

LAKHAN P

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SUMMARY

Results-driven MBA graduate with a specialization in Marketing and Business Analytics. Demonstrated expertise in data analysis, digital marketing, and business strategy. Adept at leveraging analytical tools such as Power BI, Python, and Microsoft Excel to derive actionable insights. Experienced in conducting market research, optimizing marketing strategies, and analyzing consumer data. Proven ability to apply analytics to solve complex business problems and improve decision-making processes

EXPERIENCE

Intern

MRF Tyre Manufacturing tyre pvt. Ltd

October 2023 - November 2023, Doddabettadahalli, Aditya nagar, Bengaluru - 560097

- Assisted in analyzing market data and trends to support marketing strategies for tyre products.
- Conducted competitive analysis and customer segmentation to inform promotional strategies.
- Utilized Microsoft Excel and Power BI to create dashboards and reports for senior management.
- Supported in forecasting sales and analyzing the impact of marketing campaigns.

• Key Learnings.

Data analysis and reporting, Consumer Behaviour, Forecasting and analysis

PROJECTS

• A Study on the Impact of Social Media on Marketing Healthcare Products.

July 2024- October 2024, Bengaluru - 560097

- Conducted market research on the influence of social media strategies in the healthcare industry.
- Analyzed customer behavior data and presented insights on optimizing marketing strategies.
- Utilized Power BI to visualize data trends and identify areas of improvement.
- Delivered actionable recommendations on enhancing social media presence for healthcare brands.

• Key Learnings.

Data visualization, Content strategy, Influencer marketing, Data forming

EDUCATION

MBA- Marketing-Business analytics

Sir M Visvesvaraya institute of technology (VTU) • Hunasamaranahalli, Bengaluru-562157 • 2024 • 7.1

Bachelor of Science

Govt First Grade College • Chitaguppa main Road , Bidar • 2022 • 8.05

Pre-University

Sr PU College, Boral • Bidar • 2019 • 6.0

SSLC

Govt Boys Highschool nirna • Bidar • 2016 • 7.1

COURSEWORK

M S Excel | Professional in Typewriter (Kannada, English) | Python | PPT Presentation | M S Office | NSS|

SKILLS

- Business Analytics: Data Analysis, Predictive Analytics, Business Intelligence (BI), Market Research
- Tools & Technologies: Power BI, Python, Microsoft Excel, Tableau, SQL
- Digital Marketing: Social Media Marketing, SEO, SEM, Campaign Optimization
- Data Visualization: Dashboards, Reports, Data-Driven Decision Making
- Statistical Analysis: Regression Analysis, A/B Testing, Forecasting
- Soft Skills: Problem Solving, Communication, Critical Thinking, Project Management
- Cybersecurity: Basic Knowledge of Network Security, Threat Detection

Languages: English, Kannada, Telugu, Hindi

Certification

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| 1.Fundamentals of Digital Marketing, Google | 2.Power BI Projects, [Great learning] | 3.Python Programming for Data Science, [Besanth Technologies] |
| 4.Microsoft Excel for Data Analysis, [Great learnings] | 5.Introduction to Cybersecurity, [Great learnings] | 6.Unnati Soft Skill Training Program, [Unnati] |
| 7.National Service Scheme (NSS), [2019-22] | | |

I am hereby certifying that the above information is correct to the best of my knowledge and belief.

-Lakhan P