

DEEKSHA SINGH

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SKILLS SUMMARY

- **Tools/Platforms:** Tableau, Power BI, MS-Excel, IBM Cognos, IBM SPSS Modeler, IBM Watson
- **Soft Skills:** Problem-Solving Skills, Analytical Skills, Rational and Critical Thinking, Continuous Learner

INTERNSHIP

- **SEMS Welfare Foundation | Noida** Jun' 2024 – Aug' 2024
Market Research Intern
 - Conducted extensive **market research** on **500 financial startups** registered with the Indian government, analyzing critical business parameters including founders, establishment year, business model, revenue figures, funding rounds, profitability status, key investors, market position, and competitive landscape.
 - Compiled data on target audience, geographical presence, user base, key partnerships, and unique selling propositions, providing actionable insights for industry trends and analyzing competitors' strategies.
 - Created **comprehensive reports** and presentations summarizing key findings, helping stakeholders understand market opportunities and challenges.
- **UNCODEMY | Noida** Jan' 2023 – Mar' 2023
Content Writing Intern
 - Produced **SEO-optimized** educational content to enhance audience engagement and online visibility in the EdTech sector.
 - Investigated industry-specific content requirements and structured high-impact materials for targeted learners.
 - Coordinated with subject matter experts to ensure accuracy, clarity, and relevance in the educational materials created.

PROJECTS

- **Risk Analysis of Canara Bank** Dec' 2024
 - Performed a detailed **risk assessment** for Canara Bank by analyzing historical financial data spanning the past five years.
 - Assessed and quantified Credit Risk, Market Risk, Liquidity Risk, and Operational Risk using statistical models and **risk management frameworks**.
 - Calculated **Value at Risk (VaR)** to estimate potential financial losses under different market conditions, incorporating historical simulation and variance-covariance methods for accuracy.
- **Portfolio Management and Performance Evaluation** Oct' 2024
 - Designed and managed an **investment portfolio** consisting of 11 companies, including Hindustan Aeronautics Ltd, Tata Motors, HDFC Bank, Infosys, and Asian Paints, selected based on financial performance, industry trends, and risk-return profiles.
 - Analyzed key financial metrics such as P/E ratio, PEG ratio, ROCE, ROE, revenue growth, operating profit, and net cash flows to optimize asset allocation and minimize risk.
 - Monitored and evaluated the portfolio's performance over a three-week period, achieving a **total return of 1.31%** through strategic investment decisions and market analysis.
- **Churn-Prediction Model | LPU** Sep' 2024
 - Developed a **bank customer churn prediction model** using Python and machine learning techniques.
 - Applied **data preprocessing, feature engineering, and classification algorithms** (logistic regression, decision tree, random forest) to predict churn probability.
- **Supervised Learning Model | LPU** Sep' 2024
 - Designed a **sales prediction model** to analyze **correlations between advertising metrics and sales**.
 - Utilized multiple **linear regression and decision tree models** to estimate the impact of marketing efforts on sales.
 - Conducted feature importance analysis to identify key advertising variables that influence sales performance.

CERTIFICATIONS

- Grant Thornton Bharat's Advance Excel, GT Thornton Bharat Jan' 2025
- Business Analytics by IBM Skills Network Sep' 2024
- Data Fundamentals by IBM Apr' 2024
- IBM Cognos Analytics by IBM Feb' 2024

ACHIEVEMENTS

- **Secured 1st position in Learnbiz Simulation game for Strategy | LPU**
 - **Secured 2nd position in presentation skills during Industrial Training | LPU**
- At the Industrial training with IBM for Business Analytics*

EDUCATION

- **Lovely Professional University** Punjab, India
Master of Business Administration; CGPA: 8.40 Since Aug' 2023
- **Isabella Thoburn College** Lucknow, India
Bachelor of Science; Percentage: 62.72% Aug' 2018 – Aug' 2021