

# DHAIRYA SINGHAL

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## EDUCATION

### Bachelor of Business Administration

September 2022 - September 2027

Beedie School of Business, Simon Fraser University, Burnaby BC

- Concentration: Management Information Systems with Operations Management and a certificate in Business Analysis and Decision Making.
- Case Competition: PEAK Case Competition, MISA Case Competition, BUS 202 Case Competition
- Certifications: Deloitte Australia Data Analytics Job Simulation on Forage, SQL for Data Analysis - LinkedIn, Career Essentials in Business Analysis by Microsoft and LinkedIn.

## WORK EXPERIENCE

### Junior Business Analyst (Co-op) | Beedie Executive Education

May 2025 – Present

Beedie School of Business, Vancouver, BC Canada

- Delivering KPI insights to guide program and revenue decisions for Executive Education leadership.
- Designing dashboards to track enrollment, revenue, and satisfaction across 10+ active programs.
- Auditing and cleansing 30,000+ Salesforce records, strengthening data accuracy and reporting trust.
- Streamlining reporting workflows to save 5+ hours per week and enable faster quarterly reviews.

### Data Research Assistant | Alumni Centre

May 2024 - August 2024

Beedie School of Business, Burnaby, BC Canada

- Built a segmentation model that improved alumni outreach targeting accuracy by 20%.
- Analyzed 300+ profiles weekly, identifying high-potential prospects for tailored outreach campaigns.
- Generated actionable insights that contributed to \$10,000 in alumni donations.
- Automated data workflows to reduce manual effort by 30%, improving operational efficiency.

## LEADERSHIP EXPERIENCE

### Co – VP Of Exchange Participant Manager | AIESEC

September 2024 – Present

Simon Fraser University, Canada

- Leading outreach campaigns that secured 2 international placements, advancing student mobility.
- Increasing participant conversion by 20% through CRM automation and optimized follow-up systems.
- Delivering sales workshops for 30+ student leaders, strengthening global client engagement.

### External Coordinator | Enactus

August 2024 – July 2025

Simon Fraser University, Canada

- Expanded industry partnerships by 15% through targeted outreach and relationship building.
- Secured sustainability by executing 5+ fundraising initiatives, boosting project funding by 20%.
- Analyzed donor trends with Excel and SQL, improving retention strategies and partnership outcomes.

## PROJECTS

### Toronto Budget vs Actuals + Public Sector Dashboards | Power BI, Excel

June 2025 – July 2025

Personal Project

- Cleaned 5,000+ budget records in Excel and added estimated actuals using policy-based assumptions.
- Built KPI cards and visualizations to track spending across 10+ major city programs.
- Uncovered 6% utility underspending and 30% budget concentration in policing and transit.

### Operational Delay & Market Analytics Dashboards | Python, Excel, Tableau

February 2025 – March 2025

Personal Project

- Cleaned and merged 10,000+ flight and Airbnb records using Python to prepare data for visualization.
- Built Tableau dashboards showing airline delays by airport, carrier, season, and delay type.
- Conducted correlation and distribution analysis to support pricing strategy and seasonal planning.

## SKILLS & INTERESTS:

**Skills:** MS Office Suite | Python | Power BI | CRM Tools | JIRA | WIX | SQL | Stakeholder Engagement

**Interests:** Digital transformation | ERP Systems | Technology consulting | Project Management | Gym