

# DIYA KHURDIYA

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## ABOUT ME:

An eager learner with a knack of problem solving and creativity. Business data analyst with a good hold on numbers and data interpretation. Passionate about my extra-curricular activities on the side.

## EDUCATION:

- Ashoka University Aug 2020 - May 2023
  - BSc (Hons.) in Computer Science with a minor in Maths and Entrepreneurship
  - CGPA: 3.52/4.0
- Kensri School Aug 2017 - June 2020
  - 10th (96.6%) | 12th Science (95.4%)

## WORK EXPERIENCE:

### **Tira Beauty | Store operations and Revenue Analyst** Oct 2023 - Present, Mumbai

- Lead cross-functional projects for new store planning, new brand launches, stock inventory management amongst various stakeholders (store teams, category (buying and merchandising) and business planning teams).
- Creating Tableau dashboards and comprehensive data analysis to drive sales, optimize space allocation and opportunities for growth.
- Also actively led a dance creative movement workshop for store BAs to help them sustain higher energy levels, increased concentration and stable mood swings.

## INTERNSHIPS AND PROJECTS:

### **1Digitalstack.ai | Business Analyst intern** June 2023 - Aug 2023 Gurgaon, India

- Developed product page crawlers using Selenium for different ecommerce channels including Amazon, Flipkart, Blinkit, Nykaa.
- Analyzed market share and brand value through Power BI dashboards for multiple big players like HP, Wella, Havas Media
- Breaking down large datasets into insightful overview of SEO, keyword analytics and review sentiments for the client

### **Plastic Scrapwala | Sales and Marketing Intern** June 2021 - Aug 2021

- Prepared a marketing strategy to advertise their mobile app and pitched to 100+ top companies
- Built potential customer relationships and improved **cold calling conversion by 10%**
- Held 10+ app reviews and incorporated relevant feedback to increase user experience of having 5+ new installations everyday

### **Projects | Ashoka University** June 2020 - Aug 2023

- Digital marketing: Travel blog on Wordpress with integrated SEO analysis toolkit, Google Ads management and Google Analytics. Increased viewership and impression rate from 13% to 25%
- Brand Management: Brainstormed a unique product idea called Foodle, and did a brand analysis with a team of 5 people. Conducted feedback and review analysis from top 3 industry experts.
- Tech and product development: Ideated and designed a SaaS service model that can customize social media management for companies through the use of GenAI.
- Built acoustic machine learning model, implemented sentiment analysis, stock, logistic regression analysis

## EXTRA CURRICULARS:

- DANCE**: 13+ years, **trained Bharatnatyam** artist - performed at Natyanjali Festival at Tamil Nadu, Natyanjali Trust at Puducherry, International Folk Festival by The Times of India, Pyramid Valley International shoot with **100K+** views. Started my **own dance classes** of 'DANCEBRO' as a service to the arts and culture community. Actively creating content @[Youtube](#) and @[Instagram](#)
- VOLUNTEER**: Interned at Population Foundation Of India as a project manager, Muskurahat Foundation (collab with Akshay Patra) and TellMeYourStory as a fundraising intern.