

# Guidelines for the Masterclass

**Questions & Answers**

**No Recordings: Attend whole masterclass Live**

**Switch Off All Other Devices**

J U M P   T O   S L I D E

**Enter slide numb**

Press Enter and we'll scroll there instantly.

# Mera Education

ENGINEERING JOURNEY

NIT Jalandhar



# Mera Education – MBA

Post Graduation ne business lens diya — strategy, numbers, aur clarity.



A collage of four images. The top-left image shows a man in a dark suit giving a speech at a podium, with a green wall with hanging plants in the background. The top-right image shows a man in a dark shirt standing in front of a whiteboard with a diagram of a brain and text about reporting vs. managing. The bottom-left image shows a man in a graduation gown sitting at a desk with a laptop. The bottom-right image is identical to the one at the top of the page, showing a group of graduates in black gowns and caps standing in front of a yellow backdrop.

# Mera Work Experience

BYJU'S — Director: Operations, scale, aur India's biggest edtech brand ko ground se grow karna.

BYJU'S — DIRECTOR

## Execution at massive scale

0 → 1 launches, national teams, aur growth metrics — har cheez data + intuition se run hoti thi. Priority simple thi: har student ko outcome dikhe.



# Mera Work Experience

Blinkit — Senior Manager · Delhi Expansion Head



# What Are We Going to Learn in This Masterclass?

LEARN EXCEL

HOW TO GET THE JOB/FREELANCE WORK

AI TOOLS

# Why Excel?

## KEY REASONS

- Since 1985 — 40+ Years
- Most widely used tool, everyone understands it. Fully Mature
- Learn Excel → Open Multiple Career Options (Finance, Ops, Analytics, Consulting, Marketing, Supply Chain)
- New Tool ~15 Years
- Excel Is NOT Just About Formulas — Excel allows you to play with Data
- Foundation of Advanced Tools: Power BI • Tableau • SQL • Python • AI Tools

# Excel Reality

Excel Renhne wala hai

Excel ki Jobs Bhi rehne wali hain

Easy to Learn

Most useful

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# Excel Workflow Map

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Data Insights	PivotTables, SORT, SORTBY, RANK, UNIQUE, FILTER, PERCENTILE, MEDIAN
Data Presentation	Dashboards and PPTs
Automation	VBA Macros, Power Query Refresh, Office Scripts, LET, LAMBDA

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## BEFORE USING AI TOOLS

First, build your fundamentals strongly. Then use AI.



You will destroy your career if you  
don't build your basics and think AI can  
do everything.



## ⚠️ AI IS SPEED. HUMANS ARE DIRECTION.

AI does not think. AI only executes—very fast.

AI cannot replace domain understanding.

**AI is like a very fast car.**

In the hands of an experienced driver, it wins races.

In the hands of a kid, it leads to disaster.

**AI is like a machine gun.**

In the hands of a trained soldier, it is precise and effective.

In the hands of a monkey, it creates chaos.

**AI is not intelligence. It is horsepower.**

And horsepower is useful only when the driver knows where to go.

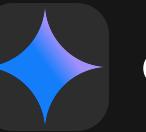
## ALWAYS REMEBER

- 1) Interviews don't care about AI shortcuts
- 2) AI results is not always correct or robust
- 3) Strong basics make you much much much faster with AI
- 4) Fundamentals give you the "feel" of data

# TOP AI TOOLS FOR DATA WORK



ChatGPT (OpenAI)



Google Gemini



Claude (Anthropic)



Microsoft Copilot



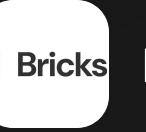
VS Code + Codex Extension



Julius AI



Quadratic: The AI Spreadsheet



Bricks AI



DataSquirrel.ai



Shortcut AI

# AI Tool Playbook

 ChatGPT	USE WHEN Excel formulas, VBA, cleaning logic, SQL/Python drafts	AVOID WHEN Don't trust blindly; verify edge cases; no sensitive data
 Google Gemini	USE WHEN Google ecosystem tasks, quick drafts/summaries	AVOID WHEN Advanced Excel/VBA accuracy can be inconsistent
 Claude	USE WHEN Long, complex problem-solving + structured plans	AVOID WHEN Still validate outputs; avoid sensitive data
 Microsoft Copilot	USE WHEN Inside Excel/M365: quick insights, pivots, summaries	AVOID WHEN Weak for messy cleaning + heavy automation
 VS Code + Codex	USE WHEN Serious automation: scripts, pipelines, version control	AVOID WHEN Overkill for small tasks; needs coding comfort

# AI Tool Playbook

 Julius AI	USE WHEN Fast exploratory analysis + quick charts	AVOID WHEN Not fully auditable; verify calculations; careful with uploads
 Quadratic	USE WHEN AI spreadsheet-style quick analysis	AVOID WHEN Excel compatibility/features may not match
 Bricks AI	USE WHEN Quick dashboards + reporting visuals	AVOID WHEN Not ideal for deep cleaning/modeling; verify numbers
 DataSquirrel.ai	USE WHEN Speed up data prep + lightweight analysis	AVOID WHEN Check transparency/exports; avoid sensitive uploads
 Shortcut AI	USE WHEN Turn notes → checklists/SOPs/plans	AVOID WHEN Not for calculations, formulas, or numeric accuracy

## Generative AI (GenAI) tools



ChatGPT



Google Gemini



Claude AI



Perplexity AI



DeepSeek AI

# RCIO

## R – Role

Tell the AI who it should become. This changes the style, depth, and way of thinking.

## C – Context

Explain what problem you are trying to solve and why. This helps the AI understand the situation exactly like you.

## I – Input

List all the information you are giving. Whatever the AI needs to solve the task should be written here clearly.

