

HARISH CHAND

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CAREER OBJECTIVE

Motivated MBA student specializing in Business Analytics and Marketing, with hands-on experience in market research, data visualization, and strategy analysis. Eager to leverage analytical tools and marketing insights to contribute to data-driven decision-making in a forward-thinking organization.

WORK EXPERIENCE

- Business Analytics Intern at Fundsroom Pvt. Ltd.** Nov 2024 - Jan 2025
- Analyzed market data and financial patterns.
 - Created reports and predictive models using analytics tools.
 - Improved business efficiency through data insights.
- Marketing Intern at Cincooni Systems Pvt. Ltd.** Jul 2024 - Aug 2024
- Researched market trends and customer behavior.
 - Managed digital campaigns to enhance brand engagement.
 - Supported lead generation through content and data strategies.

PROJECTS

- Benchmarking Industry Competitors for Strategic Insights with Avalytix. (Industrial live Project)**
- Conducted competitor analysis and strategic reviews.
 - Delivered insights on pricing, customer tactics, and trends.
- Customer Purchase Intent for EVs in NCR Region (Research Paper)**
- Analyzed adoption factors through surveys and data analysis.
 - Derived policy recommendations from key market insights.

EDUCATION

- Pursuing MBA from K R Mangalam University, Gurugram - 8.66 CGPA up to 3rd Sem. (2023 - 2025)
- B.A from Delhi University, Delhi -7.57 CGPA (2020 - 2023)

SKILLS

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|--------------------|----------------|-------------------|-----------------------|
| • Power BI | • Tableau | • Python and SQL | • Predictive Analysis |
| • Microsoft Office | • IBM SPSS | • Problem Solving | • IBM Cloud |
| • IBM Cognos | • Google Suite | • Big Data | • Machine Learning |

CERTIFICATIONS

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|--------------------------------------------------------------------------|--------|
| • Artificial Intelligence Fundamentals by IBM. | (2025) |
| • Data Analytics and Visualization Job Simulation by Accenture. | (2024) |
| • Data Visualization for Managers by IBM. | (2024) |
| • Predictive Analytics using IBM SPSS Modeler-Foundations Course by IBM. | (2024) |
| • IBM Cognos Analytics V11.1.x Reporting Essentials by IBM. | (2024) |
| • Career Essential in Business Analysis by Microsoft and LinkedIn. | (2024) |
| • Career Essential in Generative AI by Microsoft and LinkedIn. | (2024) |
| • Security Governance & Low by IBM. | (2024) |

ADDITIONAL INFORMATION

- Awards/Activities:** Participation in Because She Can Leadership Talks.
Participation in National Financial Quiz-NISM.
- Languages:** English, Hindi