

Muskan Soni

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PROFESSIONAL SUMMARY

Detail-oriented MBA student specializing in Finance and Marketing, aiming to leverage analytical, research, and financial management skills to support data-driven business and policy decisions.

EDUCATION

Pranveer Singh Institute of Technology, Kanpur (Affiliated with A.K.T.U.)
MBA – Finance & Marketing | 2024 – 2026 | SGPA: 8.57

PSIT College of Higher Education (C.S.J.M.U.)
Bachelor of business administration (BBA) | CGPA: 8.62/10 | 2021 – 2024

Air Force School, Cantt Kanpur

- Intermediate (2021): 81.8%
- High School (2019): 73.2%

PROJECTS

Consumer Behaviour Towards FMCG Products | 05/2022 – 07/2022

- Analysed consumer spending patterns using survey data (200+ responses).
- Identified key financial factors influencing purchase decisions for pricing and demand forecasting.

Stationary Vending Machine – Financial Feasibility Study | 12/2024 – 02/2025

- Developed business and financial model with break-even and ROI analysis.
- Projected 20% profitability growth through optimized machine placement.

INTERNSHIP

Research in Finance – International Institute of SDGs and Public Policy Research | September - December 2025

Conducted finance research at the International Institute of SDGs and Public Policy Research, focusing on analysing the impact of GST 2.0 on India's FMCG sector. Assessed changes in pricing, supply-chain efficiency, and tax compliance to evaluate overall industry implications.

SKILLS

TECHNICAL SKILLS: Power BI (Data Visualization & Reporting), Introductory Tableau, MS Office Suite

FINANCE CORE SKILLS: Capital Budgeting, Ratio Analysis, Investment Analysis

MANAGERIAL SKILLS: Project Management, Strong Verbal & Written Communication, Collaboration & Teamwork, Presentation & Public Speaking, Adaptability

CERTIFICATIONS

- Microsoft Office Specialist: Excel 2019 Associate
- Tableau Certification – PSITCHE
- Winner – Finance Demystified Competition (PSIT)
- Certified in Cash Flow Management – HP Life Online Course
- Digital Marketing – Infosys Springboard
- Power BI Data Analyst Prep – Coursera
- Business Finance: A Complete Introduction – Udemy | Aug 2025