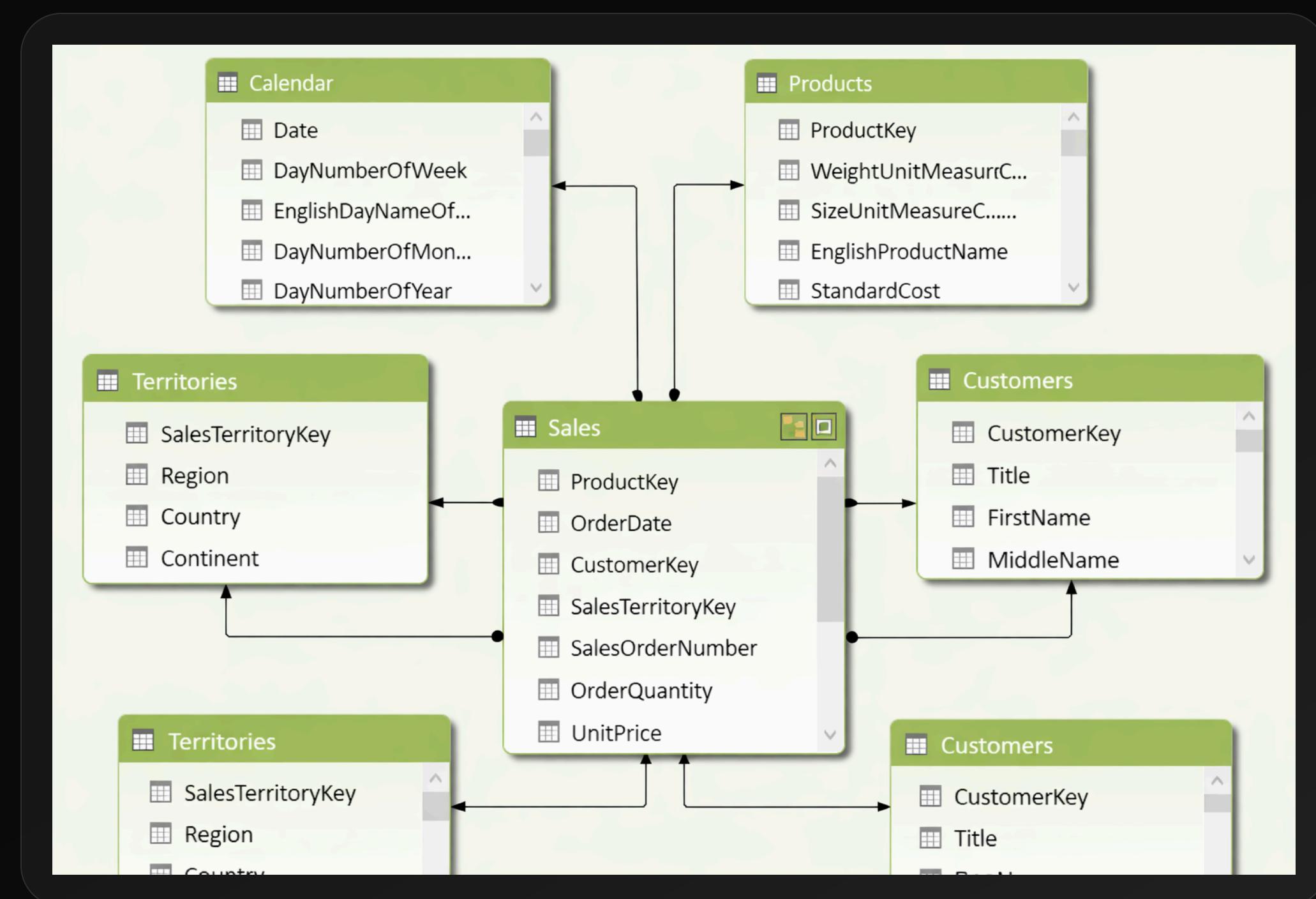
## O – Output

Tell the AI exactly what you want — format, tone, style, length, everything. This removes guesswork.

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# Data Connection



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# Business Questions

1. What is the total revenue generated in the selected period?
2. What is the average order value (AOV)?
3. Which are the top 5 products by total revenue contribution?
4. What are the Top 5 Products?
5. Which are the top 3 categories?
6. Which are the top 5 suppliers?
7. Which are the top 3 cities by revenue contribution?
8. What is the revenue contribution split between Corporate, Retail, and SME segments?

From where to Learn Basic to  
Advance Excel?

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# Data Analysis vs Data Insights

M O D E

Problem solving

## Data Analysis

- Starts with specific business questions
- CEO / Manager / Client already knows what to ask
- Answers questions like the ones below

ANSWERS QUESTIONS LIKE

- Which product is the highest selling?
- Which city is the worst performing?
- Where is the peak and where is the drop?
- Which quarter performed the best?

M O D E

Problem finding

## Data Insights

- Starts with raw data and ambiguity
- Client says: "Here is the data. I do not know what to do."
- You study it and tell them what is best for the business

Client trusts you to explore the raw data, spot the unknowns, and convert ambiguity into clear business recommendations.

## Two Documents for Data Insights

1. Detailed Data Insights Report
2. Actionable Recommendations Report

For Data Insights use Claude



Use these 2 tools for making PPTs



Genspark AI



**Gamma**

Gamma AI

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## Use these tools for making Dashboards



Bricks AI



Google Anti-Gravity



Visual Studio + Codex

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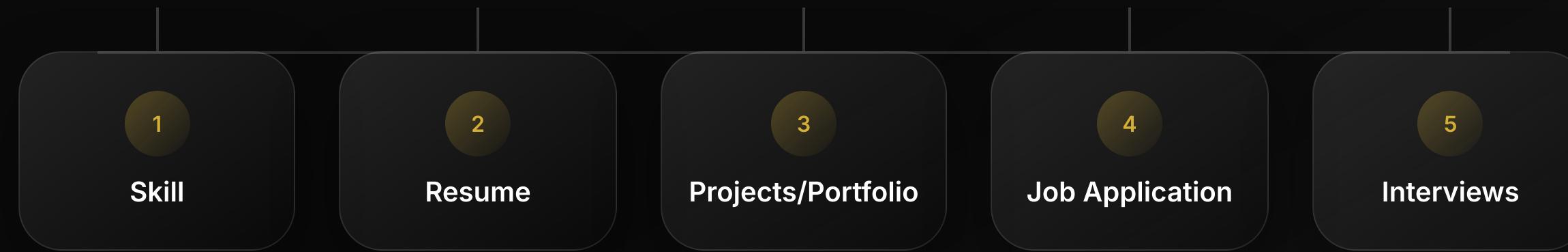
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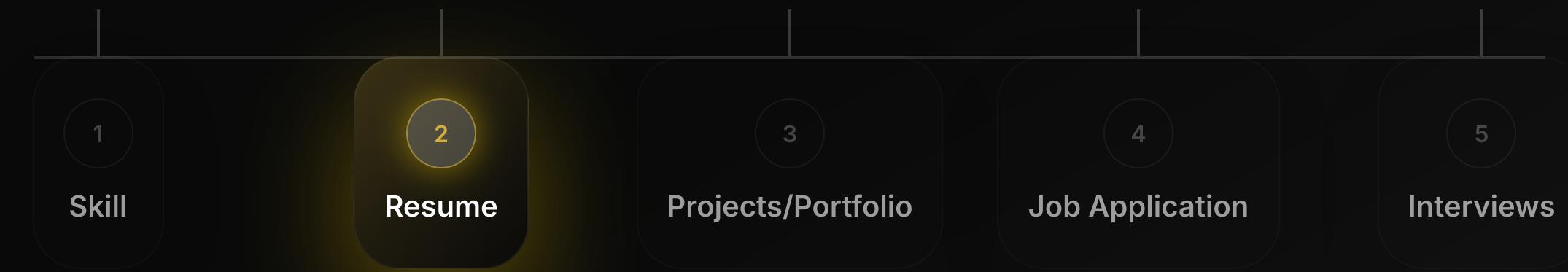
AI TOOLS

# How to get Job?



# How to get Job?

Highlighting the Resume stage—because articulation sells your hard work.



