

Suyash Pratap Mall

Contact: +91-7241105984 | suyashpratapmall.srccgbo@gmail.com
LinkedIn URL: <https://www.linkedin.com/in/suyashpratapm/>



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

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

POSITION OF RESPONSIBILITY

- Core Member – Finantix – Finance and Consulting Society, Shri Ram College of Commerce** August 2024- Present
- Conceived** the "**Monday Myths**" series, debunking financial myths and driving higher online engagement through **data storytelling**.
 - Collaborated on financial analysis projects, documented **market research reports** on equities to deliver **insight-driven decision-making**.
- Class Representative, Atma Ram Sanatan Dharma College, University of Delhi** November 2020 – June 2023
- Oversaw and optimized day-to-day class operations, ensuring seamless coordination of academic activities and enhancing learning efficiency.
- 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

Microsoft Excel	Python	SQL
Data Analysis	Power BI	Predictive Analysis
Research Methodologies	Market Research	Risk Management

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.