

# Ishan Raj

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## EDUCATION

**UPES – GPA: 8.57**

*Dehradun*  
*May 2026*

MBA

*Emphasis: Finance*

**Manipal Academy of Higher Education – GPA: 7.73**

B.A.

*Emphasis: Foreign Languages and Intercultural Studies*

*Manipal*  
*May 2022*

**Litera Valley School – GPA: 5.26**

12<sup>th</sup>, CBSE / PCM

*Patna*  
*May 2019*

**Loyola High School – GPA: 8.00**

10<sup>th</sup>, CBSE

*Patna*  
*June 2017*

## EXPERIENCE

**Bajaj Capital Ltd**

*Wealthpreneur Intern*

*Gurugram*  
*June 2025 – August 2025*

- Performed structured market research and competitor mapping across 50+ mutual funds to produce prioritized opportunity lists for business development.
- Delivered data-driven reports highlighting competitor performance and market trends for strategic decision-making.
- Created 6+ client-facing presentations and dashboards for internal and external stakeholders.
- Leveraged Excel and Power BI to visualize sector insights supporting business strategy formulation.

## PROJECTS

**Market Research Project**

*Project Title: "Competitor Analysis in the Indian Aviation Sector – Indigo Airlines".*

*Dehradun*  
*September 2025 – October 2025*

- Conducted extensive research on 4+ market competitors and regulatory dynamics.
- Analyzed industry data trends and consumer demand patterns using Excel and Power BI
- Delivered a comprehensive research report summarizing key findings and actionable insights.

**Institute: School of Business, UPES**

*Project Title: "Consumer Behavior Analysis Using Regression and ANOVA".*

*Dehradun*  
*March 2025 – April 2025*

- Conducted multiple regression analysis in SPSS to identify factors influencing consumer purchase decisions.
- Applied ANOVA to compare spending patterns across different demographic segments, highlighting key differences.

## LEADERSHIP & INVOLVEMENT

**Buzz: The Communication Society**

*Sub Head Photography and Videography*

*Dehradun*  
*August 2024 – Ongoing*

- Successfully led cross – functional team of over 30 students from my department for multiple events.
- Created event reports and presentations for internal/external stakeholders.
- Developed visual storytelling and documentation materials to communicate outcomes effectively.

## CERTIFICATIONS

- BCG - Data Science & Analytics Virtual Experience from Forage *November 2025*
- SQL for Beginners: Learn SQL Using MySQL Database from Udemy *November 2025*
- Accenture Strategy Consulting Virtual Experience from Forage *September 2025*
- Tata Gen AI Powered Data Analysis Virtual Experience from Forage *September 2025*
- Certified in Trending Technologies- Power BI from 4Achievers through 4Achievers *September 2024*

## SKILLS & INTERESTS

- **Applications:** Microsoft Word (Intermediate), Microsoft Excel (Intermediate), SPSS (Intermediate), Tableau (Beginner), Power Bi (Beginner), Gretl (Beginner), SQL (Beginner).
- **Languages:** English (Advanced), Hindi (Proficient), French (B2), Spanish (A1)
- **Interests:** Volunteering, Road Trips, Photography, Video Editing
- **Skills:** Financial Analysis, Data Analysis, Time Management, Leadership, Team Work, Problem Solving, Financial Modelling, Analytical Accuracy, Business Research Methods, Strategic Management, Marketing Analytics, Consumer Insights.