with the corporate sales team.
- Maintained and updated the sales pipeline using CRM systems.

## Education

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**Imarticus Learning, Postgraduate Program in Data Science and Analytics** **March 2024 -**

Major: Data Science |

**MIT World Peace University, Master of Business Administration** **Aug 2021 – June 2023**

Major: Marketing, | CGPA: 8.47 | Recipient of MIT-WPU Merit Scholarship AY 2021-22

**MIT World Peace University, Bachelor of Science** **Aug 2018 – June 2021**

Major: Computer Science | CGPA: 8.37

## Project

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**Email Marketing Campaign for New Vehicle Launch (Internship):** Designed and executed an email marketing campaign to boost engagement and sales for a new vehicle launch.

**Maximizing Revenue for Drivers Through Payment Type (NYC Taxi Data):** Performed hypothesis testing to analyze the impact of payment types on taxi fare revenue, optimizing pricing strategies.

**Industry Analysis of Indian Alcoholic Beverage Industry:** Conducted comprehensive industry analysis to understand market dynamics, competition, and growth opportunities.

## Skills & abilities

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- **Programming Languages:** Python, SQL
- **Data Analysis & Visualization:** Power BI, Tableau
- **Machine Learning & Statistics:** Statistical Analysis, Machine Learning
- **Business Skills:** Marketing Strategy, Market Research, CRM Systems