



# Aditya Kumar Yadav

## About Me

As an ambitious 24-year-old PGDM student, I showcase a strong blend of data analytics proficiency and business acumen gained through practical experience. My internships and live projects reflect hands-on expertise in opportunity analysis, research, strategy development, and sales performance improvement initiatives. Key achievements include spearheading go-to-market plans and building high-impact lead gen programs to accelerate growth. Additionally, I have applied analytical tools such as Python, R, SQL, Tableau and SPSS for academic projects focused on deriving data-driven insights. This includes developing recommendation systems, conducting market basket analysis, and optimizing supply chains. I balance my analytical skillset with proven leadership experience via my contributions across Media Relations, Events Management and Public Policy clubs. I remain dedicated to honing my business analytics and strategy skills to drive organizational success.

## Work Experience

**Teachnook, Bengaluru, IN** Business development trainee 04-2023--07-2023

### Market Research & Lead Generation

- Conducted extensive market research on the education/training sector to identify potential target customer segments for Teachnook courses.
- Mined social media and education forums to generate a database of over 1,600 sales leads valued at INR 65,000 in potential revenue.

### Business Development Strategy

- Built a 35-member campus ambassador program for brand awareness and lead-generation activities.
- Developed tiered lead qualification protocols for the sales team including automated lead nurturing scenarios for low-commitment prospects.

### Summer internship report

- I also authored a research paper as a part of my summer internship report titled 'Sale and Business Development of Educational Product at Teachnook.'

**East-West Seeds Private Ltd.**

**Market Researcher**

11-2022--01-2023

- Gather information on local farmers to provide to the company for sales and marketing.
- Collect data on local retailers and authorized bodies involved in farm chemicals and seeds.

**Mozohunt Pvt Ltd**

**Marketing Intern**

10-2022--11-2022

- Conducted market research to identify key customer segments.
- Pitched product to potential customers via email, phone, and in-person meetings.
- Provided feedback to the product team on desired features and pain points heard from prospective customers.

## Academic Projects & Achievements

- Built recommendation system for EdTech products based on survey of potential customers.
- Analysed customer reviews of One plus Nord phone to prioritize product features based on customer feedback.
- Data analysis on Apple's iPhone Success: A Socio-psychological Glimpse based on need theory, brand personality and diffusion of innovation theory.
- Analyzed PepsiCo's sales channels and distribution network for efficiency optimization opportunities through analysis of KPIs.
- The rise of Generative AI and the implications for management education.
- RFM Analysis of online retail data.

## Certifications

- Celonis Foundations on Process Mining, Execution Management System from Celonis.
- Data Science & Analytics on churn analysis Certification from BCG from Forage.
- JIRA fundamental certification on Project management from Atlassian.
- Supply Chain Operations certification from Coursera.
- Supply Chain Logistics certification from Coursera.

## Achievements

- BCG Virtual Experience Program on Data Science & Analytics on churn analysis.
- Runner-up in CARPE-DIEM, a marketing event at Annual Flagship Business Conclave SPARX XXII.
- Student Ambassador at NITIE, MUMBAI for "Global online certification course on business and operations analytics".

## Contact

Sahibganj, Jharkhand.  
India

[Aditya065.p22@imibh.edu.in](mailto:Aditya065.p22@imibh.edu.in)

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[@AdityaKumarYadav](#)

## Education

**PGDM (2023 - 2024)**

International Management Institute,  
Bhubaneswar  
**66.8 %**

**B.B.A (2017 - 2020)**

University of Engineering &  
Management, Kolkata  
**62.8%**

**Higher secondary education**

D.A.V public School, Bokaro (2015-17)  
**65.8%**

**Secondary school (2015)**

Arya Bal Shanti Niketan, Munger  
**89.4%**

## Technical Skills

Python	◆◆◆◆◆◆◆◆◆◆
SQL	◆◆◆◆◆◆◆◆◆◆
R Programming	◆◆◆◆◆◆◆◆◆◆
Dashboard: Tableau/BI	◆◆◆◆◆◆◆◆◆◆
Data Extraction & Analysis	◆◆◆◆◆◆◆◆◆◆
Market Research: SPSS	◆◆◆◆◆◆◆◆◆◆
MS Office	◆◆◆◆◆◆◆◆◆◆

## Soft Skills

Problem Solving & Analytical Thinking



Teamwork & Interpersonal



Adaptability

