

Sananda Sharangi

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Bharti Airtel

Marketing Analyst Intern

April-June,2024

- Developed a comprehensive Go-To-Market (GTM) strategy for Airtel Airfiber, identifying target audience and market positioning.
- Performed **data-driven Voice of Customer (VOC)** analysis to create consumer personas and enhance marketing strategies
- Created a **performance dashboard** to provide actionable insights, improving the effectiveness of marketing campaigns leading to a **20% increase** in sales
- Engaged with multiple stakeholders to align sales strategies with marketing initiatives, supporting **pre-sales** and **business development** efforts.

Academic Qualification

Degree	Institute/Univ/Board	Year	Percentage
Post Graduate Diploma in Management	SOIL School of Business Design	2023-25	Pursuing
Bachelor's In Science (Physics)	Vidyasagar University, Midnapore	2018-2021	74.9
Higher Secondary School (XII)	R.B.M. School, Jhargram (WBCHSE)	2017-2018	84.6
Secondary School (X)	R.B.M. School, Jhargram (WBBSE)	2016	90

Academics/Live Projects

- Integrated Marketing Communication Live Project** Dec,2024
Advertisement Campaign Creation for Our Mitti Foundation NGO
- Machine Learning Project** (Supervised and Unsupervised learning) Sep, 2024
Used regression analysis and clustering to identify churn drivers and segment customers, informing targeted retention strategies.
- Project on Business Forecasting Methods** Sep,2024
Analysed 10 years of Air India passenger data using different forecasting models to forecast travel demand trends and seasonality
- Analytics Project** Jul,2024
Worked on a **project** focusing on data manipulation, statistical analysis, and data visualization using **Python** and **Power Bi**
- Project on Service Operations Optimization** Apr,2024
Used Six Sigma, Pareto Analysis, and Agile for optimizing workflows in security services, improving efficiency
- Social media and Digital Marketing Live project** Mar,2024
Executed a targeted **Instagram Ad** campaign for an event management firm to increase **website traffic, impressions, and engagement**
Tracked key metrics like **CTR, engagement rates, and website visits** using analytics tools for improved **ROI**.
- Project management project- Textile Upcycling Innovation Project – Reliance Trends** Feb,2024
Implemented **Agile** and **Scrum** methodology to manage CSR projects like **textile upcycling** and **green store initiatives**, promoting **sustainability** and **resource efficiency** while enhancing customer engagement.
- Social Innovation Program** Nov,2023
Boosted donor engagement by 30% and admissions by 25% at Rhythm of Life NGO through lead generation and conversion reports
- Research paper on Factors Influencing the Adoption of Digital Payment Systems in India** Dec, 2023
Conducted primary & secondary research; used prescriptive analytics to assess user trust, security, and adoption drivers

Certifications & Skills

- Google Analytics Certification** (Google Skillshop)
- Google Ads Certification** (Google Skillshop)
- Pre-Sales & Sales Enablement Certification – (LinkedIn Learning)**
- Consultative Selling Certification – HubSpot Academy**
- Data Storytelling with Power BI** (Coursera)
- Introduction to digital marketing** from Coursera (SEO, Social media marketing, PPC, CTR)
- Course on Operation Management** (Udemy)
- Skills-** Python, Advanced Excel, Power Bi, Tableau, SQL(beginner) Adobe Illustrator, Canva, Social Media management, Market Research, CRM,Machine Learning ,Business Forecasting, Design Thinking.

Academic Achievements& Certifications

- Winner of the International Conference** at SOIL SOBD for a research paper in **Finance** domain

Extra-Curricular Achievements

- Member of **senior magazine committee** as a graphic designer at SOIL School of Business Design
- Co-administered a creative **social media page**, leading a team of 50+ member to design engaging digital content. Tracked and optimized **reach, impressions, and engagement metrics** using **Meta Business Suite** for improved campaign performance.
- Member of **All Bengal Art Society (NGO)** & Worked with Govt. certified orphanage, (Food drive, art workshop)