Vineet Kuntal
MBA Marketing & Business Analytics

Detail oriented Business Analyst with expertise in turning data into actionable insights to drive business success. Proficient in tools like Excel, Power BI, Python, and SQL. Experienced in data visualization, data manipulation, and predictive analytics to support decision making processes and improve business outcomes in a fast-paced organization.

Education:

- MBA (Business Analytics) from GLA University, Mathura (2023-25)
- B Tech. (Electrical) from MAIET, Jaipur (2018-2022)
- 12th (PCM) from CBSE Board (2018)
- 10th from CBSE Board (2016)

Internships:

SLMG Beverages (The Coca Cola Company):   **(June 2024-Aug 2024)**
Marketing Analytics Intern

- Conducted data analysis to uncover market trends and customer behavior, identifying opportunities to optimize marketing strategies and campaigns.
- Developed dashboards in Power BI to provide insights on market trends and consumer preferences.
- Provided through statistical techniques, to identify new market opportunities and potential risks.

Teleperformance Global Services Pvt Ltd: **(2022-2023)**
Customer service executive (Amazon)

- Managed customer queries and provided exceptional service, earning a "Best Customer Handling Award" for superior response times and resolution rates.
- Analyzed customer service data to identify key trends, helping improve service efficiency

Projects:

- **Capstone Project:**
  Global Business Simulation by CESIM
  Scenario Analysis: Conducted in-depth market and operational analysis, aligned with 15+ real-world cases to validate assumptions and improve project outcomes. Key Metrics: Measured demand trends, pricing shifts, plant schedules, supply chain efficiency, financial performance, and feature upgrades to build a comprehensive performance matrix.
  Demand Forecasting: Projected future demand to outline growth paths, delivering actionable insights and visuals for strategic planning over the next 2-4 rounds.
- **Coffee Store Data Analysis**
  Applied predictive modelling and statistical analysis to identify profitable areas for margin enhancement and presented key business insights, Market trends

Certification:

- Microsoft Excel: Beginner to Advanced | Great Learning
- SEO Principles: An Essential Guide for Beginners by Semrush
- Structured Query Language (SQL) | Coursera
- Python Data Analytics | Coursera

Contact Details:

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📍 Mathura

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Core Competencies:

Technical Skills:
MS Excel
Power BI
Python
SQL
SEO

Interpersonal Skills:

Problem Solving

Collaboration

Team Working Skills

Area of Interest:

Marketing Analytics

Business Intelligence

Consultation