Kunal Varma

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Work Experience

Business Analyst Intern   Jun' 2024 – Jul' 2024

Epitome TRC/Work from home

- Conducted detailed data analysis of 200+ distributers store and created comprehensive reports to support business decision-making processes. Utilized tools like Excel, power bi and Tableau to identify trends and insights.
- Assisted in market research and competitive analysis to identify business opportunities and industry trends. Compiled and presented findings to senior management.
- Collaborated with stakeholders to gather and document business requirements for various projects. Facilitated meetings and workshops to ensure clear communication and understanding of project goals.
- Analyzed existing business processes and identified areas for improvement. Recommended and implemented process enhancements to increase efficiency and reduce costs.

Technical Recruiter Intern (7 Months)

MWIDM.Inc

- Candidate sourcing: Utilized a variety of recruitment tools and platforms, including job boards such as Dice,
- Candidate communication: Maintained regular communication with candidates to ensure a positive candidate experience and to follow up throughout the hiring process, including extending and negotiating job offers.
- Applicant Tracking System (ATS) management: Proficient in using Ceipal as an ATS to manage recruitment

Marketing Intern   May '22-Aug'22

AIM INDIA | BFSI

- Done marketing and promotion for a newly launched Insurance Scheme Coordinated with marketing and design team to illustrate articles.
- Contributed to sales and joined hands with HR department and successfully recruited more than 10 potential interns for the company.
- Proactively participated in every event held by the company and got awarded in pre-early bird competition for making sales of insurance plan worth 60k INR

Projects

Pizza Hut Sales Data Analysis with SQL   Jul' 2024

- Designed and implemented the database schema to organize sales data of 10000+ rows efficiently.
- Performed aggregations and calculations to analyze sales trends, peak hours, and top-selling items.
- Generated comprehensive reports and dashboards to visualize key metrics using SQL and BI tools.

Amazon Prime Data Analysis dashboard with Power BI | IBM Jan'2024

- Developed a comprehensive dashboard using IBM Cognos for analyzing Amazon Prime's 50000+ library of movies and TV shows, showcasing key details such as ratings, cast, directors, and release years.
- Utilized Amazon Prime dataset with nearly 10,000 entries and over 200 million global subscribers, demonstrating skills in data analysis and visualization while working with large-scale media streaming platform data.

Local Brand Sales Initiative| LPU   Dec'23

- Identified and collaborated with a local brand specializing in leather products.
- Strategically planned and executed a sales campaign within a university setting.
- Promoted leather products through targeted marketing and effective communication techniques. Achieved a revenue generation target of ₹10,000 by driving sales and fostering customer engagement.

Certificates

IBM Cognos Analytics V11   **Jan' 2024**

Gained hands on experience on intuitive platform for preparing, exploring, and visualizing
data, creatinginteractive dashboards and reports, all while ensuring data governance and
collaboration within team.

Power Bi | Udemy   **Sept' 2023**

Gained experience creating interactive dashboards and reports that drive data-driven decision-making and enhance business
insights.

MS Excel | Grant Thorton   **Nov' 2023**

Technical Skills

Technologies: Power BI, Tableau, SQL, IBM Cognos, MS Office
Power Skills: Problem-Solving, Leadership, Communication, Time Management, Adaptability

Education

Lovely Professional University   **Aug'2023 – Present**
Master of Business Administration — CGPA: 8   *Phagwara, Punjab, IN*

Lovely Professional University   **Aug' 2020 – Jun' 2023**
Bachelor of Business administration — CGPA 8.1   *Phagwara, Punjab, IN*