Anushree Srivastava

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Skill Set Summary

- **Initiative:** Hosted a social awareness youtube channel "Varanasi Quick Reactions", interviewing citizens on the common issues in the city of Varanasi.
- **Analytical:** Good knowledge of SPSS and R.
- **Communication:** Presentation skills and interpersonal skills.
- **Computer Proficiency:** Competent in MS Project, SPSS,C,C++,JAVA

Professional Experience

Projects Undertaken:

- **Research paper** on "**What makes consumers shop online?"**,Conducted a thorough research on the multiple dimensions including consumer behavior ,technology and psychology and successfully integrated and analyzed these dimensions as a reason for the problem statement.
- Designed an **E-Commerce Business Model** namely '**ComfortFox'** ,an online apparel store exclusively for plus size people .Performed market and consumer research based on the data analysis,developed a pitch-deck with USP as virtual dressing room ,O2O model ,rental services etc.
- Worked on a **Brand Report Card** of **BMW** evaluating various aspects such as pricing strategy, consistency, IMC, relevance, etc: Carefully analyzed the brand since its inception and rated the parameters on a scale out of ten
- Led a Group project on service based ecommerce business called '**BookmyMaid**', created a marketing plan for the business, analyzed the economic viability of the project development, used data analysis to showcase its feasibility from the point of market attractiveness.
- **R Project** for **RFM Analysis** , created a value-based customer segmentation model using RFM(Recency, Frequency, Monetary) analysis in R.

Social Immersion Program

Hope Foundation ,Puducherry   **April 22-May 2 2018**

- Interaction with 18 Self Help Groups in a village called Kanachettikulam. Four day field work for the collection of primary data.
- Analysis and brainstorming on the data with the team to provide a feasible solution for the problems being faced.

Internships:

HI Soft Technologies Private Limited, Lucknow   **June 2015-August2015**

- Hotel Management System: Using Java technology, wrote an application to automate various activities performed in a smooth running of a medium scale hotel such as keeping the records of customers, managers and the hotel staff; generate bill slips; calculate staff's salaries.

Experience:

Shiv Kamal India Mutual Benefit Ltd Lucknow, India
Programmer Analyst Trainee   **October 2016- August 2017**

- Worked on developing, analyzing and improving application systems built using JAVA Technology.
- Maintaining and developing the company's website,Responsible for Data Requirement Analysis and test plan creation.

Co- Curricular, Extra Curricular and Achievements:

- Volunteer at *Jeevashray*, NGO for stray animals.
- *State Bank of India Merit Scholarship* award for being Rank 1 holder through out the school years.

Education

- PGDM (Marketing), IFIM Business School– *(Apr 18) – CGPA 7.02/10.00 (till date)*
- B. Tech – CSE. BBDNITM College– *(Apr '16) – 67.7%*
- 12th , CBSE,GNES, UP – *(Mar '11) – 84%*

Others

- Languages Known   : English, Hindi.
- Hobbies   : Freehand sketching, Perspective designing and painting.