

# MANPREET KAUR

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Hard working and enthusiastic person who is driven and can meet strict deadlines. I have worked as a Business Analyst in very renowned organization, Zomato Pvt Ltd. I have worked in many cities, such as Patiala, Rajpura, Ropar, Samana and Malerkotla. As an overall interest, Marketing and Analytics is my most favorite thing to do. At TCYonline.com, an edutech company, I was leading their newly launched product in the market. I am a very eager learner and open to learn new things.

## EDUCATION

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<b>MBA</b>	Chandigarh University, MBA- Business Analytics & Marketing	77%	May 2019
<b>BSc</b>	GHG Khalsa College, Gurusar Sudhar, Ludhiana Panjab University, BSc Biotechnology	80%	May 2017
<b>XII</b>	Nankana Sahib Sen Sec Public School, Kila Raipur, Ludhiana CBSE, PCB	80%	May 2013
<b>X</b>	Nankana Sahib Sen Sec Public School, Kila Raipur, Ludhiana CBSE	94%	May 2011

## RESEARCH EXPERIENCE

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The research paper talks about customer buying behavior while prospecting customers that fall in the category of “New-To-Bank” (NTB) customers. These customers do not hold any type of account with the Bank. Acquisition in the banking business context means purchase of one company by the other. Here, “New to Bank Acquisitions” means acquiring more and more customers by the bank, i.e, connecting people with the bank which are not currently using any service provided by the bank. This research paper intends to understand customer base and

consumer behavior which in turn will help the management to frame strategies for increasing their customer base.

**Understanding Reasons behind Customer Perception for a Prominent Private Bank,**  
Chandigarh University, Gharuan, Mohali, Punjab 2018  
Project guide: Mrs. Gaganjot Kaur

## **PUBLICATIONS**

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Kaur Manpreet, Understanding Reasons behind Customer Perception for a Prominent Private Bank, Mohali: Pramana Research Journal, ISSN No.: 2249-2976, 2018

## **PROFESSIONAL TRAINING**

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### **Summer Internship**

**Sales Profile,** HDFC Bank Pvt Ltd.

Description: I worked for the project which I was assigned, i.e. 'New to Bank-Acquisitions' I had to acquire new clients and introduce to them different services provided by the bank. I did research meanwhile my training on the same topic, that got published.

## **WORK EXPERIENCE**

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### **Business Development Manager**

TCYonline Pvt. Ltd.

Since May 17, 2022 to December 5, 2022

### **Accounts Manager**

Zomato Pvt. Ltd.

Since June 10, 2019 to November 23, 2021 (2 years, 5 months)

## **LANGUAGES**

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**English:** Good Listener, Proficient Speaker, Advanced Reading and Writing  
8 bands in IELTS

**Hindi:** Good Listener, Proficient Speaker, Advanced Reading and Writing

**Punjabi:** Native Language

## **COMPUTER SKILLS**

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Proficient in use of MS Office

Good practice of MS-Excel

Hands-on on Watson and SPSS (predictive analytics tool)

Hands-on on Cognos Insight (Descriptive analytics tool)

## **OTHER**

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### **Hobbies & Interests:**

Professional Painting, Photography, Declamation (delivering speech), Dance(Bhangra), Music(Singing), Cooking, Working-out, Driving