# ATS

Application Tracking System

# Job Description (JD)

**JOB DESCRIPTION**  
**CUSTOMER SERVICE REPRESENTATIVE**

**JOIN OUR TEAM OF CUSTOMER SERVICE CHAMPIONS**

At Bright Wave Solutions, we believe that great customer service starts with understanding and anticipating the needs of our clients and their customers. We leverage cutting-edge technology and proven methodologies to streamline support processes and resolve issues promptly. As a Customer Service Representative at Bright Wave Solutions, you will be at the forefront of our mission, providing exceptional support and ensuring customer satisfaction.

Your role will involve addressing customer inquiries via phone, email, and chat, resolving complaints in a professional and timely manner, and processing orders and requests accurately. You will keep records of customer interactions, provide product or service information, and collaborate with other departments to resolve issues.

**THE JOB ROLE INCLUDES**

- ★ Addressing customer inquiries via phone, email, and chat
- ★ Resolving customer complaints in a professional and timely manner
- ★ Processing orders, forms, applications, and requests
- ★ Keeping records of customer interactions and transactions
- ★ Providing product or service information to customers
- ★ Collaborating with other departments to resolve customer issues
- ★ Following up with customers to ensure satisfaction
- ★ Maintaining a positive, empathetic, and professional attitude

**THE IDEAL CANDIDATE SHOULD POSSESS**

- ★ Strong communication skills: Able to clearly convey information and empathize with customers.
- ★ Proven experience in customer service: History of handling inquiries and resolving issues.
- ★ Proficiency in customer service software: Comfortable with CRM tools and various platforms.
- ★ A positive and empathetic attitude: Maintains positivity and shows empathy towards customers.

We offer a competitive salary, comprehensive benefits package, and opportunities for career growth. You'll work in a supportive environment with a team that values excellence and customer satisfaction.

© TemplateLab.com

Please send your applications to [career@brightwaversolutions.com](mailto:career@brightwaversolutions.com). The deadline for submitting applications is 06/22/2025.

**BRIGHT WAVE SOLUTIONS**  
EMPOWERING EXCELLENCE IN CUSTOMER CARE

**Job Title: Executive Assistant**

[YOUR COMPANY NAME] is seeking an experienced, well-organized, and proactive Executive Assistant. As a key member of our team, you'll be a linchpin in maintaining order and efficiency, ensuring our executive team runs smoothly and effectively. This role is ripe with opportunities to take on complex tasks and develop comprehensive organizational strategies.

**Responsibilities and Duties:**

The following responsibilities are central to the role:

- **Calendar Management:** Control, manage, and prioritize executive calendars, plan meetings, appointments, and conferences, and intelligently negotiate conflicting priorities.
- **Travel Coordination:** Supervise all aspects of domestic and international travel, including but not limited to flights, lodgings, transportation, and schedules. Prepare reports of travel expenses and ensure adherence to company policies.
- **Meeting Preparation:** Carefully prepare meeting agendas, material, and presentations. Attend meetings as required, record minutes, and follow up on action items.

**Qualifications and Skills:**

The successful candidate will:

- Bachelor's Degree with a minimum of two years experience in an executive support role.
- Ability to manage high-level calendars and coordinate travel arrangements.
- Proficient in Microsoft Office applications, specifically Word, Outlook, PowerPoint, and Excel.
- Superior verbal and written communication skills.

**Benefits and Perks:**

[YOUR COMPANY NAME] offers a competitive salary, health and dental insurance, generous vacation leave, and workplace flexibility. Additionally, you'll be working in a fast-paced, innovative environment that values every member of our team.

**Application Process:**

Interested candidates may send their resume and cover letter directly to [YOUR COMPANY EMAIL]. Please reference "Executive Assistant Position" in the subject line of your email. For further information about our firm, visit our website at [YOUR COMPANY WEBSITE] or call us at [YOUR COMPANY NUMBER]. Our office is located at [YOUR COMPANY ADDRESS].

**Company Overview:**

LifeSync is a leading organization dedicated, committed to innovation and employee growth, we foster a collaborative and inclusive workplace where individuals can thrive and contribute to our continued success.

**Position Overview:**

The ideal candidate will be a strategic thinker with exceptional leadership skills, capable of overseeing and optimizing various aspects of our business operations. The Manager will play a pivotal role in driving organizational success by fostering a positive work environment, implementing effective management strategies, and ensuring the achievement of key performance objectives.

**Key Responsibilities and Duties:**

1. Provide strong leadership to a diverse team, fostering a positive and collaborative work culture.
2. Oversee day-to-day operations, ensuring efficiency, productivity, and adherence to quality standards.
3. Collaborate with senior management to develop and execute strategic plans aligned with organizational goals.
4. Manage budgets, financial forecasts, and resource allocation to ensure optimal financial performance.
5. Foster effective communication channels within the team and across departments.

**Qualifications:**

**Manager Job Description**

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✓ ATS

Job Description

Resume



# ATS Resume Reality Check



ATS Friendly Resume



Not ATS Friendly Resume



Jobscan

# Most Important Sections of Resume

1. Experience Section

2. Projects/Portfolio Section



## STEP 2

# Make Major Sections of Your Resume

As a highly adaptable and results-driven Program Manager and Vertical Head for non-STEM products, I led the end-to-end development of high-impact educational products, managing a team of 400 across 10 departments to drive revenue growth, cost efficiency, and user retention, streamlining complex projects to meet tight timelines and uphold high standards

#### User Research and Market Research

- Interviewed 3,000 students across 50 schools to identify subject learning pain points, guiding 3 key product features
- Increased product ratings by 18% (3.9 to 4.6) by targeted improvements based on insights from 10,000 student surveys
- Conducted competitive analysis for market entry, assessing 7 test prep companies on 6 parameters, and identified 2 gaps

- Conducted extensive market research by comparing 28 states on 6 parameters and selecting top 10 for product expansion

#### End-to-End Product Lifecycle & Program Management

- Led the complete product lifecycle of 6 educational products, from concept to launch, catering to a user base of 15 million
- Developed and launched a 30,000-mins animated video product, achieving an NPS of 45, setting a new benchmark at Byju's
- To address low engagement and drop-off rates due to the lack of interactivity in the video product, developed a live class platform with 3,000 hours of content integrating real-time teaching and videos, resulting in a 32% increase in user retention
- Prepared a 4-phase product roadmap, aligning 10 cross-functional teams reducing development time by 8 months
- Defined 12 KPIs and 30 sub-KPIs across 10 departments, boosting video output by 21% (105 to 128 videos/month)
- Cut development cycle by 25% (4 to 3 mo./chapter) with clear PRDs, streamlining communication across 10 departments

