



## ABOUT ME

A dynamic and resourceful professional with a proven ability to solve problems, manage relationships, and deliver high-impact results on a 0 caffeine diet. Skilled in business communication, data analysis, and cross-functional coordination, I am passionate about creating value through artistic and technical skills.

**Skills:** Entrepreneurship, Data Analytics, Critical Thinking, Python, Communication fluency, Negotiation, Store planning, space management, brand management, Volunteership, Creativity, Tableau, Excel, Microsoft Word, Powerpoint

## EDUCATION

### Ashoka University | Sonipat, Haryana

Bachelor's Degree in Computer Science | 2020 - 2023

- CGPA: 3.52/4.0

### Kensri School | Bengaluru

- 12th Science (95.4%) | 10th (96.6%) | 2017-2020

## PROJECTS

### Loreal Brandstorm'25 | Feb 2025

- [GROOMIFY](#) - a personal coaching grooming AI powered app for men that syncs with a portable camera (phone screen) or smart mirror for personalized skin and hair analysis and proven action plan of achievable results.
- Team of 3 college and Jagriti Yatra connect

## CERTIFICATIONS

- [Metvy Data analytics Cohort](#)
  - Python programming, basics of SQL, Data analysis tools (Power BI and Tableau)
  - Database management
- Microsoft AI classroom series

## PROFESSIONAL EXPERIENCE

### Revenue Business Analyst & Store Operations Manager

Tira Beauty, Mumbai | Oct 2023 - Present

- Handling planning and coordination of **17 offline stores** with about **150+ Luxury brands** in a lean **team of 2**.
- Worked on streamlining retail store space, ensuring optimal brand placement and category performance leading to an increase in GMROF.
- Key holder of all the store layouts and maintaining the brand positioning with timely updation all single-handedly
- Orchestrated **20+ brand launches**, driving an average **12-15% revenue uplift** within the first 3 months of launch and managed the end-to-end process of a launch.
- Led **7 new store openings**, achieving a 25% higher SPSF (Sales Per Square Foot) through strategic brand placement and strong partner relationships, planned a store from scratch.
- **Optimized merchandising** strategies through [Tableau-driven analytics](#), leveraging custom dashboards & visualisations, resulting in a **10% overall revenue growth** and enhanced brand visibility.
- Spearheaded **brand rationalization** efforts for 17 stores, analyzing **category performance** and **discontinuing underperforming** brands, leading to a **5% increase** in overall **store productivity**.
- Designed and executed **category-wise brand mix plotting** and **regional revenue comparisons**, improving assortment efficiency and driving category growth.
- Led **cross-functional coordination acting as a single point of contact** between the **Planning, BnM, Store Ops, and NSO teams**, ensuring smooth infill coordination, stock replenishment, and tester allocation.
- Streamlined **tester replenishment SOP**, ensuring 100% compliance in stock availability across all 17 stores, minimizing tester shortages and improving customer experience.
- Enhanced store operational efficiency, improving brand execution compliance by 15% and refining visual merchandising processes across all locations.
- **Conducted a self-awareness & behavioral movement workshop** for **400+ warehouse team** members at Tira, enhancing workplace productivity and stress management.

## INTERNSHIPS & PROJECTS

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- **Business Analyst intern**

1Digitalstack.ai | Gurgaon | Jun'23-Aug'23

- Developed automated product page crawlers using Selenium that tracked competitor pricing and positioning across Amazon and Flipkart, enabling real-time market analysis.
- Created dynamic Power BI dashboards driving 5% market share growth for HP and Wella through competitive insights and brand performance tracking.
- Generated strategic recommendations based on market analytics, leading to successful business development opportunities and enhanced client

- **Sales and Marketing Intern**

Plastic Scrapwala | Remote | Jun'21 - Aug'21

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

- **College Projects**

Ashoka University | Sonipat, Haryana | Aug'20 - May'23

- **Digital marketing:** Made a **travel blog on Wordpress** in a **team of 5** for the course **Digital Professional** 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** for the course **Branding and consumer behaviour**, and did a brand analysis with a team of 5 people. Conducted feedback and review analysis from top 3 industry experts.
- Built **acoustic** machine learning model, implemented **sentiment analysis** based **ML algorithm** that classifies a customer review into positive, neutral and negative buckets, **stock**, **logistic regression analysis** for the course **AI and Data Analytics**

## EXTRACURRICULARS

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- **Jagriti Yatra'24 Fellow** | World's largest train entrepreneurial journey
- **Arham Vijja Trainer** | Lifestyle self-discovery program focused on
- Trained **Bharatnatyam dancer** for 13+ yrs, founder of **DanceBro**, featured in **Pyramid Valley International**, **YTFF'24**, **Dance Judge - NMIMS'25**
- Project manager intern at **Population Foundation of India**; fundraising intern at **Muskurahat Foundation** (Akshay Patra) & **TellMeYourStory**