

EDUCATION

- 2022 - 2024** **London Business School, London**
Reading for Masters in Analytics and Management
- 2018 - 2022** **Thapar Institute of Engineering and Technology, India**
Bachelors of Engineering, Computer Engineering (Major - Data Science); GPA: 9.13/10
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BUSINESS EXPERIENCE

- 2022 - 2022** **BAIN & COMPANY, Gurgaon, India**
Business Analyst Intern - Bain Capability Network (6 months)
- Piloted the first-ever ESG focused project in the Consumer Products practice encouraging MNCs to engage in a more sustainable approach driving a positive long-term impact on environment and society
 - Worked on market-sizing and competitor analysis for clients using Mekko graphics and other visualizations to compare competitor portfolios, providing them with diversification strategies
 - Assessed social media presence and customer journey to identify and increase focus on high value customer interactions; helped develop a customized digital strategy for the client
 - Conducted repertoire analysis to understand customer purchase behavior; This helped client build a winning portfolio and allowed them to deliver more customer tailored products
 - Developed solutions by supporting in building dynamic Tableau dashboards for deep dives into consumer and category data of an F&B to overcome obstacles
 - Supported in building Excel models to help client maximize the profitability by optimizing their manufacturing and supply chain cost by ~12%
 - Enabled a new F&B firm client to accelerate it's growth across three focused geographies: USA, UK, France; and thus building long lasting relationship with the client
- 2021 - 2021** **KGOC GLOBAL, Ludhiana, Punjab, India**
Leading stationery manufacturing organization (\$15M revenues annually)
Marketing Analyst intern (2 months)
- Performed market research and collected information about market trends, demand and competition to identify the right SKUs to launch
 - Designed weekly point of view reports for stakeholders analyzing competitor brands on their portfolio expansion strategies to suggest new areas of expansion
 - Analyzed the profitability and supported in identifying the right customer segment for the launch of the chosen product
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ADDITIONAL INFORMATION

- Projects**
- Led a team of 4 to develop an Android Application in Flutter using CNN Machine Learning Model to detect 24 different skin diseases providing immediate results for patients at home and doctors during COVID
 - Identified the need of a visual comparison tool of research paper archive for college faculty; Web Scraping via API calls to Google Scholar was used to retrieve data and create an interactive dashboard in real time
 - Proposed solution to an airline company by identifying the worst performing airline using customer reactions from Twitter threads leveraging Sentiment Analysis to overcome the pain-points of the consumer
- Volunteering**
- Mentored the recruitment committee and organized the first ever inter-college virtual world's largest lesson for underprivileged children event to promote Sustainability Development Goals
- Achievements**
- Won the best member award in AIESEC for excelling in persuasion and negotiation with partners and single handedly raising \$500 for charity in the Business development department, 2019
 - Awarded in entrepreneurial competitions during undergrad: Start-up Punjab and Venture lab for ideation of a start-up idea to make books accessible and affordable for the underprivileged
- Sports**
- Certifications of instructor in 'Yoga for Wellness' by Yoga Certification Board of India (200hrs) and US alliance (100hrs)
- Tech Skills**
- Played university level tennis winning two inter-college tournaments during my undergrad
- Machine Learning, NLP, Data analytics, Tableau, Alteryx, Advance Excel, R Statistical software, MATLAB, Python, C and C++ programming