

YOGESH C

✉ cyogesh2002@gmail.com ☎ 8248197793 📍 Cuddalore, Tamil Nadu, India 🇮🇳 Indian

🌐 <https://www.linkedin.com/in/-yogesh-c->

EDUCATION

MBA (Business Analytics & Finance)

SNS College Of Engineering

Sep 2022 – Aug 2024. **CGPA : 7.99**

Coimbatore, Tamilnadu, India.

B.com (Corporate Secretaryship)

Achariya arts & science College

Jun 2019 – Aug 2022. **CGPA : 6.66**

Villianur, Pondicherry, India.

HSC

CK School of Practical Knowledge

Jun 2018 – Apr 2019. **GRADE : 55%**

Cuddalore, Tamilnadu, India.

SSLC

ST Joseph's Higher secondary school

Jun 2016 – Apr 2017. **GRADE : 71%**

Cuddalore, Tamilnadu, India.

SUMMARY

Recent MBA graduate with a passion for business administration and a strong academic background. Eager to leverage theoretical knowledge gained through coursework and practical experience gained from internships to contribute effectively to a dynamic corporate environment.

PROFESSIONAL EXPERIENCE

Data Analyst Intern At MERI SKILL

Nov 2023 – Dec 2023 | Online Mode

- Conducted data cleaning, transformation, and visualization using Power BI and SQL, resulting in a 15% increase in report accuracy and a 20% reduction in data processing time.
- Collaborated with cross-functional teams to develop and implement data-driven strategies, providing actionable insights that contributed to a 10% increase in quarterly sales.

PROJECTS

An Analysis of Inventory Management on Asian paints

May 2023 – Aug 2023

- Asian Paints Limited is an Indian synthetic substances organizations which fabricates a wide scope of paints for brightening and mechanical use .It's vision is 'to wind up one of the best five enhancing coatings organizations.
- Orgaanization utilizes crude materials like pigments,extenders and minerals . unlike most other industry,the pain business was moderatellym free of guidlances.

Influence of Social Media marketing on brand image of mama earth

Aug 2024 – Feb 2024

- The term social media marketing (SMM) refers to the use of social media and social networks to market a company's products and services. It has gone beyond just connecting with friends. It's now an industry itself used for all kinds of purposes.
- Managed product development from concept to prototype, conducting market research and competitive analysis to align products with global market trends, which led to a successful launch and a 20% boost in international sales.

PUBLICATIONS

A Study on Investors Analysis Towards Mutual Fund

JULY 2024

- Authored and published a comprehensive research paper on innovative design thinking methodologies applied to the development of sustainable investment strategies.
- Mutal funds are most suitable investment for a common man as it offers an opportunity to invest in a diversified, professionally managed basket of securities at a reasonable low cost .

SKILLS

Hard Skills

- MS Office
- SQL
- Power BI
- Product Management
- Statistical Analysis
- Business process

Soft Skills

- Analytical Thinking
- Strong Communication
- Collaboration
- Problem Solving
- Leadership and Mentorship

CERTIFICATES

- Financial Accounting in Great Learning
- Product Management
- Design Thinking for Co-Creator in IBM
- Google Analytics for Beginners
- Data visualization with power BI
- SQL in Next Gen solutions

LANGUAGES

- Tamil
- English

HOBBIES

- Playing cricket
- Listening Music