

# Astitva Jha

Indore, Madhya Pradesh (M.P.) -452006

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[PORTFOLIO](#)

[LINKEDIN](#)

## SKILLS

- **Data Analysis** (Microsoft Excel, SQL and Power BI)
- **Database Management** (My SQL)
- **Business Intelligence Tools** (Power BI)
- **Collaboration Tools** (Microsoft Teams, Slack)
- **Requirements Gathering Tools** (Asana, JIRA)
- **Customer Relationship Management Software**
- **Quality Management Tools** (Six Sigma, Lean and Agile methodologies)

## CERTIFICATION

- Software Product Management from Coursera
- Project Management from Coursera
- Data Analytics UX Design from Coursera
- SQL from UDEMY
- Power BI from UDEMY
- Advance Excel from UDEMY
- Business Analytics from UDEMY

## PROFESSIONAL EXPERIENCE

### [Traya Health, Mumbai | February 2024 – Present](#)

#### *Hair Coach*

- Provided personalized hair care advice and treatment plans to clients, leading to significant improvements in hair health and customer satisfaction.
- Conducted in-depth consultations to understand clients' hair concerns and goals, ensuring tailored solutions.
- Tracked client progress and provided ongoing support, resulting in a high rate of treatment adherence and positive outcomes.

### [Career Break | April 2022 – December 2023](#)

#### *Business Manager*

- Led and expanded the family business specializing in the sale of agricultural machinery, including tractors and related equipment.
- Engineered and implemented sales strategies that increased market share and revenue growth.
- Cultivated and maintained relationships with key suppliers, customers, and stakeholders, ensuring the smooth operation of the business.
- Oversaw inventory management, procurement, and logistics, optimizing supply chain operations.

### [Yocket, Mumbai | October 2021 - March 2022](#)

#### *Education Loan Consultant*

- Built and maintained strong relationships with students and clients, guiding them through the education loan application process.
- Educated clients on the features, benefits, and terms of various loan options, ensuring they made informed decisions.
- Managed financial counseling, addressing inquiries and concerns, and overseeing the collection and verification of necessary documents for loan applications.
- Generated comprehensive reports on loan applications, disbursements, and relevant metrics for internal and external stakeholders.

### [Trujet Airline, Indore | July 2019 - Sept 2021](#)

#### *Customer Service Executive*

- Resolved customer issues efficiently, resulting in a significant decrease in service complaints.
- Demonstrated effective communication skills, ensuring clear and concise information delivery to customers, leading to a reduction in query resolution time.
- Coordinated with cross-functional teams to address customer concerns promptly, contributing to a noticeable improvement in overall service quality.

## EDUCATION

### [Bachelor of Technology in Civil Engineering \(2017-2021\)](#)

Prestige Institute of Engineering, Management and Research

## PROJECTS

### [AMBER STUDENTS \(A Mobile Application\)](#)

- Conducted quantitative research and competitive analysis to understand student accommodation needs and market gaps.
- Created personas, empathy maps, and customer journey maps to inform user-centric design decisions.
- Developed paper sketches and wireframes, progressing to high-fidelity designs for the application.

### [Phone Pe Rewards Program](#)

- Developed solutions to highlight the rewards section prominently on the homepage for better visibility.
- Proposed enabling rewards for direct invites, enhancing the referral system beyond the "refer & earn" restriction.
- Suggested sending cashback directly to wallets instead of gift cards, simplifying the user experience.