

DHIVA AKARAN B

✉ dhivaa007@gmail.com ☎ 9087035025 📍 Puducherry, India

SUMMARY

B.Com Professional Accounting graduate with a strong analytical foundation and hands-on experience in financial statements, GST support, and audit documentation. Interested in applying my analytical thinking to marketing insights, consumer behaviour, and data-driven decision-making. Calm, structured, and consistent in delivering accurate work.

EXPERIENCE

Junior Accountant, MLPK & Co	06/2024 – 06/2025
<ul style="list-style-type: none">Prepared monthly financial statementsReconciled month end totalsSupported audit documentationEnsured GST filings and data entry accuracyWorked collaboratively in team based accounting tasks	Puducherry
Intern, Hindustan Unilever	06/2023
<ul style="list-style-type: none">Observed logistics and distribution operations to understand FMCG supply chain workflow	Puducherry

EDUCATION

MBA, Amrita School of Business (ASB), Coimbatore	06/2025 – 2027
B.Com (PA), Sri Krishna Arts and Science College, Coimbatore CGPA: 6.3 (202)	2024
HSC, Maharishi International Residential School 79.6% (2021)	2021
SSLC, Velammal Bodhi Campus 69% (2019)	2019

SKILLS

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|-------------------------|-------------------|
| • Data analysis (Excel) | • Market research |
| • Content creation | • Coordination |
| • Analytical thinking | • Teamwork |
| • Audit assistance | |

PROJECT

Consumer Satisfaction and Preferences Toward Branded Smartwatches

- Studied factors influencing smartwatch purchase decisions
- Identified top preferred brands and satisfaction levels
- Analyzed user demographics, usage patterns, and feature expectations
- Key outcome: Majority preferred Apple & Samsung, valued durability, features, notifications, and design

LANGUAGES

Tamil
Native

English



INTERESTS

- Digital marketing
- Market analytics
- Consumer insights
- Data driven decision making

TOOLS

- MS Excel
- PowerPoint
- Google Workspace