



SATAKSHI SETHI

MASTER OF BUSINESS ADMINISTRATION (BUSINESS ANALYTICS)

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OBJECTIVE	A result-oriented MBA student specializing in Business Analytics with a focus on Operations and Marketing. Skilled in data analysis, statistical modeling, and visualization to optimize processes and enhance marketing strategies. Seeking opportunities to apply analytical and managerial skills to improve efficiency and drive business growth.
SKILLS	<ul style="list-style-type: none"> ▪ Tools & Techniques- Power BI SQL Python Microsoft Excel ▪ Soft Skills – Adaptability Effective Communication Problem solving Analytical & Critical Thinking ▪ Expertise - Data visualization Data Cleaning and Transformation

INTERNSHIP EXPERIENCE		
Sales and Marketing Research Trainee, Outlook India Pvt. Ltd.	2 Months	16th June 2025 To 15th Aug2025
Roles and Responsibility	<ul style="list-style-type: none"> • Promoted magazine subscriptions through customer outreach, direct interaction, and campaigns, while handling customer queries and feedback. • Collected, organized, and maintained subscription & sales data in MS Excel for tracking and reporting. • Cleaned, processed, and analyzed customer data using Python (Pandas, NumPy, Matplotlib) to identify sales patterns and renewal trends. • Designed visualizations, dashboards, and reports to provide insights on campaign responses, customer satisfaction, and subscription performance. 	

ACADEMIC PROFILE				
Qualification	Institute	Board/University	Year	%/CGPA
MBA	Jaipuria Institute of Management, Ghaziabad	Abdul Kalam Technical University, Lucknow	2024-26	7.69 (Till date)
BSC	DAV College, Muzaffarnagar	Choudhary Charan Singh University, Meerut	2020-22	51.3%
XII	M.G. Public School, Muzaffarnagar	CBSE	2019	75.6%
X	M.G. Public School, Muzaffarnagar	CBSE	2017	87.4%

PROJECTS		
Python Project- Indian Traffic Violation Dataset	<ul style="list-style-type: none"> • Built and evaluated ML models (Decision Tree, Random Forest, Logistic Regression) to classify traffic violations (e.g., Over-speeding, No Helmet, Signal Jumping) using Python. • Performed data preprocessing with Label Encoding, applied stratified train–test split, and evaluated performance with accuracy, confusion matrix, and classification report. • Generated predictions on new inputs and decoded outputs into human-readable violation types for clear interpretation. 	2025
Mini Project on Hindipath	<ul style="list-style-type: none"> • Designed “HindiPath”, an AI-powered EdTech app to teach Hindi reading, writing, and speaking. • Conducted market research, feasibility analysis, and strategic evaluation using SWOT & PESTLE. • Built a lean business model with financial projections and proposed AI-driven features like NLP, speech/handwriting recognition, and gamification. 	2025
Financial Analytics - EY	<ul style="list-style-type: none"> • Designed interactive Power BI dashboards using DAX to track revenue, expenses, profit, assets, and cash flow, improving financial performance visibility. 	2025
HR Analytics - EY	<ul style="list-style-type: none"> • Completed a project on HR Analytics during EY Classes (Oct 2024), applying data analysis techniques using Power BI. • Utilized Power Query to clean, preprocess, and structure employee datasets for analysis. • Built interactive dashboards to deliver actionable HR insights and support data-driven decision-making. 	2024

CERTIFICATIONS	<ul style="list-style-type: none"> • Complete SQL Bootcamp: Go from Zero to Hero – (Ongoing). • Building Powerful Reports and Dashboards in Power BI- Microsoft – (Ongoing). • Successfully completed “Decision making with Spreadsheet” course affiliated by Indian Institute of Technology Roorkee from July to October-2024(12 weeks) – NPTEL. • Successfully completed “Business Analytics & Text Mining Modeling using Python” affiliated by Indian Institute of Technology Roorkee from July to September-2024(8 weeks) – NPTEL.
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CO-CURRICULAR ACHIEVEMENTS	
Jaipuria Institute of management	<ul style="list-style-type: none"> • Participated in Hackathon 2024, 28th November 2024. • Participated in Fashion Show at Mercato 2024, 21st December, 2024. • Co-ordinator of Poster Making at Mercato 2024, 21st December, 2024. • Nominated for patent of Mini Project Startup Idea. • Proactive member of Cultural & Dramatics Club

