

ADITI VIJ

FEMALE, 21

MOBILE : 9389431869 | ADITIVIJ15@GMAIL.COM | [LINKEDIN](#)**EDUCATION**

BE Computer Science	2021-	Thapar Institute of Engineering and Technology	86.40%
CISCE (Class XII)	2021	St. Patrick's Junior College, Agra	98.75%
CISCE (Class X)	2019	St. Patrick's Junior College, Agra	94.60%

INTERNSHIP/S**Business Analyst Intern– Convrse.ai, Gurgaon**

June 2024 -Present

- Conducted comprehensive market analysis of the Pune and Hyderabad real estate sectors, identifying key companies interested in 3D visualization.
- Successfully engaged with key stakeholders to understand their specific visualization needs and present tailored solutions using Power BI, and excel reports.
- Coordinated organized a team of 3D engineers to ensure project alignment and successful delivery.
- With and Leveraged python and SQL Lite to analyze customer behavior data, and generate predictive models for market trends, driving data-backed business decisions.

ACADEMIC PROJECTS**1) Zomato – Home food delivery initiative – MVP and Ideation (Case-study): [CaseStudy](#)**

- As the sole contributor, I led the analysis of market potential for Zomato's entry into home-cooked food delivery. Executed both primary and secondary research, aligning user needs with Zomato's objectives. From the analysis of the data, derived actionable opportunities and integrated them into a presentation deck, presenting a comprehensive strategy for Zomato's venture into this segment

2) Project Atrangi- [REPORT](#)

- Launched a sustainable merchandise brand, employing 4 underprivileged artisans' income by 10-15% and reducing water wastage in t-shirt production by 85% compared to fast fashion.
- Conducted comprehensive primary and secondary research to validate the demand hypothesis, utilizing MS Excel for data analysis and visualization to understand young audience preferences and do cost revenue analysis.
- Two successful pilots yielded Rs. 90,000 in revenue and valuable feedback for product refinement.
- Recognized as Top 5 early stage project at Enactus National Exposition 2023, Winner of race for better India 2023, and 2nd Runners up at Saamadhan 2023, BITS Pilani. Won a collective cash prize of Rs. 60,000.

3) Covid-19 in India Dashboard (Tableau): [Link](#)

- Developed a comprehensive COVID-19 dashboard in Tableau to provide detailed insights into case trends, recoveries, and vaccination rates across India. Leveraged interactive visualizations to enhance data-driven decision-making and strategic planning.

POSITIONS OF RESPONSIBILITY**1) Lead Organizer at TEDxTIET**

- Orchestrated TEDx conference in 2023, coordinating speaker selection, team direction, logistics management, and stakeholder relations for optimal outcomes as lead organizer.
- Managed diverse responsibilities: speaker curation, leadership of 150 students, budgeting, marketing, and post-event assessment.

2) Overall Event and Outreach Coordinator at Saturnalia, TIET- Biggest Annual Techno-Cultural Fest of North India

- Directed event coordination, securing 3000+ internal and external participants, managing a 500-student team, and overseeing the planning and execution of cultural and technical events.
- Managed event finances, including budget allocation, registration fees, and prize distribution, ensuring optimal resource utilization and successful event outcomes.

EXTRA-CURRICULAR ACTIVITIES AND ACHIEVEMENTS

- Finalist, Hack TU'2023 (Top 10 teams among a pool of 300 teams): A Pan-India hackathon organized by CCS TIET.
- Planned and Organized the biggest annual Sports fest of North India – URJA and Techno-Cultural fest of North India – SATURNALIA.
- Social worker at PFA India, recognized as a top 100 member, where I have spearheaded numerous cloth, book, and blood donation drives in partnership with NGOs and dedicated extensive efforts to the welfare of street animals.

OTHER INFORMATION

- Skills:** Product Management, Tableau, Power BI, Microsoft Excel, Microsoft Power Point, Python, SQL, Machine Learning, Data Analytics, Leadership, Event Management, Problem-Solving, Project Management, Stakeholder Management, Collaboration.
- Certifications**([LINK](#)): Create Interactive Dashboard with Python(Coursera), Analyze Box Office data with Plotly (Coursera), Building Custom Regional Reports with Google Analytics(Coursera).