

PAYAL JENA

PROFILE

MBA student specializing in Finance and Business Analytics, with a solid foundation in financial management, risk assessment, and data-driven decision-making. Skilled in Excel and data analysis, with the ability to interpret financial data and present actionable insights. Strong in problem-solving, teamwork, and communication, with a focus on applying finance and analytics to drive efficiency and organizational growth.

PROFESSIONAL EXPERIENCE

Tax Advisor

Taxblock Professional Services Private Ltd. | 2025

- Assisted in the preparation and filing of income tax returns for individuals and small businesses.
- Supported senior advisors in reviewing tax computations, deductions, and exemptions as per current tax laws.
- Contributed to drafting tax-related documentation and compliance reports.
- Helped in resolving basic client queries related to income tax and compliance requirements.
- Gained practical exposure to direct taxation, compliance procedures, and client handling.

PROJECTS

A comparative study of consumer brand perception- Apple vs Samsung

- The study highlights that Apple, with a 92% brand loyalty rate, is perceived as a premium and emotionally resonant brand. In contrast, Samsung, favored for innovation and affordability, holds a lower loyalty rate of 77%.
- Financially, Apple led with a revenue of \$383.29 billion in 2023, driven largely by iPhone sales (52.3%), while Samsung earned \$188.98 billion. These insights underline Apple's strength in emotional branding and retention, while Samsung competes on technology and value.

Business Prospects of Street Vendors

- Analyzed the business model of 50+ street vendors through surveys and interviews, identifying challenges in credit access, competition, and regulations.
- Found that average daily earnings ranged between ₹1,200-₹2,500, highlighting street vending as a sustainable livelihood option with growth potential through financial inclusion.

CONTACT

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EDUCATION

Birla Global University

Masters in Business Administration
2024-2026

Ramadevi Women's University

Bachelor of Commerce
2021-2024

Army Public School, Guwahati

Higher Secondary School
2018-2021

Army Public School, Lucknow

Secondary School
2018

SKILLS

- Microsoft Excel
- Effective Communication
- Data Analysis
- Accounting and Financial Management
- Teamwork

ACHIEVEMENTS

- Recognition Achievement- Awarded by Governor of Odisha for Best Cadet NCC.
- Leadership Role- National Cadet NCC (2021-24) - TSC.
- Athletic Accomplishment- Won medals in sports and athletics.