#### Project Management and Process Optimization

- Planned, hired experts, and executed 50 hours expert-led training for 150+ team members, boosting productivity by 200%
- Designed and implemented a 10-stage workflow, defined SOPs, reducing errors and cutting process time by a quarter
- Automated workflows, saving 8,500+ man-hours annually by creating an asset library, and a unified tracking system
- Identified and analyzed 17 risk indicators, prioritized 10, devised mitigation plans, preventing system-wide rework delays

#### Leadership and Stakeholder Management

- Led cross-functional team of 400 members across 10 departments, delivering 6 impactful products over 5 years
- Evaluated and negotiated with 100 vendors via RFPs/RFIs, finalized 60, doubling video output from 125 to 250 videos/mo.
- Delivered quarterly status presentations to CXOs and the CEO (twice), driving informed decisions and strategic alignment
- Recruited 100+ talents, mentored 50 emerging leaders, and successfully developed 15 managers through this process

#### Go-to-market strategy

- Increased app downloads by 16% (0.9M/mo to 1.04M/mo.) by managing YouTube channel, converting viewers into users
- Increased subscriptions by 13% by designing and executing a bi-monthly Masterclass initiative featuring celebrity sessions
- Generated 4800+ product subscriptions with a robust 15% conversion rate from offline demos across 200+ schools
- Conducted over 16+ promotional webinars and events, generating 2400+ leads with a significant conversion rate of 12%

S T E P 3

**Write Bullet Pointers for Each Header**

S T E P 4

## Convert All Bullet Pointers into RCA Format

R : Result

C : Context

A : Action

S T E P 5

## Refine Each Bullet Pointer

S T E P   6

## Beautify your Resume: Use Templates

## Beautify Your Resume: Use Templates

# AVA JOHNSON

Experienced Teacher | Educational Leadership | Curriculum Development | Student Engagement

@ Email [LinkedIn](#) [San Antonio, Texas](#)

### SKILLS

Curriculum Development .  
Instructional Strategies .  
Classroom Management .  
Technology Integration . Student Assessment .  
Communication Skills . Collaboration .  
Organizational Skills

### EDUCATION

**Master of Education**  
University of Texas at San Antonio  
01/2016 - 01/2018 San Antonio, Texas

**Bachelor of Science in Education**  
Texas State University  
01/2010 - 01/2014 San Marcos, Texas

### TRAINING / COURSES

**Creative Teaching Strategies**  
This course, offered by Coursera, focuses on developing innovative teaching methods specific to engaging students of different learning styles.

**Data-Driven Instruction**  
Offered by EdX, this certification provides comprehensive training on using data analytics to inform instructional practices and student assessment.

### SUMMARY

Dedicated educator with over 8 years of experience in fostering student engagement and achieving high academic performance. Expertise in curriculum development and instructional strategies, resulting in a 20% improvement in student test scores in my most recent role. Committed to promoting a positive learning environment that supports diverse student needs.

### EXPERIENCE

**Lead Science Teacher** 08/2019 - Present  
**Northside Independent School District** San Antonio, Texas  
• Designed and executed dynamic science lessons that engage students in hands-on experiments, leading to a significant increase in student participation by 40% during the academic year.  
• Mentored fellow teachers on effective assessment strategies, resulting in district-wide improvements in student feedback and instructional practices.  
• Utilized data-driven decision-making to adapt curriculum based on student performance metrics, contributing to a measurable increase in overall class averages.  
• Collaborated with special education staff to create inclusive lesson plans that cater to diverse learning needs, establishing a supportive classroom environment for all.  
• Spearheaded school-wide science fairs that involved over 300 students, enhancing community interest in science and education.

**Middle School Teacher** 08/2016 - 05/2019  
**Alamo Heights Independent School District** San Antonio, Texas  
• Implemented collaborative group projects that emphasized peer learning, leading to a 25% increase in student engagement during lessons and improved teamwork skills.  
• Conducted comprehensive evaluations of student progress and modified lesson plans accordingly, resulting in 15% higher scores on end-of-year assessments.  
• Organized parent-teacher conferences that elevated parental engagement with classroom activities by 50%, improving student accountability and support.  
• Participated in cross-curricular teams to develop integrated unit plans that effectively connect multiple subjects, enhancing curriculum relevance.  
• Active member of the curriculum committee, influencing school-wide policies and practices to better align with educational standards and community values.

**Educational Consultant** 01/2014 - 07/2016  
**Texas Education Agency** San Antonio, Texas

# TEDDY THOMAS

Business Management Professional | Operations | Customer Engagement | Leadership

@ Email [LinkedIn](#) [Fort Worth, Texas](#)

### SUMMARY

With over 5 years of experience in business management and operations within the food and beverage industry, I excel in driving sales growth, optimizing financial performance, and enhancing customer satisfaction, achieving a record 30% revenue increase through strategic marketing initiatives.

### EXPERIENCE

**Franchise Manager**  
 **Brewed Awakenings** 06/2020 - Present Fort Worth, Texas

- Successfully launched a new location, achieving profitability in the first year by generating over \$500,000 in sales.
- Managed a diverse team of 15, focusing on developing their skills which enhanced overall team performance and productivity.
- Developed and implemented a customer loyalty program that increased repeat customers by 25% within the first quarter.
- Oversaw daily operations ensuring compliance with health and safety regulations while maintaining high customer service standards.
- Executed tactical marketing campaigns leading to a remarkable 40% increase in foot traffic during peak hours.

**Operations Supervisor**  
 **CoffeeMug** 01/2018 - 05/2020 Fort Worth, Texas

- Led a team in daily operations for a busy cafe, achieving a 95% customer satisfaction rating by enhancing service efficiency.
- Analyzed sales data to forecast inventory needs leading to reduced wastage by 15% and improved profit margins.
- Collaborated closely with the marketing department to redesign promotional materials that increased brand visibility in the local market.
- Developed training materials for new hires that reduced onboarding time by 20% while maintaining comprehensive service training.
- Facilitated weekly staff meetings that promoted open communication and feedback leading to improved workplace

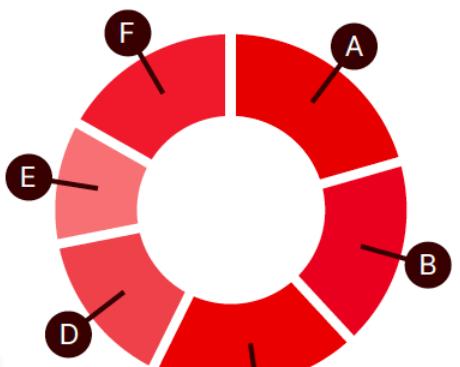
### SKILLS

Financial Forecasting  
Inventory Management  
Marketing Strategy  
Operational Efficiency  
Customer Relationship Management (CRM)  
Team Leadership

### INDUSTRY EXPERTISE

Coffee Culture  
Community Engagement  
Sustainable Practices in Food Industry

### MY TIME



# RAHUL SHARMA

Senior Operations Data Analyst

Phone @ rahul.sharma.ops@gmail.com

linkedin.com/in/rahulsharma-opsdata

Delhi, India

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## SUMMARY

To work in a challenging environment where I can apply my knowledge of data, Excel, and operations while continuously learning and contributing to the growth of the organization through dedication, reliability, and teamwork.

