

Shankhadeep Banerjee

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Date of Birth: 4th Jul 1997



Feb'19-June'19

SUMMER INTERNSHIP

- **Jaquar Lighting**, Delhi NCR
- **Project:** Analyzing performance of Jaquar Lighting in FY 17-18 & FY 18-19
 - Analyzed and Interpreted sales data using different statistical techniques
 - Identified and interpreted trends or patterns in Sales review sheets
 - Forecasted annual sales for Jaquar Lighting in FY 19-20
 - Analyzed employee and product performance across the country
 - Acted as Modern Trade Trainee at Super99 Store in GIP, Noida
 - Acquired Retailers and Promoted products with value over 85k as a General Trade Trainee

ACADEMIC QUALIFICATIONS

- **PGDM**, Marketing & Business Analytics, 66% **2018-20**
- **BBA (Honours)**, Birla Institute of Technology, Mesra, 67.80% **2018**
- **Higher Secondary Schooling**, K.V. C.R.P.F, Durgapur 61.80% **2015**
- **Secondary Schooling**, K.V. C.R.P.F, Durgapur, 85.50% **2013**

CERTIFICATIONS

- Amazon Trained E-Commerce Professional (Pursuing) **2018**
- Google Analytics Beginners to Advance **2018**
- Google E-Commerce Analytics: From Data to Decisions **2018**
- Getting Started with Google Analytics 360 **2018**
- Data Science Foundations Level 1 by IBM **2018**

ADDITIONAL PROJECT

- **IIM Tiruchirappalli**, Delhi NCR **2018**
 - Collecting secondary data of MSMEs in Kolkata
- **Shrachi Pvt. Ltd.** **2018**
 - Briefly studied the Performance Appraisal System
 - Analyzed and Interpreted previously generated PMS reports
- A Project Feasibility Report on Ignite Service Pvt. Ltd.: A Start-Up Initiative **2017**

ACHIEVEMENTS

- 257th National Ranking in National Biotechnology Olympiad **2011**
- 6th District Rank Art Competition organized by Bharat Sevashram Sangha **2007**

CO-CURRICULAR ACTIVITIES

- Published a Paper on “Consumer Trust in E-Commerce” in “Paradigm Shift in Disruptive Management” in IMRC **2019**
- Won Chetan Devraj Eastern Zone Cricket Tournament conducted by BIT Mesra, Ranchi **2017**
- Acted as Campus Ambassador of BITOTSAV 2015, BIT Mesra, Ranchi **2015**

TOOLS & TECHNOLOGIES

- RStudio: Proficient in Data Visualization & Modelling
- IBM SPSS: Proficient in Statistical Modelling
- Tableau
- RapidMiner

