

Summary- Graduate with a strong foundation in market analysis, consumer insights, and campaign administration. Proficient in Microsoft Office tools, including excel for data analysis and marketing performance for reporting. Experienced in tracking and analysing market trends competitor activities to enhance strategic marketing decisions. Possess a solid understanding of customer segmentation, marketing cycles, promotional activities, and digital marketing tools. Adept at working in team-oriented environments and ensuring accuracy in marketing data. Quick learner with a keen interest in applying analytical thinking and reporting to optimise marketing strategies.

Software Skills- MS Excel, Power BI, SQL, SPSS

Business Skills- Business/Marketing Analytics, Market Analysis and Research, Strategic Cost Management

Work Experience-

MTE EXIM Pvt. Ltd.

January 2025 – May 2025

Financial Analyst

- Analyzed international market trends to identify the most profitable regions for the export and import of food products.
- Prepared financial reports and forecasts to support strategic decision-making and optimize company resources, leading to a 4% improvement in cost efficiency.
- Supported data entry tasks related to export and import transactions, ensuring accurate and timely record-keeping.
- Assisted in comparing past financial data with current performance to support forecasting and budgeting exercises.

Mahalaxmi Ennore Coke & Power Pvt. Ltd.

August 2023 – Feb 2024

Financial Analyst

- Identified key growth drivers in the Coal & Coke segment, leading to a 10% improvement in segment profitability during the period, and discovered the regions that present lucrative opportunities for both import and export activities, focusing on maximizing profitability.
- Determined the top product categories, utilizing advanced analytical techniques that not only generate substantial revenue but also boost favorable margins.
- Conducted a comprehensive comparison of freight charges across domestic regions, seeking opportunities for optimization.
- Conducted market research and industry analysis to understand market trends and competitive dynamics.

Education-

July 2020 – July 2023

- B.Com(H) from St. Xaviers University, Kolkata
CGPA: 8.26/10;
Dissertation- Investigating the Growth and Impact of Education Technology in India amidst the COVID-19 Pandemic: A Study of the Indian Market

Certifications-

- Power BI and SQL (Microsoft)
- Export and Import (IIEEM)
- Financial Markets (Great Learning)
- Brand Marketing (Coursera)

Accomplishments-

- IELTS – Achieved an overall Band 7.0 in 2025, demonstrating strong English Language proficiency in listening, reading, writing and speaking.
- Gold medalist in a Skating Competition (2017).

Extra-Curricular & Interests

- Conducted educational sessions for 30+ underprivileged children through St. Xavier's University's Social Outreach Program.
- Participated in a Commercial & Fashion Photography competition organized by the Photography Society at St. Xavier's University, Kolkata.
- Vice-captain of the Cricket team at St. Xavier's University, Kolkata from May 2022 to May 2023.

Languages

- English (Fluent)
- Hindi (Native)
- Bengali (Beginner)