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**EXPERIENCE****Business Strategy Associate || Clovefry****Oct 2023 – Present**

- Optimized product listings and pricing across Amazon, Flipkart, and the company website, driving a 20% increase in online sales.
- Analysed sales data and customer trends, identifying top products and refining pricing strategies, resulting in a 10-12% profit margin improvement.
- Coordinated with 5-7 suppliers and logistics partners, reducing delivery delays by 15-20% and improving procurement efficiency.
- Streamlined inventory management, cutting stockouts by 25% and reducing storage costs by 15%.

**Data Analyst and Visualization Virtual Intern || Accenture****June 2024 – July 2024**

- Conducted data audits, improving data processing efficiency by 25% and optimizing business strategies using SQL and Tableau.
- Developed 5+ reports and visualizations tracking KPIs, resulting in a 20% improvement in decision-making and content strategy.
- Collaborated with stakeholders to develop actionable business recommendations, driving measurable business outcomes.

**Business Analytics Intern || Parallel Connect****Feb 2023 – July 2023**

- Streamlined communication between technical and non-technical stakeholders, handling 10+ project updates, reducing response time by 25%.
- Gathered and analyzed data from 5+ sources, providing actionable insights that contributed to the development of 3 new business strategies, improving operational efficiency by 15%.
- Delivered 5 key recommendations that drove 25% improvement in process optimization and business outcomes.

**Finance Intern || Hindustan Petroleum Corporation Limited (HPCL)****Aug 2019- Oct 2019**

- Assisted in evaluating 3 potential investment projects by conducting financial analysis and forecasting, improving decision-making by 15%.
- Analyzed 15+ data points from cross-functional teams, contributing to better resource allocation and project selection, leading to a 20% improvement.
- Monitored ongoing projects, identifying cost-saving opportunities that resulted in a 10% reduction in unnecessary expenses.

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**PROJECT EXPERIENCE****Coffee Shop Revenue Analysis Dashboard ([Link](#))****(Tool: Excel)**

- Conducted end-to-end analysis of over 100,000 transactions across multiple retail stores, identifying peak sales periods, consumer preferences, and high-performing product categories.
- Improved reporting efficiency by creating automated pivot tables, reducing manual effort by 20%.
- Highlighted key consumer purchasing patterns, resulting in actionable insights for inventory optimization and targeted marketing strategies.

**Sales Performance Dashboard ([Link](#))****(Tool: Tableau, Excel)**

- Extracted, cleaned, and transformed large datasets from various sources, ensuring data consistency and integrity.
- Designed and built interactive Tableau dashboards to track KPIs and support data-driven decision-making.

**Customer Insights Model ([Link](#))****(Tool: SQL, Excel)**

- Developed a predictive model in SQL to analyze customer behavior, improving forecasting accuracy by 20%.
- Visualized insights in Excel, boosting campaign effectiveness by 25% and revenue by 15%.
- Enhanced customer segmentation accuracy by 30% for targeted marketing.

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**SKILLS**

- **Core Skills:** Requirement Management || Stakeholder Engagement || Analytical Skills || Quality Assurance || Agile Methodologies
- **Communication & Presentation Skills:** Presentation || Verbal and Written Communication || Stakeholder Communication || Report Generation || Documentation || Problem-Solving || Critical Thinking || Strategic Thinking || Risk Assessment
- **Technical & Analytical Skills:** Data Visualization || MS Office/Excel Skills || Data Analysis || Tableau || SQL || Hypothesis Testing || A/B Testing

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**ACHIEVEMENTS**

- Achieved a 20% increase in online sales and improved profit margins by 10-12% through optimized pricing strategies and product listings across multiple platforms.
- Reduced delivery delays by 20% and cut stockouts by 25% by streamlining supplier coordination and inventory management processes, driving operational efficiency.

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**EDUCATION**

- **International Institute of Business Studies (Bengaluru City University)**  
MBA – Business Analytics

**Bengaluru**  
2023

- **Sun International Institute of Tourism and Management (Bharathiar University)**  
BBA – Human Resource & Finance

**Visakhapatnam**  
2020

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**CERTIFICATIONS**

- Strategic Management Professional (SMP) – IIM Bangalore
- Digital Marketing – Google
- Advance Excel – Simplilearn