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## CERTIFICATION

Advanced excel certification

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## LANGUAGES

English Advanced ●●●●●

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## SKILLS

Technical Skills

Microsoft Excel

Advanced Excel formulas

Pivot Tables Dashboards

Data Analysis Reporting

Excel Automation

Operations & Business Knowledge

Operations reporting

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## EXPERIENCE

### Senior Operations Data Analyst

UrbanCart Logistics Pvt. Ltd

06/2019 - Present Delhi

- Involved in multiple aspects of operations and analytics work at UrbanCart Logistics
- Prepared reports, dashboards, and analysis for operations teams and management
- Collaborated with city teams and senior stakeholders to ensure data accuracy and usefulness for decision-making
- Worked on Excel files containing large volumes of data from ERP systems, vendor files, and MIS shared by city teams
- Spent significant time fixing formats, correcting values, and ensuring consistency before analysis due to unclean data
- Developed dashboards tracking operational performance such as order volumes, delays, productivity, backlog, and service levels
- Dashboards were shared with management for reviews and discussions, supporting decisions related to operational improvements
- Supported deep-dive analysis to understand reasons behind SLA issues and productivity variations
- Broke down data by city, vendor, and time period to identify problem areas and improvement opportunities
- Contributed to process improvement by automating repetitive Excel-based reports, reducing manual effort and ensuring timely availability of reports
- Maintained regular interaction with business users, operations managers, and leadership, requiring clear communication, attention to detail, and reliability

### SLA Analysis Project

Company Name

Date period Location

- Created an Excel dashboard showcasing operational performance using tables and charts covering order volume, service levels, backlog, productivity, and costs
- Used by managers for regular performance reviews
- Analyzed SLA performance in Excel by reviewing delay data and categorizing it across multiple parameters to identify root causes of SLA breaches
- Shared insights with operations teams
- Managed weekly MIS reporting and later streamlined the process by developing reusable Excel formats, significantly reducing manual effort and turnaround time

# RAHUL SHARMA

Senior Operations Data Analyst

@ rahul.sharma.ops@gmail.com [linkedin.com/in/rahulsharma-opsdata](https://linkedin.com/in/rahulsharma-opsdata)  
Delhi, India

## EXPERIENCE

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**UrbanCart Logistics Pvt. Ltd** Delhi

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## EDUCATION

Bachelor of Commerce (B.Com) 2016 - 2019



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## LANGUAGES

English Advanced ●●●●●

## SKILLS

**Technical Skills**

Microsoft Excel • Advanced Excel formulas •  
Pivot Tables • Dashboards • Data Analysis •  
Reporting • Excel Automation

**Operations & Business Knowledge**

Operations reporting • MIS preparation •  
Performance tracking • Process improvement •  
Business support

**Soft Skills**

# Beautify Your Resume: Use Templates

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**EDUCATION**

**Bachelor of Commerce (B.Com)**  
University of Delhi  
2016 - 2019 Location

**PROJECTS**

**Operations Performance Dashboard**  
06/2022  
Operations Performance Dashboard

- Created an Excel dashboard showcasing operational performance using tables and charts covering order volume, service levels, backlog, productivity, and costs.
- Used by managers for regular performance reviews.

**SLA Analysis Project**  
01/2021  
SLA Analysis Project

- Analyzed SLA performance in Excel by reviewing delay data and categorizing it across multiple parameters to identify root causes of SLA breaches.
- Shared insights with operations teams.

**Weekly MIS Automation**  
01/2022  
Weekly MIS Automation

- Managed weekly MIS reporting and later streamlined the process by developing reusable Excel formats, significantly reducing manual effort and turnaround time.

**Operations reporting**    **MIS preparation**

**Performance tracking**    **Process improvement**

**Business support**

**Soft Skills**

**Communication**    **Reliability**    **Attention to detail**

**Problem-solving**    **Decision-making**

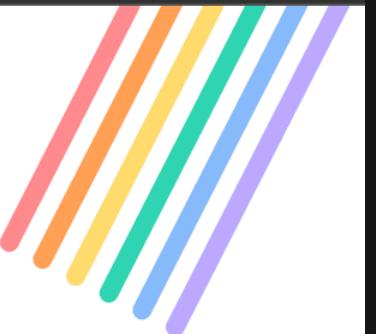
**Team collaboration**

**AWARDS**  
Award Name

**TRAINING / COURSES**  
Course Title

**MY TIME**

A Activity / Initiative  
B Activity / Initiative  
C Activity / Initiative  
D Activity / Initiative  
E Activity / Initiative  
F Activity / Initiative



# RAHUL SHARMA

Senior Operations Data Analyst

Phone @ rahul.sharma.ops@gmail.com linkedin.com/in/rahulsharma-opsdata Delhi, India

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English Advanced



## SKILLS

**Technical Skills**

Microsoft Excel Advanced Excel formulas  
Pivot Tables Dashboards Data Analysis  
Reporting Excel Automation

**Operations & Business Knowledge**

Operations reporting MIS preparation  
Performance tracking  
Process improvement Business support

# JAMES MARTIN

Software Engineer | Cloud Computing | Agile Development

@ Email [LinkedIn](#) [San Jose, California](#)

## SUMMARY

With over 3 years of software development experience, I specialize in Java, Python, and cloud solutions. My greatest achievement includes enhancing system performance by 30%, demonstrating my commitment to delivering high-quality software solutions.

## EXPERIENCE

### Software Engineer

01/2021 - Present

Adobe Systems

San Jose, California

- Developed and maintained a real-time analytics platform, increasing processing speed by 30%, significantly enhancing user engagement metrics.
- Collaborated in an agile team of 10 to design responsive UI components, leading to a 25% improvement in user satisfaction scores.
- Implemented several microservices that reduced system downtime by 40%, resulting in measurable cost savings for the department.
- Participated in regular code reviews, fostering a collaborative environment that improved team coding standards by 20%.

