

# ARIJIT DUTTA

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## PROFESSIONAL SUMMARY

MBA professional with expertise in business strategy, financial analysis, and market research. Skilled in problem-solving, cross-functional teamwork, and data-driven decision-making using Power BI and Excel, with hands-on experience in risk and market analysis.

## WORK EXPERIENCE

### Marketing and Financial Strategies (Internship), Agile Capitals

August, 2022 – September, 2022

- Conducted weekly analysis of customer data using Excel to identify key financial and marketing trends.
- Performed comprehensive market research to support strategic planning and risk assessment.
- Developed and presented monthly reports with various graphical representations to senior management.
- Delivered actionable insights through presentations that influenced company decision-making and improved strategy effectiveness.

### Business Development Executive, DayNight Media Pvt.Ltd

April 2023 – May 2024

- Analyzed customer data using Excel to evaluate advertisement effectiveness and identify client needs. Monitored and managed customer advertising funds to ensure optimal allocation and ROI.
- Managed invoicing and prepared financial reports related to customer accounts to ensure accurate billing and financial tracking.
- Collaborated cross-functionally with marketing and design teams to deliver tailored advertising solutions that met client objectives.

## EDUCATION

### Masters of Business Administration (Pursuing)

Pranveer Singh Institute of Technology, Kanpur

Kanpur[2026]

### Bachelor in Business Administration

Chhatrapati Sahu ji Maharaj University, Kanpur [69%]

Kanpur[2023]

### Intermediate [Commerce]

Dr Virendra Swaroop Education Centre, Kanpur [CBSE] [75%]

Kanpur[2020]

### High School

Dr Virendra Swaroop Education Centre, Kanpur [CBSE] [80%]

Kanpur[2018]

## CERTIFICATIONS

- Understanding Risk management in Financial Sector, TCSION
- Risk job simulation, GOLDMAN SACHS
- Microsoft Office Specialist (Excel Associate Microsoft 365),
- Participation in National Financial Literacy Quiz 2025, NISM
- Discounted Cash flow Modeling
- SEBI Investor awareness test
- Course on Computer Concept

## SKILLS

Proficient in Microsoft Office (word, Excel, PowerPoint, SQL), Problem solving and leadership, Presentation and Communication skills, Team building and Time management, Data Analysis, Market Research, Customer Relationship Management, Proficient in Six Sigma principles

## PROJECTS

### Solar Energy based Portable water purifier

Dec-2024

- Enhanced customer experience by developing a solar-powered portable water purifier.
- Differentiated market positioning through sustainable, eco-friendly water purification solutions.

## LANGUAGES

English, Hindi, Bengali