Doyel Mehra, Business Analyst

Manchester, United Kingdom, +44 7767956422, mehradoyel01@gmail.com

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PROFILE

As a MSc Business Analytics post graduate, I am equipped with a strong foundation in business concepts, statistics, data analysis, and machine learning techniques. I am passionate about

leveraging data to help organizations make informed decisions and optimize their operations.

As an MSc Business Analytics student, I possess strong problem-solving skills, critical thinking ability, and attention to detail. I am committed to staying up-to-date with the latest industry trends and

technologies, and are constantly seeking opportunities to enhance your knowledge and skills.

I also have experience in various business fields such as Marketing and Consulting.

EMPLOYMENT HISTORY

Apr 2018 — Oct 2018   **SEO executive , FIS(Google)**   Gurgaon

- Worked in Google Ads, assisting small businesses in the US with their ad ranking and campaign management.
- Handled queries related to ad ranking and customized ad campaigns to improve ad rank for clients.
- Managed payment and billing inquiries, ensuring a seamless experience for businesses.
- Contributed to the enhancement of ad ranks for small businesses through tailored ad campaigns and support.

Nov 2018 — Apr 2019   **Business Development Associate , Corporate Solutions**

- Contacted all the leads generated through digital marketing.
- Worked on CRM- Client Relationship Management.

Jul 2021 — Aug 2022   **Marketing Analyst, Adlink**   New Delhi

- Developed a set of KPIs to measure the success of marketing campaigns and track progress towards goals.
- Conducted customer segmentation and targeting analyses that enabled the company to focus on high-value customers and increase sales by 30%.
- Analyzed customer data to identify trends and patterns, resulting in a increase in customer loyalty.

Mar 2024 — May 2024   **Lead Generator , Hot Leads**   Manchester

- Developed and implemented lead generation and qualification processes that improved lead conversion rate.
- Qualify people for a review on Life Insurance policy by taking in record the medical, mortgage and family history.

EDUCATION

Sep 2022 — Dec 2023   **Masters in Business Analytics, University of Nottingham**   Nottingham

Modules include:

. Fundamentals of Business Analytics

. Management Science in Decision Making

. Machine Learning and analytics

. Leading big data business projects

Jun 2019 — Jun 2021   **PGDM in Marketing and Operations, Apeejay School of Management**   New Delhi

Graduated with 7cgpa.

Jun 2015 — Apr 2018   **Bachelors in Business Administration, Maharaja Suralmal Institute-IPU**   New Delhi

Graduated with first division

| Mar 2014 — Mar 2015 | 12th, Mount Carmel | New Delhi |

Scored 86%

SKILLS

Teamwork	Expert	SQL	Expert
Communication with Stakeholders	Expert	Python	Expert
		Tablue	Expert
Effective Time Management	Expert	Power Bi	Expert
Leadership	Expert	Google ads	Expert
Microsoft Excel	Expert	Critical thinking	Expert
Customer Service	Expert	Progressive Learner	Expert
Communication	Expert		
Microsoft Office	Expert		

INTERNSHIPS

- **Teach India- NGO by Times of India and British Council**

 Taught Spoken English for employ-ability to students in a government school in Delhi. After the course, helped them to find jobs in companies like Pizza Hut, Domino's and various call centers.

- **Internship Contract Advertising**

 Internship in a marketing firm where I used to convey the client (Vodafone, Domino's and

Revlon) requirements to the creative team and help the clients meet their requirements on time.

- **Internship in Ogilvy and Mather**

 Make presentations as per the management's requirement. Coordinated with the creative team to make posters and banners for clients.

EXTRA-CURRICULAR ACTIVITIES

- Business Analytics course from Madrid Software (Delhi)
- As the leader of my college's theatre society, I successfully guided the team to numerous victories in both inter-college and state-level Street theatre competitions.
- I hosted the Annual celebration of my college for 3 consecutive years. I was given this opportunity due to my public speaking and communication skills.

- Conducted churn analysis for Coffee Meets Bagel in a start-up consultancy project.
- Analyzed marketing, sales, and customer survey datasets.
- Applied clustering and regression techniques to identify attrition factors.
- Provided insights for improving marketing strategies and customer retention.
- Collaborated on project planning, ethics, and implementation roadmap.