### Backend Developer

06/2018 - 12/2020

Cisco Systems

San Jose, California

- Engineered scalable RESTful APIs, improving data retrieval times by 35%, which enhanced the overall application performance.
- Coordinated with cross-functional teams to launch new features on the e-commerce platform, increasing sales by 15% within six months.
- Resolved critical software issues under tight deadlines, reducing system bugs by 50% and improving user feedback significantly.
- Utilized cloud technologies effectively to deploy applications, resulting in a notable decrease in system costs and better resource utilization.

### Junior Software Developer

01/2017 - 05/2018

Intel Corporation

Santa Clara, California

- Supported the development of embedded software, leading to the successful launch of two innovative products that enhanced market competitiveness.
- Conducted debugging and regression tests to ensure software efficiency, reducing the error rate

## SKILLS

Java · Python · C++ · HTML · JavaScript ·  
Google Cloud

## PROJECTS

### Real-Time Chat Application

Developed a real-time chat application using Node.js and Socket.io, allowing seamless communication between users. View project at [github.com/michael/real-time-chat](https://github.com/michael/real-time-chat).

### Personal Finance Tracker

Created a finance tracking tool using React and Chart.js that helps users manage their expenses efficiently. Explore here [github.com/michael/finance-tracker](https://github.com/michael/finance-tracker).

## TRAINING / COURSES

### Cloud Computing Specialization

A deep dive into cloud architecture and application development by Coursera.

### Full Stack Web Development

An extensive course covering modern web frameworks by Udacity.

## KEY ACHIEVEMENTS

## Beautify Your Resume: Use Templates

# ELLA WHITE

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## SKILLS

UX & DESIGN: Wireframing · Prototyping · Adobe Creative Suite

RESEARCH & STRATEGY: User Research · Market Analysis · A/B Testing

UX PRINCIPLES: User-Centered Design · Information Architecture · Interaction Design

MARKETING INTEGRATION: Digital Strategy · Conversion Optimization · Content Strategy

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## TRAINING / COURSES

User Experience Design Fundamentals  
Coursera's User Experience Design Fundamentals course provided in-depth coverage of designing user experiences and validating concepts.

Digital Marketing Specialization  
Offered by the University of Illinois on Coursera, this course focused on building digital marketing strategies and understanding user analytics.

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## KEY ACHIEVEMENTS

Marketing Manager | UX Design | User Experience  
@ Email [LinkedIn](#) [Portfolio](#) San Francisco, California

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## SUMMARY

With 4+ years in marketing and a strong foundation in user-centered design principles, I bridge the gap between brand strategy and intuitive user experiences. By combining deep market insight with UX methodologies, I design digital products that are both visually compelling and conversion-driven. My career highlight: leading a cross-disciplinary product launch that exceeded sales targets by \$500,000 while improving the product's usability scores by 30%.

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## EXPERIENCE

**Marketing Manager** 06/2021 - Present  
Salesforce San Francisco, CA

- Led a cross-functional team to launch a digital marketing campaign that increased online engagement by 45%, translating into a direct revenue increase of \$250,000.
- Conducted extensive user research and closely analyzed customer feedback, leading to the redesign of key marketing assets that improved user satisfaction scores by 30%.
- Developed and executed content strategies that grew our audience by 60% within 12 months, significantly enhancing brand visibility and reach.
- Collaborated with product teams to ensure marketing strategies aligned with user experience improvements, resulting in a 20% boost in conversion rates.

**Digital Marketing Analyst** 03/2019 - 05/2021  
Adobe San Francisco, CA

- Analyzed market trends and user behavior to inform marketing strategies, contributing to a 35% increase in the overall effectiveness of campaigns.
- Managed end-to-end digital marketing projects that generated an annual return on investment of \$120,000, optimizing ad spend through data-driven decisions.
- Improved the customer journey by integrating user feedback into campaign designs, resulting in a 50% reduction in customer drop-off rates during the purchase process.
- Executed A/B testing methodologies to refine user engagement strategies, directly contributing to a record 15% growth in monthly active users.

**Marketing Coordinator** 01/2018 - 02/2019  
Slack San Francisco, CA

- Supported the marketing team in developing promotional materials that enhanced brand recognition by 25%, contributing to increased product uptake.
- Coordinated events and webinars, driving participant attendance by 150%, which resulted in a notable rise in lead generation and client engagement.
- Conducted detailed analytics on campaign performances, allowing for insightful presentations that outlined improvements, helping to steer overall marketing efforts.

## Beautify Your Resume: Use Templates

# ELIJAH BROWN

High School Student | Healthcare Enthusiast | Team Player

@ Email [LinkedIn](#) [Dallas, Texas](#)

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### SKILLS

Microsoft Word Microsoft Excel

Microsoft PowerPoint

Research Methods Data Entry

Event Organization & Team Collaboration

Communication

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### INTERESTS

 **Community Health Initiatives**  
Dedicated to engaging in community health initiatives and improving public health awareness through active participation and support.

 **Healthy Living**  
Passionate about promoting healthy living practices among peers, focusing on nutrition, exercise, and mental health.

 **Volunteer Work**  
Deeply committed to volunteering efforts that assist vulnerable populations and promote community wellness.

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### OBJECTIVE

Motivated high school student with a strong interest in healthcare and community service. Experienced in volunteering, event organization, and data collection through school and nonprofit projects. Eager to gain practical exposure to healthcare environments while contributing positively to a team and building foundational skills for a future career in health services.

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### EDUCATION

**High School Diploma (In Progress)**

**Dallas High School** 2023 - Present Dallas, Texas

- Relevant Coursework: Biology, Anatomy & Physiology, Health Science, Statistics
- Expected Graduation: 2027.

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### EXPERIENCE

**Volunteer Research Assistant**

**American Red Cross** 06/2023 - 06/2024 Dallas, Texas

- Assisted in community health research by compiling and analyzing health data, producing over 100 reports that supported local initiatives.
- Helped organize community health events that increased participation by 40%.
- Facilitated educational sessions reaching 300+ community members, boosting awareness of available health resources.

**Student Project Leader**

**Local Health Initiative** 06/2023 - 06/2024 Dallas, Texas

- Led a school project promoting student wellness, engaging over 200 students through social media campaigns.
- Organized a school-wide health fair, collaborating with three local healthcare providers to bring resources directly to students.
- Developed and distributed informational materials on preventive health measures to more than 150 peers.

If You Do Not Have Relevant  
Experience

# How to get Job?

Spotlight on Projects/Portfolio—your best substitute for experience.



