

Shobhit Bhaumik

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DOB: 15-12-2001



PROFESSIONAL EDUCATION

Data Science Bootcamp – TransOrg Analytics

- Successfully completed a 6-month course that includes modules on Exploratory Data Analysis, SQL, Tableau, Power BI, statistics, Python for data science and machine learning along with a final capstone project
- 2 Portfolio Projects completed including an online fraud detection classification model and a regression model to predict housing prices in Kings County, USA

WORK EXPERIENCE

Graduate Trainee – Brand Strategy

September 2023 – March 2024

Dentsu Creative India, Gurugram

- Worked on insights/messaging for ad campaigns/pitches of brands including Hindustan Hindi and New Holland and Maruti Swift
- Competitor Analysis for clients in various fields including Health and Wellness, Water Purifiers and Luxury Fans
- Conducted primary competitor research and worked on customer journey for small commercial vehicle channel of Volvo-Eicher

ACADEMIC QUALIFICATIONS

Degree	Institute	Board/University	Year	Grade/Score
BBA	Narsee Monjee Institute of Management Studies (NMIMS) - Anil Surendra Modi School Of Commerce	NMIMS	2020-2023	CGPA 3.39/4.0*
Class XII	The Shri Ram School, Mousari (Commerce)	ISC	2017-2020	92%
Class X	The Shri Ram School, Mousari	I.C.S.E	2017	86.83%

ACADEMIC PROJECTS

- Research paper: Impact of Covid-19 on Economy of India
- Research Paper: Analysis of Organizational Culture in Service Industry
- Project: Made print advertisement, television commercial and social media advertisements
- Project: Collection and Analysis of data for studying brand switching behavior in mobile data provider industry
- Project: Ratio Analysis and Firm Valuations.
- Project: Predicting customer satisfaction of Disney+ Hotstar
- Research Paper: The Fall of Samsung

INTERNSHIPS/POSITIONS OF RESPONSIBILITY

Intern – Marketing Research

May 2022 – June 2022

Signify India Limited, Gurugram

- Primary data collection regarding the main competitor of the company
- Worked with head of marketing and pricing to understand where the company was losing ground against its competitors
- Presented the project along with my recommendations of what the marketing team could do to increase market share.

Intern – Research

Deloitte- Deloitte Touche Tohmatsu Limited, Gurugram

May 2021- June 2021

- Supported Deloitte team in research work and helped them identify potential acquisition targets in industries such as garments, footwear and bathroom fixtures.

Senior Member

Montage - The Cultural Club, Music Committee

July 2021- May 2023

- Took part in various projects undertaken by the committee

<ul style="list-style-type: none">Represented the committee in music competitions at college fests	
CO-CURRICULAR OR EXTRA - CURRICULAR ACTIVITIES /AWARDS/ACHIEVEMENTS	
<ul style="list-style-type: none">Placed 3rd at Malhar 2021 in Fusion singing event.Represented Delhi in Subroto cup Junior National Football tournament	
SKILLS & ABILITIES	
<ul style="list-style-type: none">Python (including modules such as pandas, NumPy, matplotlib, seaborn, scikit-learn, etc.)TableauPower BISQLProficient in Microsoft Office Suite, including; Excel, Word, PowerPoint.Basic Knowledge of SAS (Statistical Analysis System).Search Engine Optimization	
PERSONAL INFORMATION	
Languages Known	English, Hindi, Bengali
Hobbies & Interests	Music, Film, Travelling
Permanent Address	New Delhi