



# DEBASISH DAS

✉: [debasish.das.000099@gmail.com](mailto:debasish.das.000099@gmail.com) | 📞: +91 8471867505

LinkedIn: <https://www.linkedin.com/in/debasish-das-b5a486137/>

## ACADEMICS

Qualification	Institute	Board / University	Year	% / CGPA
PGDM(Finance)	Indus Business Academy, Bangalore	AICTE	2026	72.5%
B.Tech (CSE)	Lovely Professional University	LPU	2021	67.7%
XII	Chandraprabha Saikiani Academy of Science	AHSEC	2017	64.2%
X	St. John's HS School	SEBA	2015	79.17%

## INTERNSHIPS

<b>Vecros Technologies Pvt. Ltd – Sales &amp; Marketing Intern</b> <i>March 2025 – April 2025</i>	<ul style="list-style-type: none"><li>Implemented <b>B2B client prospecting and digital outreach</b>, generating qualified leads through targeted channels.</li><li>Ran daily outbound <b>email campaigns of 50+ personalized emails using Zoho Mail</b>, applying <b>A/B testing on subject lines</b>, hooks, and content, resulting in higher response and follow-up conversion rates.</li><li>Carried out market and competitor research for a newly launched product to identify target segments and refine outreach messaging.</li></ul>
<b>AGRIM Wholesale Pvt. Ltd – Category Intern</b> <i>June 2025 – September 2025</i>	<ul style="list-style-type: none"><li>Used <b>Zoho CRM to manage client pipelines</b>, track deal stages, and coordinate closures between demand and supply teams.</li><li>Carried Out direct customer calls to understand <b>drop-offs, seasonality issues, and engagement gaps</b>, translating insights into actionable inputs for managers.</li><li>Supported negotiation processes by analyzing demand-supply status and improving response turnaround.</li></ul>

## PROJECTS

<b>Live Project -Business Development Trainee (EXCON 2025) at Repos Energy</b>	<ul style="list-style-type: none"><li>Represented <b>Repos Energy at EXCON 2025</b>, Asia's largest construction equipment exhibition, generating <b>30+ qualified B2B leads</b> through direct engagement and pitching and converted one prospect into a client.</li></ul>
<b>Ola Dashboard using MYSQL and PowerBI</b>	<ul style="list-style-type: none"><li>Expanded an interactive analytics dashboard in <b>Power BI, leveraging SQL</b> to analyze and segment data from 100,000+ Ola customers for actionable insights on demographics, trip frequency, and revenue patterns.</li></ul>
<b>Marketing (Consumer Behavior) Research in Sustainability</b>	<ul style="list-style-type: none"><li>Performed a 3-month study on consumer behavior in sustainability, interviewing over 30 professionals across 10 hospitals and 5 hotels to gather actionable insights.</li><li>Analyzed 100+ survey responses to evaluate the impact of sustainability practices on consumer preferences, identifying a 25% higher preference for eco-friendly services.</li></ul>
<b>Comparative Analysis of NIFTY Sectoral Indices – Pre &amp; Post COVID</b>	<ul style="list-style-type: none"><li>Built an interactive <b>Power BI</b> dashboard to analyze sector-wise performance (Auto, Bank, FMCG, IT, Pharma) from 2019–2025, assessing the impact of COVID-19.</li><li>Calculated and compared key financial metrics including <b>ROI, CAGR, Volatility</b>, and Sharpe Ratio to evaluate sector resilience and risk-adjusted returns.</li><li>Delivered data-driven insights by identifying top-performing and underperforming sectors through trend analysis and peer benchmarking.</li></ul>

## CERTIFICATIONS

<b>Data Analytics Job Simulation - Deloitte Australia.</b>	<ul style="list-style-type: none"><li>Gained hands-on exposure to data cleaning, analysis, and visualization, solving real-world business problems using structured analytical frameworks.</li></ul>
<b>Excel Skills for Business Job Simulation - Goldman Sachs.</b>	<ul style="list-style-type: none"><li>Improved advanced proficiency in Excel-based data analysis, including financial calculations, dashboards, and business reporting for decision-making.</li></ul>
<b>Career Essentials in Business Analysis - Microsoft</b>	<ul style="list-style-type: none"><li>Learned core business analysis concepts, including stakeholder requirement gathering, process mapping, and data-driven problem-solving using modern tools.</li></ul>
<b>Equity Markets Analyst - Finlatics</b>	<ul style="list-style-type: none"><li>Trained in equity research and valuation, covering financial statement analysis, DCF modeling, and investment decision frameworks.</li></ul>

## SKILLS

<b>Core Skills</b>	<ul style="list-style-type: none"><li><b>Data &amp; Analytics:</b> Power BI, MySQL, dashboard creation, data segmentation, insight generation</li><li><b>Sales &amp; Marketing:</b> B2B lead generation, client prospecting, CRM management, email marketing, exhibition-based selling</li><li><b>Business Analysis:</b> Market research, competitor analysis, consumer behavior analysis, reporting</li></ul>
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	<ul style="list-style-type: none"> <li>• <b>Tools &amp; Platforms:</b> Zoho CRM, Zoho Mail, MS Excel (Advanced), PowerPoint, SQL, Power BI</li> <li>• <b>Professional Strengths:</b> Communication, stakeholder interaction, analytical thinking, structured problem-solving</li> </ul>
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**EXTRA-CURRICULAR ACTIVITIES & OTHER ACHEIVEMENTS**

- Finalist in the Finance vertical of "**Ushus,**" a premier Management Fest organized by Christ University, competing among 20 teams.
- **Won First Prize** in Marketing Week, excelling across multidisciplinary events including poster making, street play, PPT presentation, and group dance, showcasing creativity, strategic thinking, and team collaboration.

**POSITION OF RESPONSIBILITIES**

<b>Treasurer of Hunterz Ignite (Marketing Club)</b>	<ul style="list-style-type: none"> <li>• Managed the <b>annual club budget, monitored expenses</b>, and ensured optimal fund allocation across events.</li> <li>• Led financial planning and execution of Marketing Week, coordinating vendor payments and sponsorship utilization.</li> </ul>
<b>Media Head – DYC</b>	<ul style="list-style-type: none"> <li>• Supervised and <b>mentored a team of 8 members</b> for content, promotions, and event coverage.</li> <li>• Directed branding and media operations for YouthVibe, LPU's largest fest, driving digital engagement and on-ground visibility.</li> </ul>