

Riya Gupta

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Summary

PGDM candidate specializing in Finance & International Marketing with strong exposure to market research, business strategy, and data-driven decision-making. Experienced in analyzing market trends, evaluating business opportunities, and supporting go-to-market strategies. Passionate about international market expansion, technology-driven business models (AI, digital platforms), and working in high-impact, founder-led environments.

Skills

Business Skills: Market Entry Strategy, Competitive Analysis, Go-to-Market Strategy, Business Model Development, International Market Research, Strategic Thinking, Communication, Adaptability, Learning Agility, AI, Digital Business Models, Data-Driven Decision Making

Research and Publication

Published in MERC 2025 (Marketing & Entrepreneurship Research Conference-IIM Kashipur)

March, 2025

Research topic: Game On: AI & Gamification for Safer, Smarter Derivatives Trading

- Conducted SLR and LDA topic modelling on 442 studies to evaluate AI & gamification in derivatives trading.
- Used the Delphi technique to refine and validate constructs for a 2x2 capability-maturity framework integrating EMH & Behavioural Finance Theory
- Proposed FinTech intervention strategies to enhance market efficiency and mitigate cognitive trading biases.

Experience

SMC Global Securities Private Limited

May-June, 2025

Data Researcher

Delhi, Ind

- Conducted in-depth market and sector analysis to identify investment opportunities, emerging trends, and competitive positioning across industries.
- Applied data-driven frameworks (DCF, valuation multiples) to support strategic decision-making and business insights.
- Analysed market indicators (RSI, MACD, moving averages) to derive actionable insights for trend forecasting and market behavior understanding.

Decathlon Sports India Private Limited

October, 2023 – March, 2024

Omni Sport Leader

Gurugram, India

- Led sales and customer engagement for the Swimming and Running departments to drive revenue growth.
- Managed inventory, visual merchandising, and stock replenishment for optimal store performance.
- Achieved the 'Digital Ninja' title by converting 67 online orders and selling products in bulk to retailers.

Live Projects

Kantar Operations

February, 2025

Data Researcher

Delhi, India

- Techniques for effective primary data collection and its real-world significance
- Hands-on exposure to market research methodologies and industry best practices

Aeon Company

November, 2024

Noida, India

- Conducted research on- Evaluation of Cost Control Techniques in Product Manufacturing
- Explored how AI enhances automation and analytics, improving production efficiency in Samsung Electronics.

Awards & Achievements

- 1st position in Data Vault Heist
- Member of the Sponsorship Committee in KhelFiesta
- Miss Eve of PGDM 2024-26
- President of Personality Development Club

March, 2025

December, 2024

November, 2024

January, 2021-23

Education

I Business Institute

June, 2024 – 2026

Post Graduate Diploma in Management (8.93GPA)

Greater Noida, Uttar Pradesh

United Institute of Management (FUGS)

June, 2020 – 2023

Bachelor of Business Administration (78%)

Prayagraj, Uttar Pradesh