



## PRAFFUL UPADHYAY

Course : **B.E. (Hons.)**, Civil, 2023  
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 CGPA : 6.9



### ACADEMIC DETAILS

COURSE	SPECIALIZATION	INSTITUTE/COLLEGE	BOARD/UNIVERSITY	SCORE	YEAR
CLASS XII	SCIENCE	Paravati Radhakishen Fomra School, Mathura	CBSE	88.4 %	2019
CLASS X	GENERAL	Paravati Radhakishen Fomra School, Mathura	CBSE	95 %	2017

Subjects / Electives	Business Analysis and Valuation, Security Analysis and Portfolio Management, Probability and Statistics, Financial Management, Digital Marketing, Derivatives and Risk Management
Technical Proficiency	SQL, Financial Statement Analysis, Tableau, Python3, Technical Analysis, Microsoft Excel

### SUMMER INTERNSHIP / WORK EXPERIENCE

<b>Financial Analyst, UBS</b>	<b>Aug 2022 - Present</b>
<ul style="list-style-type: none"> <li>Analyze, Monitor and Process <b>Corporate Action</b> events for domestic and foreign securities for <b>Global Wealth Management</b> Clients.</li> <li>Prepare, Manage and Reconcile daily general ledger reports to reflect the securities and cash bookings according to <b>SWIFT</b> received.</li> <li>Designed and maintained reports and <b>dashboards</b>, performing regular and <b>Ad hoc Analysis</b> on systems <b>Productivity</b> as required</li> <li>Partner with Internal <b>Bussiness Units, Custodians</b> and <b>Client Services</b> to respond to Queries and Resolve discrepancies on daily basis.</li> </ul>	
<b>Wealth Management Intern, Wise Finserv</b>	
<b>May 2022 - Jun 2022</b> <ul style="list-style-type: none"> <li>Conducted <b>Investment Research</b> and critiqued existing Portfolios, produced summaries, and recommendations for <b>client investment</b>.</li> <li>Layed out a <b>Short-term Financial Plan</b> for the client with an initial investment of Rs 15000 and generated a <b>Profit of 7%</b> in 20 days.</li> <li>Developed a better understanding of Investment Fundamentals and opportunities including, <b>Portfolio Theory</b> and <b>Security Selection</b>.</li> </ul>	
<b>Product and Analytics Intern, IDBI Bank Limited</b>	
<b>Aug 2021 - Sep 2021</b> <ul style="list-style-type: none"> <li>Proposed a data and reporting infrastructure using Tableau and <b>SQL</b> to provide real time insights into the product and <b>Bussiness KPI's</b>.</li> <li>Examined the Annual Financial Reports and delivered reports outlining actions that increased <b>Productivity and Profitability of the firm</b>.</li> <li>Assessed key performance indicators by analyzing parameters like <b>Revenue growth, Net Income</b> generated and <b>EBITDA</b> margins.</li> </ul>	

### PROJECTS

<b>AI based Fitness Model "Accugym" - Digital Marketing - Product Development</b>	<b>Feb 2022 - Apr 2022</b>
<ul style="list-style-type: none"> <li>Developed an <b>AI</b> and <b>Digital Image Processing</b>-based Innovative and affordable Fitness Model "Accugym" with other team members.</li> <li>Analyzed <b>7P's of Marketing</b> and conducted <b>PESTLE Analysis</b> to review the Markets <b>Competitive and Business environment</b>.</li> <li>Proposed a <b>Subscription</b> based Primary <b>Revenue Model</b> and a Secondary <b>B2C</b> and <b>B2B</b> models for Brand Merchandise Sales.</li> </ul>	
<b>Company Analysis of Neuland Labs - Finance</b>	
<b>Feb 2022 - Apr 2022</b> <ul style="list-style-type: none"> <li>Measured the firm's cost of capital using both <b>CAPM</b> and expected <b>dividend yield</b> plus growth rate model.</li> <li>Calculated the <b>debt to equity</b> ratio from the balance sheet and used financing cost &amp; tax rate from the income sheet for the cost of debt.</li> <li>Estimated CAPM by calculating the beta of the stock using data from the stock market over the past three years.</li> </ul>	
<b>Security Analysis of Ultratech Cement Ltd.- Portfolio Management - Finance</b>	
<b>Sep 2021 - Sep 2021</b> <ul style="list-style-type: none"> <li>Extracted Share Prices for Ultratech Cement for a 6-month period from <b>NSE</b> and calculated <b>Expected Return</b> and <b>ROE</b> for each period.</li> <li>Analyzed the sector using <b>Porter Five Forces Model</b> and examined accurate <b>Investment Opportunities</b> for Ultratech Cement.</li> <li><b>Investment opportunities</b> in the security were found using the <b>Beta</b> calculation and variations in <b>Expected Returns</b>.</li> </ul>	

### EXTRA CURRICULAR ACTIVITIES

<b>Sports-Hockey</b>	
<ul style="list-style-type: none"> <li>Reached <b>Finals</b> of the inter-BOSM, the annual intra-college sports festival and became the <b>Leading Goal scorer</b> of the Tournamnet.</li> </ul>	
<b>Sports-Swimming</b>	
<ul style="list-style-type: none"> <li>Led a team of 8 People and won a <b>Bronze Medal</b> and the <b>Overall Championship</b> in the <b>Under18 District Swimming Finals</b>.</li> </ul>	

### VOLUNTEER EXPERIENCE

<b>APE Life</b> - Role: Volunteer   Cause: Animal Welfare	<b>Jul 2021 - Present</b>
<ul style="list-style-type: none"> <li>Provides shelter to the rescued stray animals and provides them with nutritious food to recuperate.</li> <li>Maintains fund and adoption data on Microsoft Excel.</li> </ul>	