

Hritik Shrivastava

hritikshrivastava001@gmail.com | 7024188831 | linkedin.com/in/hritik-shrivastava-2b2237216

CAREER OBJECTIVE

Analytical thinker with a growing foundation in Business Analytics and hands-on exposure to clustering models, market basket analysis, financial insights, and business intelligence tools. Focused on transforming complex datasets into actionable strategies that drive smarter decisions and performance outcomes. Looking to contribute to a growth-oriented environment where data isn't just collected, it's understood, applied, and turned into real business impact.

EDUCATION

MBA (Business Analytics)

Jagran Lakecity University, Bhopal 06/2025

BBA (Human Resource)

Ram Krishna Dharmarth Foundation
University, Bhopal
06/2023

EXPERIENCE

Grant Thornton Bharat Data Analytics Intern

June 2024-August 2024

- Leveraged machine learning techniques (Hierarchical Clustering & K-Means) to identify behavioural patterns and meaningful clusters for strategic analysis.
- Applied Market Basket Analysis with the Apriori algorithm to decode buying behaviour and highlight strong product correlations.
- Performed RFM-based customer segmentation to support improved retention and targeted engagement strategies.
- Utilized Time Series methodologies to forecast trends and assist in insight-driven business planning.
- Built interactive Power BI dashboards to translate complex financial datasets into clear, actionable visual insights for internal review.

Business Development Executive (BDE)

Edushala Academy

Jan 2025-November 2025

- Leading front-end client interactions, assisting prospective students with course suitability and enrollment decisions.
- Maintained and analyzed lead and conversion data using CRM tools to track funnel performance and support decision-making.
- Supporting post-sales execution, including class coordination, attendance management, and student communication.
- Collaborating with internal marketing and administrative teams to streamline onboarding and support transparency in operations.
- Executing targeted outreach and communication campaigns to enhance brand presence and generate consistent inquiries.

Functional/Behavioral Skills

- Communication skills, Analytical Skills, Resilient, Time management

Technical Skills

- Microsoft Office- Advance
- Power BI- Advance
- Tableau- Beginner

Languages

- English - Advance
- Hindi – Intermediate

Certificates

- Corporate Finance II: Financing Investments and Managing Risk – Coursera
- Microsoft 365 Fundamentals – Coursera
- Tableau Data Analyst Certification Preparation – Coursera
- Financial Management – Coursera