

Alaina Ashfaq

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OBJECTIVE

Results-driven BBA student specializing in Business Analytics, with strong skills in data analysis, business intelligence, and process optimization. Proficient in problem-solving, data-driven decision-making, and stakeholder collaboration. Seeking an opportunity to apply analytical expertise to enhance operational efficiency and support strategic business growth in a dynamic organization.

ACADEMIC PROFILE

YEAR	BOARD	UNIVERSITY	COURSE	CUMULATIVE %
2022-2025		Christ university (deemed to be university)	BBA (Business Analytics)	68.33%
2021-2022	State board	Carmel girl's inter college	commerce	70%
2019-2020	State board	Carmel girl's inter college	Maths	81.33%

INTERSHIPS

Safe Society (NGO) – Documentation and Fundraising Intern

2023-2024 | 1 Month (full time)

- Managed and streamlined documentation processes, improving organizational efficiency and donor engagement.
- Conducted fieldwork to actively engage in community outreach and implement programs effectively.

Leap & Scale Pvt. Ltd. – Product Management Intern (Analytics)

2024-2025 | 2 Months (Full-time)

- Applied analytics to support product development and strategic decision-making, driving actionable business insights.

- Conducted competitor analysis and developed pricing strategies, ensuring data-driven recommendations for optimal product positioning.

TECHNICAL SKILLS

- EXCEL
- POWER BI
- TABELU
- MS POWER POINT
- GOOGLE DOC
- SQL
- R PROGRAMMING

KEY COMPETENCIES

- CRITICAL THINKING
- PROBLEM SOLVING
- LEADERSHIP
- COMMUNICATION
- CROSS-FUNCTIONAL TEAM COORDINATION
- ATTENTION TO DETAIL & ADAPTABILITY

PROJECTS

- Completed a survey on how many student have died by suicide in my university and created analytical report on the same - **ORANGE**
- **RESEARCH PAPER (SCOPUS)** :Beyond the stats : How investment decisions are influenced by the non accounting data.
- **CARDLESS SOCIETY**: Assessing the Role of Card less ATMs in Shaping the Future of Financial Transactions.
- Designed and developed a **personal branding website**, implementing SEO, content marketing, and social media strategies to enhance online visibility.
- Performed data preprocessing using **normalization, standardization, and pivot tables**, followed by trend **forecasting** and **what-if analysis**, visualizing insights with MS Excel.
- **Evolution of Banking - Data Visualization & Analysis**
Conducted financial data analysis to visualize banking transformation post-1990, identifying key trends and insights. Developed interactive dashboards to present complex banking data effectively. **Tools**: Tableau , Google Sheets.

CERTIFICATES

- Business Intelligence Fundamentals - Skill Up.
- Business Analysis utilizing Spreadsheets - Coursera.
- Use Survey Monkey to Create a Survey and Analyze Results- Coursera..
- Developing soft skills and personality -NPTEL.

- Completed certification in Google Analytics for Beginners – Gained foundational skills in tracking, analyzing, and interpreting website data.
- Completed Business Intelligence & Dashboarding certification in Power BI - EduEdge Pro.

EXTRA CURRICULAR ACTIVITIES

- Lead as president of the club and organized 32 teams in the “Entrepreneurship development” team event at IGNITE management fest.
- INSPIRA '22 – Intra collegiate Business Fest – Entrepreneurship development “Runner up”.
- Core member of “Peer Educator”.
- Student Council member
- College Theater Member : Acted in two notable productions: *Junoon* and *The Vagina Monologues*.
- Served as the POC for *Daksh Oracle 2025*, leading a national-level quiz competition with a financial literacy orientation across various schools in Pune as a Student Council member.