Saurav Meshram

Student

To obtain a challenging and responsible position in an organization where I contribute, To the successful growth of an organization using my abilities and knowledge.

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EDUCATION

Master Of Business Administration
G.H.RAISONI SCHOOL OF BUSINESS MANAGEMENT

12/2022 - Present   *Nagpur*

Specialization
- Marketing (Major)
- Business Analytics (Minor)

Bachelor of Business Administration
Natwarlal Maniklal Dalal College

06/2018 - 07/2022   *Gondia*

Courses
- Specialization In Marketing

WORK EXPERIENCE

Marketing Intern at Whirlpool of India Ltd
Ahmedabad

08/2023 - 10/2023
Analyzing the market trade for Example General Trade(GT), Modern Trade(MT), G30 (Group of 30 companies)
Achievements/Tasks
- Study the brand image of Whirlpool of India Ltd.
- Understanding the promotional tool prevailing in the company.
- To know the strengths, weaknesses, opportunities, and threats of Whirlpool of India Ltd.
- To gain knowledge about the marketing mix offered by the company.
- Focusing on its competitors and reflecting the various marketing strategies adopted.

SKILLS

Ms office basic   TYPING 30 WPM   tableau Basics

Communication

PERSONAL PROJECT

Addressability of Whirlpool home Appliances
(08/2023 - 10/2023)
- Analyze the market
- To study the brand pull and marketing mix whirlpool of India Ltd
- To access the study in compitition in company

Credit card Dashboard Using Tableau
- Data cleaning , handling missing values use tableau for exploring trend, pattern, and relationship for analysis
- created kpi, calculated field, density map,field map

HR Analytics Dashboards Using Tableau
- Created dashboard which show the attrition rate of the employee based on various categories such as age, gender, education, job role.

STRENGTH

Typing Skills

CERTIFICATE

Typing 30 wpm

Nptel
Soft skill development

LANGUAGES

Englsih
Limited Working Proficiency

Hindi
Native or Bilingual Proficiency

HOBBIES

PLAYING CRICKET   Travelling   Playing Guitar