

SANYAM DOSHI

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EDUCATION

Christian Eminent College (DAVV)

Indore, MP

Post Graduate Diploma in Computer Applications (**GPA – 3.89/4.0**)

June 2021 – May 2022

Relevant Courses: System Analysis & Design, Web Designing, and Visual Basic Programming

PMB Gujarati College (DAVV)

Indore, MP

Bachelor of Commerce (**GPA – 3.5/4.0**)

August 2018 – June 2021

Relevant Courses: Business Mathematics, Principal of Statistics, and Financial Accounting

PROFESSIONAL EXPERIENCE

Business Analyst – Webcraft-IT Indore, MP

June 2022 – July 2023

- Improved marketing accuracy by analysing customer segments on the visitor portal of local D2C brands
- Increased marketing spend efficiency by retargeting customers and creating campaigns for better targeting
- Learned all the basics of Power BI to analyse in-house tool hotspots to refocus and optimize according to customer needs for better product development resulting in more customer conversion

Marketing Intern – Skill Genic Start-up

September 2021 – November 2021

- Optimized sales targets for quarterly plans by analysing and distilling historic sales data using Excel
- **Led and trained** a team of **10** sub-leaders to conduct local sales for a start-up working to sell corporate workshops
- Performed organizational data analysis to point out process gaps according to the organization's objective

General Manager – Arham Real Estate (Family Business)

November 2019 – February 2021

- Consulted with clients that helped the family business in cultivating a new and existing relationship
- **Tracked historical financials** worth **\$1M** by maintaining the company balance sheets using tools like Tally, and Excel
- **Achieved a sales target of \$300k** by Spearheading and maintaining B2B and B2C customer relations
- Consulted and figured out client needs according to business function, location, and type of engagements
- Helped clients **generate a profit of 20%** with respect to market average by performing industry analysis of demand and supply forces in the real estate market

Assistant Data Analyst Intern – Deepak Engineering Works

December 2018 – February 2019

- Retrieved, analysed, and gathered data for vendor automobile supplier company to forecast demand by using different tools like MS-Excel

EXTRACURRICULAR ACTIVITIES

- **Research Paper on Big Data Analytics and its Challenges** (Journal of Fundamental and Comparative Research)
- E-billing and Invoice System (PGDCA): Prepared a **tech project synopsis** and framework model on C to automate Excel-based invoicing systems to automate and reduce errors
- Sold 3 paintings for **INR 90,000** for a **philanthropic fundraiser**
- Awarded **best exhibit (commerce)** in the Artekno exhibition for presenting modifications on ATM machines
- Secured **first position** in the Sanand Marathi Singing Competition (district level)
- District-level badminton player, played and won numerous local and district-level competitions
- Social Volunteer: **National Service Scheme Campaign**, a 7-day program for awareness on basic hygiene & education in villages; Collected and distributed excess food produced by restaurants during the COVID crisis as part of Robinhood Army

TRAINING & CERTIFICATE

- Career Edge: Part of the Career Edge Consulting Fellowship to learn how to crack a role in Consulting through live mentorship and placement assistance by 9 mentors from McKinsey, Bain, Boston Consulting Group, Accenture, and ZS
- Pursued a one-year Diploma course in classical vocal music
- Enrolled in Harvard University Cambridge Course: Draw Your Assumptions Before Your Conclusion