

# ISHANI MAHAJAN

## BUSINESS ANALYST

### CONTACT

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### HARD SKILLS

- Advanced skills in Microsoft Excel
- Proficiency in data visualization tools (PowerBI)
- Data modeling and database management (MYSQL , R language )

### SOFT SKILLS

- Observation/Critical Thinking
- Communication
- Presentation Skills
- Multi-tasking
- Problem solving
- DATA UNDERSTANDING

### EDUCATION

**MBA- BUSINESS ANALYTICS + MARKETING**  
**LM THAPAR SCHOOL OF MANAGEMENT**  
2023-2025

**BTECH BIOTECHNOLOGY + RESEARCH**  
**SHOOLINI UNIVERSITY**  
2018-2022  
**OGPA : 8.85**

**12TH STANDARD - SCIENCE**  
**DAV SCHOOL**  
2017-2018  
**PERCENTAGE : 86%**

**10TH STANDARD (CBSE)**  
**ST JOSEPH CONVENT SEC SCHOOL**  
**PERCENTAGE : 96%**

### INTEREST AND HOBBIES

AI AND PROMPT ENGINEERING  
MINDFULNESS  
MANDALA ART

### PROFILE

Committed to applying my expanding MBA of business analytics and marketing to contribute to transformative projects, enhance process efficiencies, and drive data-driven successes. With an unwavering dedication to continuous professional growth, I aim to be a strategic asset in delivering unparalleled value to the organization, revolutionizing decision-making and propelling the company to new heights.

### PROJECTS

#### Accenture North America Data Analytics and Visualization Job Simulation on Forge - October 2023

- Completed a simulation focused on advising a hypothetical social media client as a Data Analyst at Accenture
- Cleaned, modelled and analyzed 7 datasets to uncover insights into content trends to inform strategic decisions
- Prepared a PowerPoint deck and video presentation to communicate key insights for the client and internal stakeholders

#### GLOBAL MART DASHBOARD

- **Objective:** I aimed to harness my data analytics skills by developing a real-time dashboard for tracking profit, sales, and order trends, enabling agile marketing and sales strategy adjustments while driving revenue growth and informed business expansion.
- **Results:** Analyzed four years (2017-2020) of sales and profit data, revealing fluctuations and trends that informed strategic decisions.
- Aggregated data to find total sales of 2348K and total profit of 283K, along with 30K total quantity and 4.12K total orders.
- Evaluated sales performance by region, subcategory, and shipment mode, providing valuable insights for targeted marketing and supply chain optimizations.
- These results underscore my expertise in data analysis, enabling data-driven decision-making and revenue growth strategies.

#### CUSTOMER CHURN ANALYSIS

- Empower the organization with actionable intelligence, enabling targeted strategies to mitigate churn, thereby safeguarding the customer base.
- **RESULTS:** Implementing the insights from the churn analysis resulted in a 20.4% CHURN RATE on tenure basis of each customer. Created interactive and insightful Power BI dashboards with visually appealing charts and graphs to present churn insights to non-technical stakeholders.

### ACHIEVEMENTS AND ACTIVITIES

#### ACADEMIC :

- Team member , Summit Research program (2018-2022)
- Patent, Immunity Booster Tea Bags, contributed to academic journals (2021)

#### EXTRA-CURRICULAR :

- Runner up , folk group dance during Moksh Event.
- Participated in the strategic establishment and management of food stalls during a TEDx event, leveraging business acumen to market and sell food items.
- Executive Member of IT AND AI Club.
- Served as a leader in Art club and Organized and executed successful events.