



Santhosh A

PGDM

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ACADEMIC SNAPSHOT

Thiagarajar School of Management	2026
PGDM	7.36
Karunya Institute of Technology and Sciences	2023
B Tech (Computer Science and Engineering)	7.51
Karunya University	
P A Vidya bhavan higher secondary school	2018
HSC	80%
Tamil Nadu State Board	
P A Vidya bhavan higher secondary school	2016
SSLC	98%
Tamil Nadu State Board	

INDUSTRIAL EXPOSURE

Swiggy	APR – JUL
Sales and marketing	2025
• Successfully onboarded multiple restaurants across Chennai by identifying high-potential local food outlets and converting them to Swiggy partners.	
• Spearheaded a pilot project to onboard non-traditional outlets such as batter shops, hot chips stores, and paan vendors—opening a new segment in Swiggy's marketplace.	
• Conducted parity analysis across visibility, delivery fee structures, and discount schemes to ensure competitive positioning and customer conversion.	
Sierra digital	DEC – MAY
SAP ABAP consultant trainee	2022-2023
• Explored the insights of SAP and ERP.	
• Acquired a detailed entry level knowledge in ABAP DDIC (Data Dictionaries), Reporting and OOABAP.	
• Assisted seniors with reporting tasks specifically with ALV reports and finding functional modules.	
• Possess foundational knowledge as an ABAP consultant.	

ACADEMIC PROJECTS

Funnel Leakage and Operational Drivers in Tier-3 Restaurants: A Prescriptive Analysis for Swiggy	2025
Marketing and Analytics	

- Analyzed Swiggy's Tier-3 funnel leakage and operational drivers using regression and clustering, recommending size-specific marketing solutions to improve GMV and conversion efficiency.

FOS GRIE – International Conference (TSM)	2025
Marketing	

- <https://fos.tsm.ac.in/>
- Designed the conference website as a promotional platform to enhance visibility, showcase event value, and drive participant registrations. Developed site features for submissions, registration, and communication to streamline workflows and support efficient event management.

Nella - Sudar oil	2024
Sales	

- Managed a high-volume festival stall selling ~100 bottles of Sudar Deepam oil, engaging customers with product benefits and driving impulse purchases through persuasive communication while handling sales and inventory efficiently.

SAP ABAP DDIC and Reporting	2022-2023
SAP ABAP Trainee	

- Worked on an industry project as an SAP ABAP trainee, developing ALV/classical reports and maintaining DDIC objects to support backend operations. Collaborated with the Fiori team to build interactive reports and panels, enhancing data visibility and decision-making for client needs.

Inpatient Fall Risk Prediction And its Cross-site Validation

2022

- Researched machine learning approaches for predicting inpatient fall risk, analyzing clinical and behavioral data with cross-site validation methods. Published findings highlighting key risk factors, predictive techniques, and challenges in implementing hospital-wide fall prevention systems.

Web application for a clothes store

2021

- Designed an online storefront to promote clothing products and enhance customer reach, integrating an email feature to capture customer details and support basic digital marketing campaigns. The platform was built with a simple, user-friendly design to attract visitors, improve product visibility, and drive customer engagement.

Blind man walking stick using ultrasonic sensor

2019

Designation/Department

- Developed an Arduino-based walking stick with ultrasonic sensor and vibrator for obstacle detection, enhancing mobility and safety of visually impaired users. Gained practical experience in Arduino coding, sensor integration, and embedded systems.

CAMPUS AND COMMUNITY LEADERSHIP

- CCM of Admission cell
- CCM of R Space
- CCM of Zero Gravity

CERTIFICATIONS AND ACHIEVEMENTS

- Introduction to Python – conducted by Karunya Hacks
- Introduction to Data Science by IBM
- Basic Data Descriptors, Statistical Distributions, and Application to Business Decisions
- Business English Certificate Preliminary from Cambridge University

SKILLS AND INTERESTS

Hard Skills:

- Programming (Python, SAP(ABAP), HTML/CSS basics)
- SQL
- Excel
- Power BI
- Multivariate Analysis

Soft Skills:

- Initiative & Self-Motivation
- Adaptability & Learning Agility
- Time Management & Multitasking

Interests:

- Sketching
- Photography