Misha Aggarwal
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EDUCATION

2022 - 2024 **London Business School, London**
Reading for Masters in Analytics and Management

2018 - 2022 **Thapar Institute of Engineer and Technology, India**
Bachelors of Engineering, Computer Engineering (Major - Data Science); GPA: 9.13/10

BUSINESS EXPERIENCE

2022 - 2022 **BAIN & COMPANY, Gurgaon, India**
Business Analyst Intern - Bain Capability Network (6 months)

- Aided in piloting the first-ever ESG focused project in the CP practices to encourage MCNs to engage in more sustainable approach that create a long-term effect on the environment and the society
- Worked on market-sizing and competitor analysis for clients using Mekko graphics and other visualizations to compare competitor portfolios, providing them with strategies for diversification
- Helped develop digital strategy for the client by assessing social media presence, E-com websites and brand websites to increase focus on high value customer interactions
- Used repertoire analysis to understand the customer purchase behavior helping client build a winning portfolio allowing it to deliver more customer tailored products
- Provided solutions to overcome obstacles by supporting in building dynamic Tableau dashboards for deep dives into consumer and category data of an F&B
- Supported in building Excel models to help client maximize the profitability by optimizing their manufacturing and supply chain cost by ~12%
- Served and 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 organisation ($15M of revenue**)**
Marketing Analyst intern (2 months)

- Performed market research and collected information about market trends, demand and competition for identifying 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
- Assessed the profitability and supported in identified the right customer segment for the launch of the chosen product determining

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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 quick results for patients at home and doctors during COVID
- Identified the need of a visual comparison tool of research paper archive for college facility; 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 tweets threads leveraging Sentiment Analysis to overcome the pain-points of the consumer

Volunteering
- 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

Achievements
- Mentored the recruitment committee and organized the first ever inter-college virtual world's largest lesson for underprivileged children event to promote SDGs
- Awarded 3rd place in entrepreneurial competitions during undergrad: Start-up Punjab and Venture lab

Sports
- Certifications of instructor in 'Yoga for Wellness' by Yoga Certification Board of India (200hrs) and US alliance (100hrs) to create an impact by spreading awareness about benefits of yogic practices
- Played university level tennis winning inter-college competitions during my undergrad

Tech Skills Machine Learning, NLP, Data analytics, Tableau, Alteryx, Advance Excel, R Statistical software, MATLAB, Python, C and C++ programming