# How Does a Portfolio Look like?

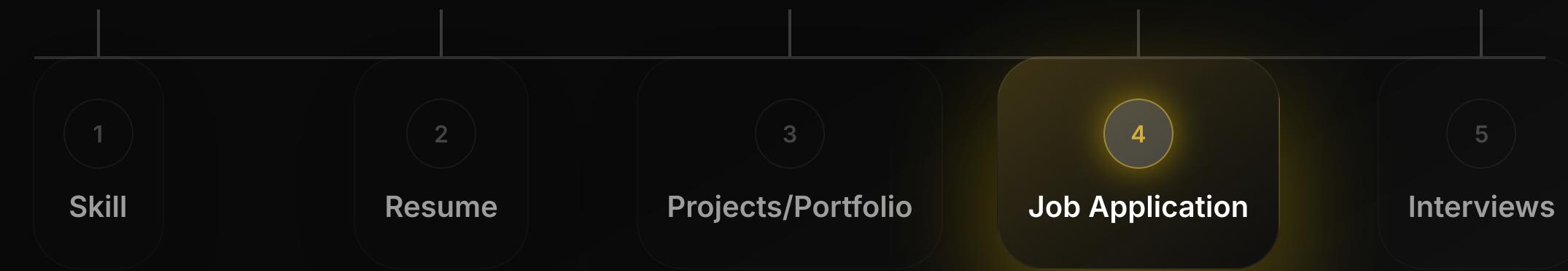
Portfolio

# Projects

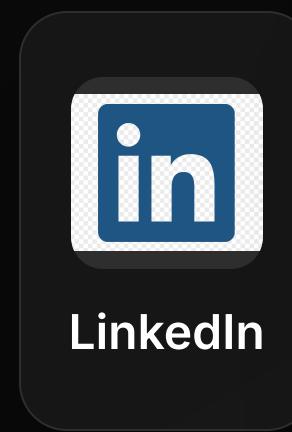
INDUSTRY	PROJECT	ROLE
Healthcare	Apollo Hospitals	Operations Analyst (Hospital Materials/Inventory)
Banking/Financial Services	Axis	Investment Analyst (Mutual Fund Performance)
Customer Analytics/CRM	Customer Engagement & Retention	Customer Insights Analyst
Telecom	Excitel	Sales Operations Analyst
Pharmaceuticals	Jagsonpal Pharmaceuticals	Financial Analyst (Corporate Finance)
Energy	Oil and Gas Industry	Equity Research Analyst (Industry Comps)
Capital Markets	Ola Electric IPO	Valuation Analyst (Pre-IPO)
Operations	Production Business Plan	Business Planning Analyst
Electronics	Sales Analysis	Sales Analytics Specialist
Software Development	Project Management	Project Management Analyst (PMO)
Automotive	Tata Motors	Equity Research Analyst (Automotive)
Consumer Goods	Titan	Financial Reporting Analyst

# How to get Job?

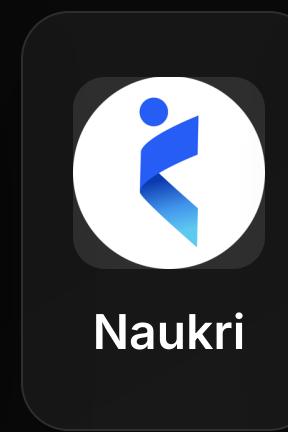
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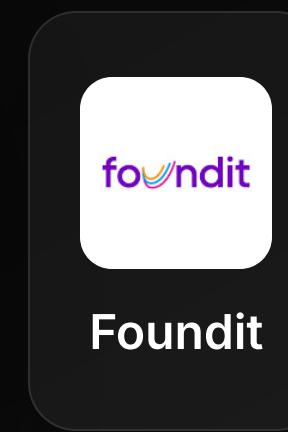
# Job Applications



LinkedIn



Naukri



Foundit

# Best & Long-Term LinkedIn

How to best use LinkedIn

V I D E O 1

How to Set Up Your ...



Watch on YouTube

V I D E O 2

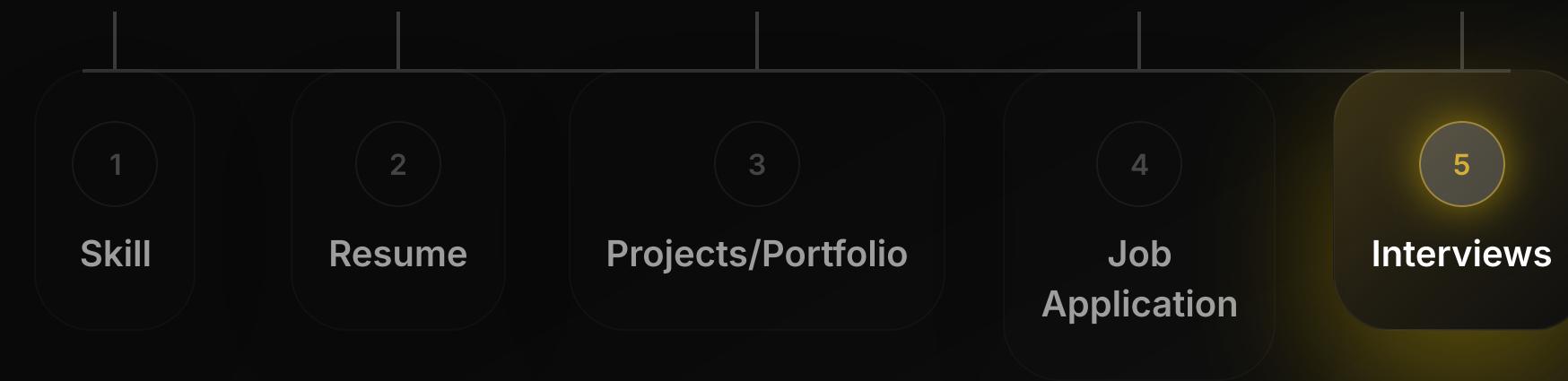
LinkedIn Masterclas...



Watch on YouTube

# How to get Job?

Spotlight on Job Applications—distribution matters.



