
PROFESSIONAL SUMMARY

Data-driven MBA graduate with hands-on experience in marketing and ecosystem analytics, dashboard development, and cross-functional collaboration across banking and digital payments ecosystems. Strong at analysing investment performance, building Excel and Power BI dashboards, and translating complex datasets into actionable insights that support strategic decision-making. Keen to apply data-led marketing effectiveness and ROI measurement in agribusiness and nutrition-focused contexts.

EDUCATION**• MBA, Management; 2023 – 2025 | CGPA: 7.60/10**

Department of Management Studies, **IIT Delhi**; Focus: Product Strategy, Business Analytics, Marketing, Corporate Finance

• BS-MS Dual Degree (Environmental Science & Research); 2018 – 2023 | CGPA: 8.58/10

Indian Institute of Science Education and Research (**IISER**), **Bhopal**

Highlights: **A-grade** performance in **25+ courses**; strong foundation in quantitative analysis, research methodology, sustainability systems

• Class XII (CBSE): 88.4% | Class X (CBSE): 10.0 CGPA

PROFESSIONAL EXPERIENCE

ICICI Bank Ltd.: Management Trainee, (Healthcare Marketing Operations) | June 2025 – December 2025

- Owned city-level ecosystem and performance analytics to identify portfolio penetration gaps and growth opportunities, supporting prioritisation of commercial and marketing-led initiatives.
 - Built and maintained Excel-based dashboards to track performance across customer segments, enabling leadership to assess initiative-level effectiveness and resource allocation.
 - Translated fragmented healthcare, transaction, and partner data into structured insights used by senior stakeholders for planning and decision-making, using PowerPoint presentations and Power BI dashboards, improving clarity and speed of leadership reviews.
 - Collaborated with data, product, and relationship teams to convert business requirements into analytical frameworks supporting internal process and product improvements.
-

INTERNSHIPS AND PROJECTS**Major Academic Project – IIT Delhi****Mapping the Indian Agritech Ecosystem: User Engagement & Feature Priorities | January 2025 – May 2025**

- Conducted an analytical study of 16 leading Indian agri-tech mobile applications to understand user engagement patterns and feature prioritisation across the ecosystem.
- Applied basic NLP techniques including keyword extraction, word-frequency analysis, and semantic clustering to analyse unstructured app descriptions and user-facing content.
- Built a structured taxonomy of user-centric features, enabling comparison across platforms and identification of gaps and opportunities in digital agribusiness offerings.
- Synthesised insights into strategic recommendations on product focus and feature prioritisation, demonstrating the application of data-driven analysis to agriculture and agribusiness contexts.

National Payments Corporation of India (NPCI) – Business Development Intern | April 2024 – May 2024

- Analysed the biller on-boarding journey across two payment initiatives to identify operational and visibility gaps affecting adoption and scale for 20,000+ billers.
- Evaluated initiative-level performance indicators and proposed an API-enabled on-boarding flow to improve monitoring, transparency, and operational efficiency.
- Designed a conceptual operational and performance dashboard to track on-boarding effectiveness and support data-backed decisions on platform investments.
- Synthesised user, operational, and stakeholder inputs into structured recommendations supporting product and business strategy discussions

IISER Bhopal – Master’s Thesis Dissertation | 2022 - 2023

- Led an end-to-end research project analysing environmental risk across 25 locations using large, multi-dimensional datasets. Applied quantitative and statistical techniques to identify trends, synthesise insights, and derive actionable conclusions.
 - Communicated findings through structured reports and presentations, demonstrating strong data storytelling and stakeholder communication skills.
-

POSITIONS OF RESPONSIBILITY

- Executive Member, Alumni Relations Committee**, Department of Management Studies, IIT Delhi
Planned and executed academic and professional initiatives by coordinating cross-functional teams, tracking deliverables using structured Excel trackers, and contributing to data-backed reviews.
 - Club Coordinator, Earth and Environmental Science**, Indian Institute of Science Education and Research (IISER), Bhopal
Led coordination of club activities and events, applying structured planning, basic data tracking, and stakeholder communication to ensure timely execution and effective resource utilization.
-

SKILLS & TOOLS

- Analytics & Tools:** Advanced Microsoft Excel (pivot tables, XLOOKUP/VLOOKUP, dashboards), Power BI, PowerPoint
- Data & Insights:** Marketing and performance analytics, ROI and investment effectiveness tracking, dashboard storytelling, data visualisation, insight synthesis
- Business Skills:** Structured problem solving, product thinking, market analysis, performance assessment, cross-functional collaboration