

DEGREE		BOARD	INSTITUTE	YEAR
PGDM(IEV)		XLRI	XLRI Jamshedpur	2025
B. Tech (EEE)		MAHE	Manipal Institute of Technology	2020
Class XII		CBSE	Hope Hall Foundation School	2015
Class X		CBSE	Delhi Public School, Guwahati	2013
ACADEMIC ACHIEVEMENTS				
• Was selected for the <b>Unilever Change Makers Foundation School</b>				2023
• Scored <b>98.97 percentile</b> amongst <b>62000+</b> test takers in XAT				2023
• Secured an <b>All-India Rank of 763</b> amongst <b>58000+</b> test takers in CMAT				2023
• Scored <b>98.54 percentile</b> in VARC section amongst <b>2.2 lakh</b> test takers in CAT				2022
• Scored <b>99.72 percentile</b> in Language Conventions section in the National Problem Solving Assessment				2014
• Secured <b>International Rank of 101</b> in the 15 <sup>th</sup> National Science Olympiad organized by Science Olympiad Foundation				2012
Business Analytics Intern		INTERNSHIP – AWE Funds		Jun’24-Dec’24
Fundraising Enablement	• Built <b>dashboards</b> for <b>150+ LPs</b> by type, geography, and engagement probability, improving targeting			
	• <b>Automated enrichment</b> of LP database (city, site, contact) by up to <b>90%</b> using outreach tools			
Investment Strategy & Ops	• Conducted <b>market analysis</b> to support thesis development across <b>10 + key impact sectors</b>			
	• Initiated a <b>LP scoring model</b> and supported deal pipeline tracking for investor evaluation metrics			
WORK EXPERIENCE (29 MONTHS)				
AI Engineering Senior Analyst		Accenture		Jul’20-Dec’22
Business Impact	• Built <b>forecasting models</b> for <b>inventory optimization</b>			
	• Reduced web app <b>reload time</b> by <b>25%</b> using compression algorithms; improved UX and bounce rates			
	• Delivered <b>QA-tested, mobile-optimized automated</b> dashboards; eliminated <b>100%</b> of manual intervention			
	• Built a unified Qlik Sense monitoring system for <b>500+ apps</b> , integrating <b>data from 25+ sources</b>			
Leadership	• Led weekly client meetings with <b>Directors</b> and <b>VPs</b> ; reduced open deliverables from <b>30+ to just 5</b>			
	• <b>Onboarded</b> and <b>trained 2 junior analysts</b> , cutting <b>ramp-up time to 1 month</b>			
Awards & Recognition	• Received a <b>‘STAR’ award</b> for contributing to practice building initiatives and driving value			
	• <b>Promoted</b> to the role of <b>Senior Analyst</b> from Analyst for taking on challenges and exhibiting leadership			
POSITIONS OF RESPONSIBILITY				
XLRI	Senior Exec. Member DARVIX	• Co-led national analytics contest with <b>₹2L in prizes</b> and <b>1000+ participants</b>		2024
		• Conducted a 4-day <b>Power BI</b> workshop for <b>500+ participants</b>		
		• Built strategy-based games using <b>Excel</b> and <b>JavaScript</b> , attracting <b>350+ attendees</b>		
MIT	Co-founder MotoManipal	• Launched an electric superbike; <b>raised ₹8L+</b> in sponsorship and <b>managed ₹12L+</b> in purchases		2018
		• Won <b>6 national awards</b> in <b>1 year</b> for innovation and design		
	Senior Exec. Member ESoM	• Led content and digital presence; <b>scaled blog engagement 10x</b>		2017
		• Organized “Enterpriser” event with <b>500+ attendees</b> featuring talks by Rizwan Memon and Tolga Tarak		
ACADEMIC PROJECTS				
XLRI	Consumer Behavior	• <b>Go-Pro</b> : Boosted engagement by <b>30%</b> and achieved <b>3x higher UGC conversions</b> through behavioral segmentation and targeted strategies		2024
	Product & Brand Mgmt.	• <b>LifeStride</b> : Developed an orthopaedic supplement brand achieving <b>68% market penetration</b> over traditional diabetic treatments; Designed and implemented <b>GTM strategy</b> across <b>three channels</b>		2024
	Strategic Marketing	• <b>Pepperfry</b> : Ran a <b>Decision Framework analysis</b> , created a <b>positioning Map</b> and implemented a <b>marketing plan</b> that reduced <b>OpEx by 50%</b> , and brought the company to <b>profitability</b>		2024
	Product-Market Fit	• <b>Fusion Flavors</b> : Designed a blended tea product with <b>67% gross margins</b> ; validated across <b>growth, repeatability, and profitability</b> axes		2024
	Digital Marketing	• <b>GoGoGrandparent</b> : Built <b>full-funnel campaign</b> (Google Ads + SEO + Retargeting); lifted <b>conversion by 10%</b> and <b>cut CPC by 18%</b> via <b>optimized copy</b> and <b>A/B tests</b>		2023
CERTIFICATIONS & SKILLS				
Marketing Certifications		• Google Ads Search Certification		
		• Google Ads Display Certification		
		• Google Analytics Certification		
		• LinkedIn Marketing Solutions Fundamentals		
		• HubSpot Inbound Marketing Certification		
		• Semrush SEO Crash Course		
Technical Skills		HubSpot, Ahrefs, Google Ads, LinkedIn Ads, Screaming Frog, SEMrush, Mailchimp, Jira, Trello, Power BI, Excel, SQL		
EXTRA CURRICULAR ACHIEVEMENTS				
Social Work Shristi Prabhat		• Provided free Mathematics coaching to <b>50+ students</b> from underprivileged backgrounds		2018
		• Conducted field needs analysis for underserved rural communities with a focus on social inclusion		
Music		• Part of the <b>Limca Book of Records’</b> largest guitar ensemble with <b>5,406 guitarists</b>		2012