

Aayushi Dixit

Results-driven professional with a strong foundation in business analytics and marketing research, seeking to leverage expertise in both business analysis and research methodologies committed to identifying trends and delivering action.

Work Experience

Business Analytics • Internship

Placify Technologies | Virtual | Jaipur
Nov 2024 - Present

Leverage advanced data analytics and business intelligence tools (e.g., SQL, Tableau, Power BI) to analyze large datasets, identify trends, and provide actionable insights to drive business performance.

Business Analyst

Grow Enough Media | Jaipur
Nov 2024 - Present

- Assisted in client outreach and lead generation, helping to expand the agency's client base through targeted strategies.
- Contributed to the development and execution of social media marketing campaigns, analyzing performance metrics to optimize results and improve client ROI.

Lab Research • Internship

Biversity Mega Bioinformatics | Virtual | Project Intern
Jun - Jul 2023

- Conducted gene annotation and analysis to understand the function and structure of key proteins.
- Applied bioinformatics tools such as BLAST for nucleotide sequence alignment and performed molecular docking to identify drug-protein interactions.
- Developed homology models for HER2 receptor proteins to analyze therapeutic actions of target drugs.

Projects

Lab Research / Project Exhibition

Oct 2023 - Jul 2024

- Developed a fortified food product using finger millets to create nutrient-rich chips focused on increasing calcium, iron and fibre intake.
- Led nutritional research, product formulation, and process optimization to balance taste, texture, and health benefits.
- Awarded WINNER branch-wise for innovation in healthy snack development.

Educational Background

B.Tech, Bioengineering

Vellore Institute of Technology,
Oct 2022 - Feb 2026
CGPA: 9.10/10

Contact

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Skills

Technical Skills

- Data Analysis and Interpretation
- Business Process Modeling
- Business Analysis
- Agile and Waterfall
- Data Visualization
- Business Acumen
- Analytical / Critical thinking

Tools/Software

- Tableau
- Power BI
- MS-Excel
- MS-Powerpoint
- R and Python Programming
- MySQL
- JIRA

Certification/Workshops

- Strategy Consulting Job Simulation In BCG
- Data/Business Analytics using PowerBI workshop, organized by [TechTip24](#).
- Campus Ambassador for the Entrepreneurship Cell by Rinex.ai IIT Bhubaneswar.

Additional Information

- Worked as a Campus Ambassador and Project Intern and Researcher where used my speaking, writing, presentation skills that allow me to navigate to different domains & experiences.
- Secured 1st position in Badminton Sports Tournament (AARAMBH'22) held in University.