

Riya Gupta

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Summary

PGDM (Finance & International Marketing) candidate with real-world experience in equity analysis, market research, and financial reporting. Demonstrates strong skills in data interpretation, and business strategy, seeking to contribute to a forward-thinking organization in roles that bridge finance, marketing analytics, and business development.

Skills

Core Skills: Financial Modelling, Equity Research and Report Writing, Technical and Fundamental Analysis of stocks, Market Research, Data Analysis and Software Proficiency , Python, Advance Excel, Tableau, Power BI

Soft Skill: Communication, Leadership, Adaptability, Learning Agility

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

- Acquired knowledge of stock market operations and trading mechanisms.
- Performed Fundamental Analysis using financial statements, ratio analysis, sector benchmarking, and valuation techniques (DCF, PE multiples).
- Conducted Technical Analysis applying trend analysis, Moving Averages, RSI, MACD, and candlestick patterns to generate trade signals.

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