SHREYA P N

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Professional Summary

Motivated MBA candidate with a specialization in Business Analytics, possessing a strong analytical acumen and adept at solving complex business problems. Experienced in collaborating with cross-functional teams to utilize data insights for strategic decision-making. Skilled in data analysis, predictive modeling, and process improvement aimed at enhancing operational efficiency and achieving business goals.

Certifications

- Data Analytics – Twilearn Edutech
- Data Science – 360 DigiTMG
- Business Analytics: Marketing Data – LinkedIn Learning
- Introduction to Business Analytics – LinkedIn Learning
- Social Media Analytics – Coursera
- Fundamentals of Data Science – Alison
- Introduction to R Programming – Alison

Work Experience

Intern – Digital Marketing & Business Operations
Trackster IT Solutions OPC, Juinagar

- Developed and executed digital marketing strategies to increase brand presence and customer engagement.
- Managed social media platforms, created content, and assessed campaign performance for optimal reach.
- Performed SEO audits and keyword research to boost website visibility and traffic.
- Assisted with paid advertising campaigns on platforms like Google Ads and Facebook Ads.
- Contributed to business process improvements to increase operational productivity.
- Supported administrative functions and helped coordinate project activities.

Academic Qualifications

- 2023–25 – MBA in Business Analytics, MIT World Peace University, Pune – CGPA: 7.83 (up to Sem 4)
- 2020–23 – B.Sc. in Computer Science, Pillai College of Arts, Science and Commerce, Panvel – CGPA: 8.30
- 2018–19 – Class XII, Greenfingers Global School, Kharghar (CBSE) – Percentage: 58%
- 2016–17 – Class X, Greenfingers Global School, Kharghar (CBSE) – CGPA: 8.00

Academic Projects

- Internship Project: Digital Transformation in Analytics
- Presentation: Strategic Management
- Data Science Project: Stroke Prediction using Exploratory Data Analysis (EDA)
- Machine Learning: Mobile Price Prediction using ML Algorithms

Technical Skills

- Data Analysis, Predictive Modeling, SQL, R, Python
- SEO, SEM, Social Media Marketing, Marketing Analytics
- Process Optimization, Team Collaboration, Communication

Software & Tools

- MS Excel
- Power BI
- SPSS
- R Programming
- IBM AMOS

Personal Details

Date of Birth: 14th August 2000

Languages Known: English, Hindi, Marathi, Kannada