

Work Experience

Business Analyst – Foqal Analytics

Sep 2024 – Present

- Led migration of a **10+ year SAS/Axiom campaign ecosystem** to a **BigQuery based data platform**, modernizing 125+ data mart tables and identity resolution workflows; **delivered \$700K+ annual savings** and **~40%** faster campaign build cycles.
- Built DataLab from the ground up**, an open-source campaign decisioning platform replacing SAS VI workflows, automating segmentation, QC, scoring, and execution pipelines while **saving \$230K+ annually in licensing costs**.
- Designed scalable data quality and validation frameworks for a US-based major print media outlet with a 32Mn+ addressable audience**, reducing production defects by **70%+** and improving campaign execution
- Delivered **data-driven product insights** and **operational analytics to leadership and U.S. client stakeholders**, influencing platform roadmap decisions, architectural trade-offs, and release prioritization.

Internship

Research Analyst Intern (CEO's Office) – Pay10

Jun 2024 – Sep 2024

- Collaborated** with the Chief of Staff on market sizing, competitive mapping, and GTM strategies for emerging verticals (Carbon Credits, TPAP, TNPL), **identifying revenue opportunities and growth pathways**.
- Designed** sales enablement material for a 15-member team, improving sales engagement and conversion pipeline through structured industry primers and training modules.
- Supported** HR leadership in SOP design and onboarding architecture for 20+ hires, strengthening employee integration and operational readiness.

Investment Banking Intern – JPMorgan Chase & Co.

Jan 2023 – Jun 2023

- Analyzed **financial statements, operational metrics, and asset reserves** for Energy & Renewables companies, **supporting \$30Bn+ in active transactions** using DCF, comparables, and scenario modeling.
- Produced **macro and commodity research briefs** on supply-demand dynamics, OPEC policy impacts, and M&A positioning to inform deal strategy and client negotiations.
- Built **executive-ready valuation models and deal materials** in Excel and PowerPoint, translating complex sector analysis into concise investment narratives for senior bankers.

Educational Background

| Course | Institute | Batch | Remarks |
|--------------------------------|---|-------|---------------------------------|
| B.Tech (Aerospace Engineering) | Punjab Engineering College, Chandigarh | 2024 | CGPA 7.6/10, Top 10 out of 30 |
| AISSCE (Class XII) | SGGS Collegiate Public School, Chandigarh | 2020 | Scored 94.2%, Top 10 out of 160 |
| AISCE (Class X) | DAV Public School, Chandigarh | 2018 | CGPA 9.4/10, Top 10 out of 180 |

Positions of Responsibility

- Co-Convener, PECFEST 2023-2024** Jul 2023 – Nov 2023
 - Led a **200+ member** team across **9+ committees** while managing a budget of **INR80L+** to conduct one of India's largest college festivals
 - Gathered sponsorships worth **INR5L+** and **grew footfall by ~40% YOY to 25,000+** by implementing strategies to optimize attendance

Projects

- Sell Side Deck, Internship Project (JP Morgan)**
 - Developed a **sell-side advisory proposal for a small-cap power company pursuing a Stock-for-Stock transaction**, analyzing deal structuring and valuation implications to support strategic positioning.
 - Conducted comprehensive **valuation analysis including DCF, trading comparables, broker estimates, and transaction comparables**, identifying an **~8% premium valuation opportunity**.
 - Evaluated the target company's financial performance, growth drivers, and market positioning to **unlock US\$900M+ in potential value for a US\$5.3B market cap firm**.
 - Synthesized financial analysis into a **structured investment narrative** and deal rationale, producing an institutional-grade pitch deck suitable for client presentations.
- Synthesis of Sustainable Aviation Fuel, Minor Project**
 - Researched emerging **Sustainable Aviation Fuel (SAF) production pathways**, focusing on **Reverse Chimney Carbon Capture technology** to develop a scalable approach for producing **Green Synthetic Aviation Crude (GSAC)**.
 - Conducted technical and economic feasibility analysis of carbon capture integration into aviation fuel production, **assessing environmental impact, scalability, and industry adoption potential**.
 - Won 1st place in the Airbus Sustainability Challenge**, presenting the solution to a panel of aviation industry experts from Airbus.

Skills

- Analytical:** SQL, Tableau, Jira, Confluence, API Integration, Data Quality & Validation, Excel Modeling
- Project Leadership:** End-to-End Transformation Ownership, Cross-Functional Coordination, Workflow Standardization, Deal Execution Management, Contingency & Risk Planning
- Product & Strategy:** Product Management, A/B Testing, KPI Definition, User Experience (UX), Product Development, User Requirements, Executive Storytelling, Stakeholder Influence & Negotiation, Market/Macro/Sector Research, Competitive Benchmarking

Extra-Curricular Awards

- Awarded **Institute Color** for contribution in **PECFEST** and Cultural Clubs organising committee
- Awarded **Institute Achievers certificate of recognition** for organising **45+ events** across three years
- Awarded **Certificate of Appreciation** by **Rotaract Club PEC** for contribution in fund raising campaigns and food donation drives