



Abhilipsa Acharya

Female | 23

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Professional Summary

Detail-oriented and analytical professional with a strong foundation in data analysis, market research, and consumer behavior. Skilled in Excel, SQL, Tableau, and Power BI for data analysis, reporting, and visualization. Experienced in analyzing datasets to identify trends, generate actionable insights, and support strategic decision-making. Known for strong problem-solving abilities, structured thinking, and effective communication, with a keen interest in leveraging data to enhance business performance.

Academic Achievements

Degree	Year	Institute	%/ CGPA
PGDM	2024-2026	Indus Business Academy	<i>pursuing</i>
BBA	2020-2023	Presidency College, Berhampur University	72.9%
Class XII	2020	Jupiter HS School (Odisha Board)	53%
Class X	2018	S.S.V.M Ramahari nagar, Ganjam (HSc)	73.8%

- Specialization: Marketing and BA

Internship Experience

Optymoney

Marketing Intern

Mar 2025 – Aug 2025

- Analyzed performance metrics and keyword trends to optimize 15+ blogs and newsletters, achieving first-page rankings for multiple keywords and increasing organic traffic by 1,000+ users through insight-driven strategies.
- Evaluated off-page SEO performance and implemented backlink strategies, building 100+ high-quality links to enhance domain authority, search visibility, and overall performance metrics.
- Assisted in KYC verification and client onboarding processes by reviewing customer information and validating documents, ensuring accuracy and compliance with financial requirements.

HyggeX Private Ltd.

Content Development Intern

Nov 2021 – Feb 2022

- Created clear and well-structured presentations for CAT preparation, based on analysis of previous years' questions and exam patterns.
- Researched and reviewed possible question types, organized content accordingly, and documented insights to support timely and accurate delivery.

Academic Projects

- **Market Research Project (2024):**
Worked in a team of 6 to study organizational sustainability and consumer behaviour. Conducted basic data collection, reviewed consumer preferences, and analysed findings to understand how sustainability practices affect customer perception and buying behaviour.
- **Retail Store Audit (Van Heusen & Louis Philippe):**
Observed customer footfall, sales behaviour, staff interaction, visual merchandising, and store layout. Compared both stores to understand differences in customer engagement, selling approach, and overall retail experience.

Certifications

- Global Immersion Programme, Ureka Global Innovation Hub, Dubai (UAE)
- Certificate in Tableau from Presidency College
- SEO Fundamentals from Udemy
- Certificate in Python from U-demy

Extra-Curricular Activities

- Procurement Head – OM Club (Operation Club): Coordinated procurement activities and supported planning and execution of club events.
- Co-Author, Tapestry of Life Anthology from Spectrum of Thought Publications
- Volunteered in a fundraising campaign with Suvidha Foundation
- Performed in college cultural events as part of dance activities