

Deep Kumar Dutta

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Career Objective

MBA in Business Analytics and strong analytical skills to help organizations unlock the value of their data, enhance decision-making processes, and drive business innovation by translating complex data into actionable strategies.

Education

MBA in Business Analytics , Jaipuria Institute of Management, Ghaziabad	2023 – 2026
B.E. in Electronics and Communication Engineering	2019 – 2023
12th CBSE	2019
10th ICSE	2017

Work Experience

Market Research Intern, Cvent India Pvt. Ltd. Dec 2024 – Jun 2025

- Conducted secondary research to update prospect and customer data for the marketing database.
- Analyzed MICE industry trends, competitor benchmarks, and customer insights.
- Identified emerging trends using Cvent tools and market research sources.

Business Analyst Intern, The Outlook Group Jun 2024 – Jul 2024

- Developed KPI dashboards for stakeholders to monitor business performance.
- Conducted market research and churn analysis to improve retention.
- Built a sales forecasting model to predict future sales trends.

Projects

Trendline Insights and Sales Forecasting for Outlook India Magazine – Excel

- Analyzed historical sales data to identify patterns, trends, and anomalies.
- Developed predictive models to forecast sales and optimize resource allocation.

Key Skills

Data Analysis(MS Excel, SQL), Data Visualization(Power BI)

Certifications

- Diploma in Computer Application – Rabindranath Tagore Youth Council
- Diploma in Information & Technology Application – Youth Computer Training Centre
- Tally ERP 9 – Excel Infocom Pvt. Ltd.
- NPTEL: The Joy of Computing using Python
- NPTEL: Soft Skill Development

Extracurricular Activities

- Workshop on IoT-based Societal Computational Approaches.
- Participated in 9th Corporate Summit: “India Vision 2047”.
- Industrial visit to Coca-Cola Happiness Factory.