# Interview

Technical Round

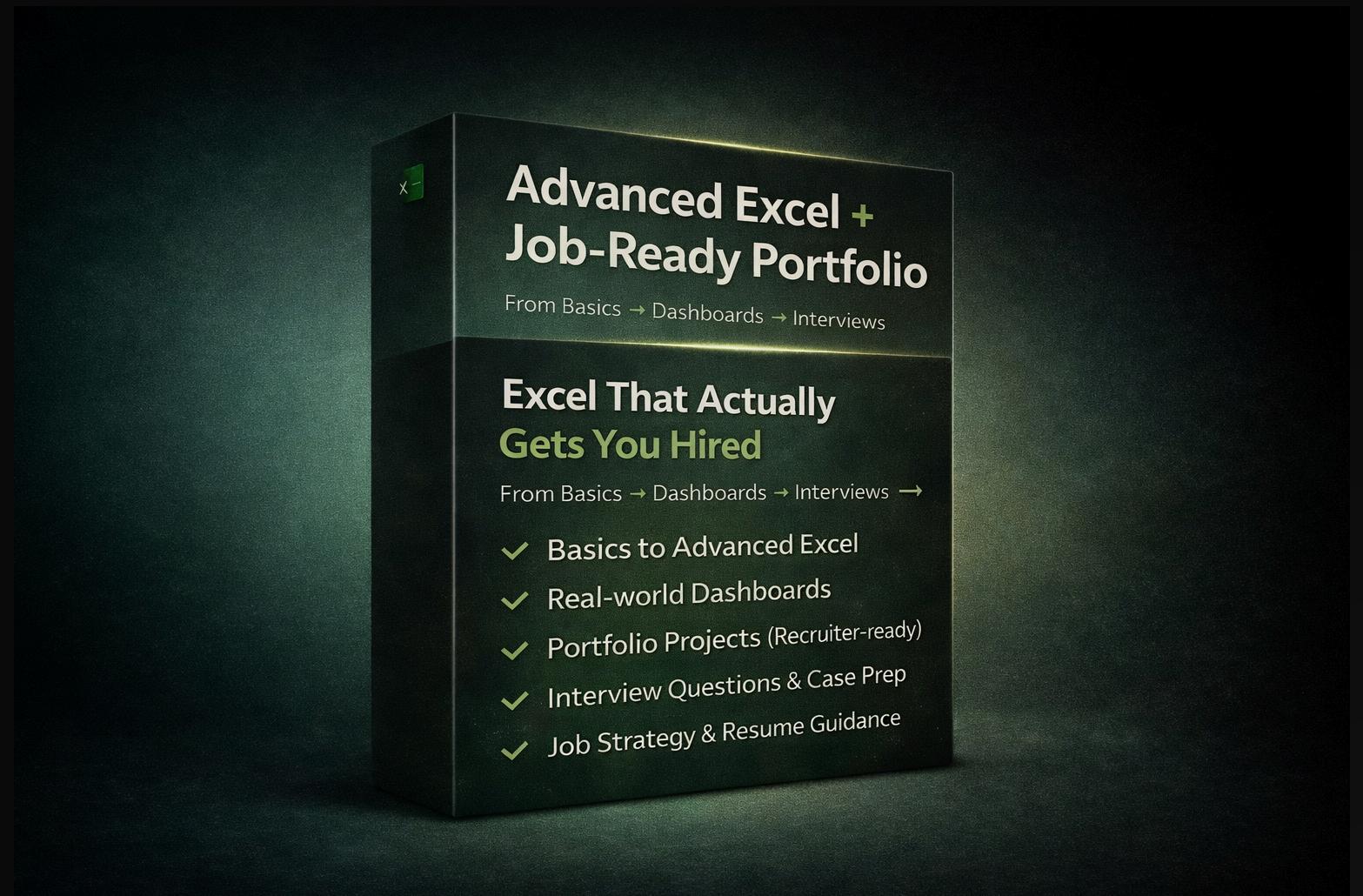
HR Round

# Technical Round

No AI can help you. You **MUST** know Advance Excel in depth.

## SOURCE OF QUESTIONS

1. Your Resume (Experience and Projects)
2. Live Test: Solve Business Problems on the Spot



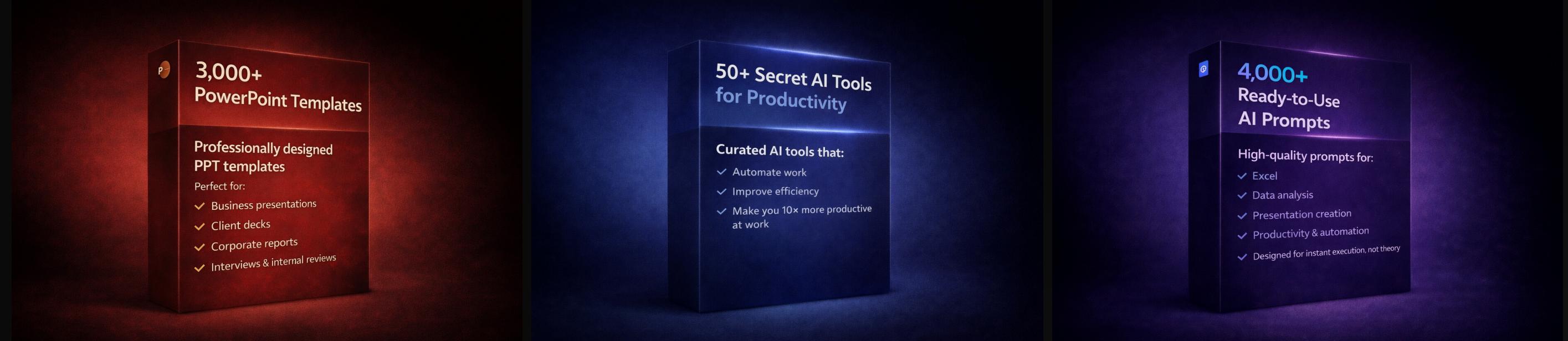
Actual Value: ₹**5,000**

**Special Webinar Price: ₹999 only**



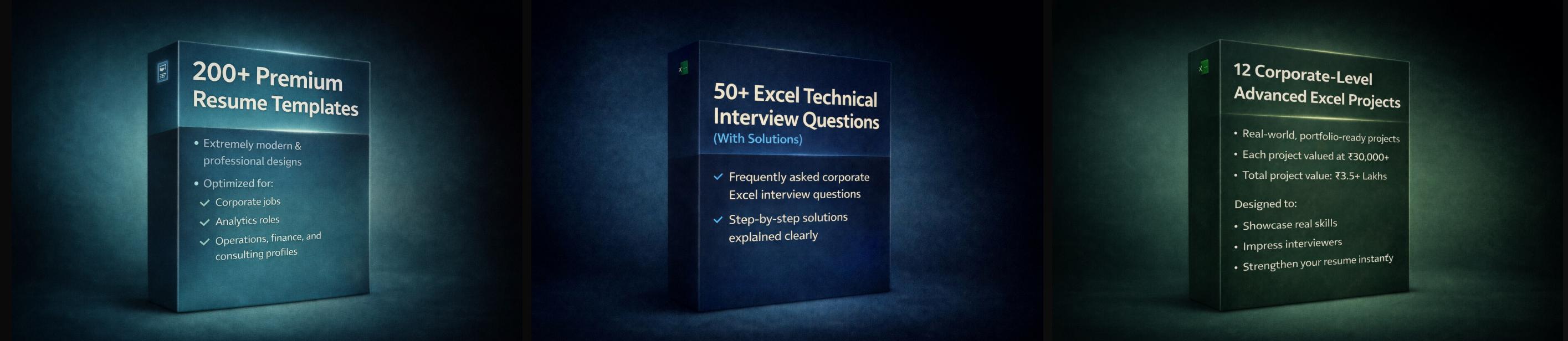
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