

# Kanika Malik

Female, 25 years

PGDM | Batch of 2020 - 22

## PROFESSIONAL EXPERIENCE

**Udaan** **Regional Buyer** February '22 – Present

- Building on price, Product, place, and promotion to drive the category- Oil and Ghee with the top line of 24 Cr+ GMV and 2%+ RGM using Data Analytics
- Researching and suggesting new business opportunities for trade to increase product portfolio thereby increasing revenue.
- Forecasting monthly business, Rupee gross margin, and operating profit income from a brand like Adani, Marico, ITC
- Managing supplier and invoice mismatches is a new addition to my job responsibility.
- Engaging with the cross-functional leader in sales, ops, and finance to drive performance in the category.
- Managed the Annual Turnover of 600cr from the oil and Ghee category.
- Preparing business report analysis and making rational decisions regarding opportunity buying, price correction, and branding
- Strategized new business acquisition plan, carried out marketplace and competitor analysis frequently

**Action Lifestyle Private Limited** **Market Research Analyst** June '19 – May '20

|   |   |
|---|---|
| Customer success life cycle & Relation with customers | <ul style="list-style-type: none"><li>■ Maintained a business relationship with 50+ clients comprising business and decision owners.</li><li>■ Created and maintained a robust sales pipeline. Identified up to 20 new qualified leads weekly.</li><li>■ Analyzed sales/metrics data from the designated territory to help evolve the sales strategy.</li><li>■ Competitive analysis of various market offerings, identify market trends, pricing/business models, sales, and operating methods</li></ul> |
| Achievements  | <ul style="list-style-type: none"><li>■ Exceeded sales goals by more than 15% in every quarter since being hired at the company.</li><li>■ Expedited the resolution of customer problems and complaints to maximize satisfaction.</li><li>■ Scored 95% in customer satisfaction survey; contributed to an increase in the company's profits by 20%</li><li>■ Introduced online and social media selling techniques, which led to a decrease in overall marketing cost</li></ul>                           |

## EDUCATIONAL QUALIFICATIONS

| Degree    | Institute  | %/CGPA | Year |
|-----------|--|--------|------|
| PGDM      | New Delhi Institute of Management, Delhi         | 78.63% | 2022 |
| BBA       | Guru Gobind Singh Indraprastha University, Delhi | 77.43% | 2019 |
| DBPOFA    | Indira Gandhi National Open University, Delhi    | 66.85% | 2020 |
| Class XII | Lovely Public Senior Secondary School, Delhi     | 58.53% | 2016 |
| Class X   | Lovely Public Senior Secondary School, Delhi     | 90%    | 2014 |

## INTERNSHIPS & ACADEMIC PROJECTS

|                               |  |      |
|-------------------------------|--|------|
| Internship<br>ICICI Bank      | <ul style="list-style-type: none"><li>■ Conducted extensive research of 90+ key accounts &amp; in-depth analysis.</li><li>■ Identified cross-sell/up-sell opportunities &amp; projected a monthly revenue increase of 1 Cr.</li><li>■ Analyzed banking needs in catchment area to promote products and generated the leads</li></ul>   | 2021 |
| Internship<br>Sirona Hygiene  | <ul style="list-style-type: none"><li>■ Researched &amp; targeted the primary school to develop creative educational sessions.</li><li>■ Designed innovative course material for Spreading awareness about menstrual hygiene and resolved the myth prevalently</li></ul>   | 2021 |
| Internship<br>Unschool        | <ul style="list-style-type: none"><li>■ Performed market research &amp; data analysis to consult company; gained consumer insights for market expansion and penetration</li></ul>  | 2021 |
| Business Analytics<br>Project | <ul style="list-style-type: none"><li>■ Worked on complex datasets and found the insights using different algorithms of Machine Learning and Minimized the risk in case of loan default</li></ul>  | 2021 |
| Internship<br>FICCI           | <ul style="list-style-type: none"><li>■ Developed an integrated marketing plan for the target audience to increase engagement.</li><li>■ Executed digital transformation of the retail guest experience &amp; communicated regularly with the participant from the industry, government, and representatives from Indian and International chambers and associations</li></ul> | 2020 |
| Internship<br>India bulls     | <ul style="list-style-type: none"><li>■ Market segment analysis for understanding the interest of potential customers of Real Estate.</li><li>■ Coordinated with cross-functional teams such as Communications, Sales &amp; Service</li></ul>  | 2018 |

## SKILLS & CERTIFICATIONS

|                |  |      |
|----------------|--|------|
| IT & BA Skills | <ul style="list-style-type: none"><li>■ Proficient in R, SQL, Python, and Machine Learning using Rapid Miner</li><li>■ Proficient in MS Applications and Working knowledge of Tableau and SPSS</li></ul> | 2022 |
| Certifications | <ul style="list-style-type: none"><li>■ Certified in Power BI through Great Learning</li><li>■ Certified INDIA rank 337 in International Commerce Olympiad</li></ul>                                     | 2018 |

## EXTRA-CURRICULAR ACTIVITIES & OTHERS

|              |  |      |
|--------------|--|------|
| Rope of Hope | <ul style="list-style-type: none"><li>■ Took a lead role in Green Olympiad by the Ministry of Environment and Forest, GOI</li><li>■ Took a lead role in Gender equality to protect women's rights on international women</li></ul> | 2020 |
|--------------|--|------|