

# Yash Sahu

## Business Analytics/ Data Analytics

I am passionate about data-driven business and want to become a part of business solutions and strategies using my skills and experience to create a positive change.

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## WORK EXPERIENCE

### Digital marketing intern SoftGetix Inc

07/2022 - 08/2022

Indore

#### Achievements/Tasks

- Database mining in internal/external databases and Providing creative ideas for content marketing and updating the website. Analysis of data of the keyword to boost website traffic by 100%.
- Launch optimized online adverts through Google Ad words, Facebook, etc. to increase company and brand awareness. Be actively involved in SEO efforts (keyword, image optimization, etc.).
- Assist in the formulation Plan, monitoring, and analysis of the ongoing company presence on social media sites.

### Marketing & Sales intern Dabur India

01/2022 - 01/2022

Indore

#### Achievements/Tasks

- Analyze Consumer Behaviour & create Brand Awareness during Big Day Sales at Modern Trade Outlets increase sales of Dabur products.

### Finance Intern CA Rajesh Jain

01/2021 - 02/2021

#### Achievements/Tasks

- Maintenance of records, registers, and databases of clients. To collate documents for special assignments like a merger, changes in the Memorandum of Association, income tax filing, etc.
- Maintain minutes of the meeting of annual general meeting, board meeting, etc. Communicate & coordinate with clients.

## EDUCATION

### MBA in Business analytics and Finance management

Acropolis Faculty of Management and Research

08/2021 - Present

Indore

### BACHELOR OF COMMERCE RPL Maheshwari College DAVV

07/2018 - 08/2021

Indore

## SKILLS

MS Excel Advanced

Tableau

SQL

Python

Power BI (data visualization)

R Programming

analytical skills

Statistics

social media marketing

Communication

Adobe photoshop

critical thinking

leadership

Problem-solving

Relationship Building

## PERSONAL PROJECTS

### Predict House price using python (11/2022 - 11/2022)

- <https://github.com/yashsahu27420/python-Predict-house.git>
- The goal is to understand the relationship between house features and how other variables affect house prices. Using more than one model and predict the price of the house using the dataset.

### Product-matching using python (11/2022 - 11/2022)

- <https://github.com/yashsahu27420/Product-matching.git>
- Using ML/DL techniques, match similar products from Flipkart with the Amazon dataset. Once similar products are matched, display the price from FK and AMZ side by side. Please explore as many techniques as possible before choosing the final technique.

### Human resources Dashboard using power BI (10/2022 - 10/2022)

- <https://github.com/yashsahu27420/power-BI-project.git>

### Population analysis of India (SQL project ) (10/2022 - 10/2022)

- <https://github.com/yashsahu27420/sql-project>

### Sales Analysis using Tableau (10/2022 - 10/2022)

- <https://github.com/yashsahu27420/sales-analysis>

## CERTIFICATES

### Google Data Analytics (09/2022 - 10/2022)

<https://coursera.org/verify/professional-cert/KSNGTDB8CN6B>

## HOBBIES

listening podcast

Swimming

Cycling

Watching movies and web series