AKSHAT MISRA

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PROFILE SUMMARY

- Result-driven and analytical Business Development professional with nearly 2 years of experience, leveraging skills in Data Analysis and Business Analysis, seeking challenging opportunities within the IT industry.
- Proficient in Power BI, Excel, SQL, Google Analytics, Python, and Adobe Suite, with a keen interest in creating data dashboards and deriving actionable insights using Power BI.
- Skilled in negotiation, contract management, and cross-functional teamwork, essential for successful business and data analysis roles.
- Knowledgeable in data analytics and business intelligence tools, with a strong focus on strategic planning and market analysis.

CORE COMPETENCIES

Data Analytics & Governance	Business Intelligence	Revenue Boosting Tactics	Data Analytics Roadmap
Business Requirements Documentation	Data Visualization	Market Trend Analysis	Statistical Analysis
Strategic Planning	Data Mining	Strategic Partnership	Program Management

ORGANIZATIONAL EXPERIENCES

Quad Sports, Lucknow (Hybrid) as Business Development Analyst | October 2023 - Present

Key Result Areas:

- Enhancing operational efficiency to support business growth and streamline administrative processes.
- Lead strategic partnerships with the stakeholders, provided thorough analysis of the lead database, lead routing, and flows with recommendations
- Oversaw day-to-day operations, maintenance, lead high-impact marketing campaigns using market trend analysis and events to enhance brand engagement and visibility.
- Enhanced event visibility through media coverage and partnerships, boosting revenue by 15% and attracting more sponsors and participants.

Bare Knuckled Promotion Pvt. Ltd., Noida as Social Media and Content Manager | July 2022 – September 2023

Key Result Areas:

- Enhanced online presence of UPB events through strategic digital marketing and community engagement hosted by the organization.
- Developed engaging content and managed social media platforms to drive brand visibility.
- Leveraged expertise in digital marketing and graphic design to enhance brand image.

INTERNSHIPS

Finlatics as Business Analyst (Intern) | February 2024 - May 2024

Key Result Areas:

- Involved in data-driven decision-making using MECE method, MS Excel, and Power BI, with experience in solving diverse business cases from multinational technology profitability enhancement to tourism project feasibility analysis.
- Skilled in implementing Power BI for consumer behavior analysis, contributing to informed decision-making processes.
- Utilized unique perspectives to address business problems effectively, emphasizing a comprehensive understanding of data and strategic approaches.

Mentorness as Data Analyst (Intern) | April 2024 - May 2024

Key Result Areas:

SQL Project
- Conducted an SQL project focused on decoding gaming behavior to enhance user experience, then presented the findings and solutions via insightful presentations and videos, fostering improved communication skills and effective conveyance of analytical insights.
- Successfully solved 15 queries to glean insights into player behavior.

Power BI Project
- Utilized Power BI to analyze historical airplane crash data, contributing to risk mitigation efforts in the aviation industry and presented the dashboard in a video format, effectively communicating insights to stakeholders.
- Led the data cleaning process using Power Query Editor and implemented measures to enhance insights.
- Developed a comprehensive dashboard to present analytical findings, showcasing proficiency in Power BI and analytical abilities.

EDUCATIONAL QUALIFICATIONS

- Bachelor of Business Administration (Core) from University of Lucknow, Lucknow | July 2019 – August 2022
- 12th from St. Dominic Savio College, Lucknow | ISC Board | 2018
- 10th from St. Dominic Savio College, Lucknow | ICSE Board | 2016

SKILL SET

Technical Skills: Advance Excel, Power BI, SQL, Python, MIS, Data Management, Figma, AdobeXD,VLOOKUP, Pivot table Google Analytics

Soft Skills: Negotiation, Analytical, Communication, Planning, Numerical Competence, Multitasking, Problem Solving, Time Management