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in linkedin.com/in/prateeksha-chaturvedi-272395246/

Academic Background

Year	Degree	Institution	Board/University	CGPA/%
2022-2024	МВА	Malaviya National Institute of Technology Jaipur (MNIT)	Institute of National Importance	8.28
2019-2022	B.Sc.	S.S. Jain Subodh P.G. Autonomous College, Jaipur	Rajasthan University	70%
2018-2019	SSC	Indo Bharat International School	Central Board of Secondary Education	87%
2016-2017	HSC	Indo Bharat International School	Central Board of Secondary Education	89%

Internship Experience

CadMax Projects Pvt. Ltd.

Department: Finance & Accounting | Jaipur, Rajasthan

(06'2024-12'2024)

Pratiksha Chaturvedi

Female, Indian, 23

	01 1 7 7	
	Financial Management & Account Management	
	Financial Analysis & Reporting.	
Responsibilities	Market Analysis & Research.	
and Achievements	Maintaining accurate and up-to-date financial documentation.	
	Preparing detailed reports on fund performance and presenting them to management.	
	Collaborating with project managers and other teams to ensure smooth financial operations.	

Hyperfoods Pvt. Ltd.

Department: Marketing & Analytics | Jaipur, Rajasthan

(05'2023-07'2023)

	J 1 1 1 7 3	
	• Sales Dashboard Project: Created a sales dashboard for the business, gleaned insightful data from	
	datasets, delivered actionable insights, and provided novel recommendations.	
Responsibilities	E-commerce Cataloging and Marketplace Management.	
and Achievements	Product management & Sales and Promotion Strategy.	
	Seller Support and Coordination, Influencer Marketing.	
	Brand Enhancement and Online Presence.	

Hire Tale

Department: Human Resource Department | MIIC MNIT Jaipur, Rajasthan

(12'2022-01'2023)

Responsibilities				
and Achievements				

- Talent Acquisition Intern. Conducted technical recruiting for MNCs.
- Sourcing, scheduling interviews, and recruiting IT sector candidates.

Projects

Financial Analysis 2022 **Corporate Finance** 2023

• Compiled and submitted weekly reports on team performance and recruitment metrics.

Customer marketing analysis dashboard in google data studio

Created a dashboard to track and monitor marketing data, providing insights into sales and marketing functions.

2023

- Centralized data from multiple platforms to give a holistic view of real time key marketing metrics.
- Key learnings: Google Data Studio, Sales functions, Data interpretation.

To study the relation between marketing strategies in influencing consumer behavior and elevate tobacco consumption

Details

Conducted in-depth research on key performance drivers in tobacco industry.

2023-2024

- Developed and presented insights on industry trends and their impact on business processes.
- Identified major strategies employed in tobacco industry and market gaps for future improvement.
- Key learnings: Market Research, Consumer behaviour, Branding & promotional tactics.

Time series analysis and forecasting of silver prices

Details

 Analyzed historical silver price data using advanced time series techniques to forecast trends and aid decisionmaking.

2023

 By analyzing Closing price, Volume, over a period of 11 months (2018), developed a model to predict silver prices, offering valuable insights for investors and policymakers, and industries reliant on silver.

Pratiksha Chaturvedi

Female, Indian, 23

• Key learnings: Time series analysis, forecasting, industry dynamics.

Technical Expertise

- MS Office: MS Word, MS Power Point, MS Excel.
- Database & Analysis Tools: SPSS, MS Excel, SQL, PLS- SEM, Basic Python.
- Data Visualization Tools: MS Excel, Power BI, Google Data Studio.
- Business Analysis, Supply Chain Analytics & Operations, Brand Management, Financial Analysis.
- Presentation and Communication skills, Interpersonal skills, Problem-solving & analytical skills.
- Soft skills: Attention to details, Adaptability, Team Collaboration, good sense of humor.

Awards & Achievements

• Intern of the month (May 2023) at 'Hyperfoods Pvt. Ltd.' 2023.	2023
• Successfully cultivated a pipeline of prospective candidates for 'HireTale,' contributing to the overall revenue growth through strategic lead generation	2022-23
• Participated in CONTECH Chemistry competition organized by Bhabha Atomic Research Centre.	2019
• Secured third position in Young Chef competition organized by Ananta Institute of Hotel Management at Goyal House Jaipur.	2019
Secured first position in Senior Secondary School.	2019

Positions of Responsibility + Extra Curricular Activities

• Member of Alumni Cell at MNIT (Department of Management Studies).

2022-24

• Calligraphy.

Other Information

- · Languages: English and Hindi
- Interests: Reading, Mimicry, Yoga, History, Listening to music.