



# Suyash Pratap Mall

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## EDUCATION

COURSE/BOARD	INSTITUTE	PERCENTAGE/CGPA	YEAR
PG Diploma in Global Business Operations	Shri Ram College of Commerce, University of Delhi	75.93%	2024 - 2026
B.Sc. (H) Computer Science	Atma Ram Sanatan Dharama College, University of Delhi	85.95%	2020 – 2023
Science: CBSE (Class XII)	Bhartiyam Vidyapeeth	92.80%	2019 – 2020
ICSE (Class X)	Holy Cross Ashram School	80.50%	2017 – 2018

## INTERNSHIPS & PROJECTS

<b>PaySprint Private Limited, Delhi</b>		<b>June 2025 - July 2025</b>
<b>Risk Management Intern</b>	<ul style="list-style-type: none"> <li>Automated <b>compliance</b> engine (GST) eliminating manual effort, enhancing <b>data accuracy</b> and reliability of partner <b>risk evaluation</b>.</li> <li>Developed an <b>AI-powered NLP system</b> that automated 85% of merchant compliance <b>queries</b>, <b>improving operational efficiency</b>.</li> <li><b>Analyzed 3.4M transactions</b> with SQL using <b>quantitative analysis</b>, generating <b>actionable insights</b> to support risk management.</li> <li>Designed a tool to <b>identify</b> eligible PGs and <b>calculate risk scores</b> from 46+ inputs, eliminating rechecks and reducing decision time.</li> <li>Built a robust and scalable <b>Google Sheets</b>-based Website Risk Engine using <b>Google Apps Script and APIs</b> to automate compliance checks (GST, SSL, etc.), significantly streamlining client risk evaluation and reducing manual effort by 75%.</li> </ul>	
<b>Marketing Campaign Performance Analysis</b>		<b>September 2025</b>
<b>Academic Project:</b>	Built an end-to-end <b>marketing analytics</b> pipeline on 200k campaign records, performing <b>EDA</b> , multi-touch <b>attribution</b> , and <b>customer segmentation</b> , delivering actionable insights on <b>ROI optimization</b> , budget allocation, and audience targeting.	
<b>Assessing Safe-Haven Assets: A Comparative Study of Gold, Bitcoin, Real Estate, and VIX Against the Nifty 50</b>		<b>October 2024</b>
<b>Academic Project:</b>	Evaluated the effectiveness of <b>Gold</b> , <b>VIX</b> , <b>Bitcoin</b> , and <b>Housing Price Index</b> as strategic hedges for the Nifty50 Index through <b>quantitative analysis</b> , applying advanced <b>OLS</b> and <b>Quantile Regression</b> to assess <b>performance and deliver strategic insights</b> .	

## POSITION OF RESPONSIBILITY

<b>Core Member – Finantix – Finance and Consulting Society, Shri Ram College of Commerce</b>	<b>August 2024- Present</b>
<ul style="list-style-type: none"> <li>Conceived the "<b>Monday Myths</b>" series, debunking financial myths and driving higher online engagement through <b>data storytelling</b>.</li> <li>Collaborated on financial analysis projects, documented <b>market research reports</b> on equities to deliver <b>insight-driven decision-making</b>.</li> </ul>	
<b>Class Representative, Atma Ram Sanatan Dharma College, University of Delhi</b>	<b>November 2020 – June 2023</b>
<ul style="list-style-type: none"> <li>Oversaw and optimized day-to-day class operations, ensuring seamless coordination of academic activities and enhancing learning efficiency.</li> </ul>	

**Member – Tech-A-Thon – Computer Science Society, Atma Ram Sanatan Dharma College** **July 2022 – June 2023**

- Facilitated the organization of seminars, fests, society events, and networking sessions, enhancing cross-functional collaboration.
- Strategically secured substantial sponsorships for the fest, ensuring smooth execution and optimizing overall event performance.

## ACHIEVEMENTS AND AWARDS

- Secured 3rd place at Razorpreneur 2.0 for creating a promotional reel showcasing creativity, **storytelling**, and **strategic marketing skills**.
- Achieved **96th percentile** in CAT 2024, scoring above 89th percentile across all sections.
- Runner-up in the **Inter-College TechTrivia Quiz** at ARSD College's fest, among participants from multiple institutions.

## SKILLS & TOOLS KNOWLEDGE

<b>Microsoft Excel</b>	<b>Python</b>	<b>SQL</b>
<b>Data Analysis</b>	<b>Power BI</b>	<b>Predictive Analysis</b>
<b>Research Methodologies</b>	<b>Market Research</b>	<b>Risk Management</b>

## CERTIFICATIONS

- Google Data Analytics Professional Certificate:** Completed 8 courses with hands-on assessments, mastering spreadsheets, SQL, and data visualization for effective data preparation and analysis.
- HubSpot Certified in Digital Marketing & Reporting:** Skilled in inbound marketing, campaign optimization, and decision-making.
- Lululemon Omnichannel Marketing (Forage): Built an omnichannel strategy, created a MIRROR campaign, and analyzed marketing metrics.
- NISM-Series XV-Research Analyst:** SEBI-mandated certification covering equity research, financial modeling, DCF valuation, risk-return analysis, industry analysis, macroeconomic evaluation, and compliance, ensuring high-quality investment advisory services.

## HOBBIES & INTERESTS

- Cricket and Chess.
- IPO Enthusiast: Analyzes IPOs and forecast listing gains using subscription data, regression models, and investor trends.