

Surya.s

✉ suryasukeshkvk@gmail.com

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Profile

A dynamic and results-driven MBA graduate specializing in Marketing and Business Analytics, committed to leveraging data for strategic decision-making. Skilled in analyzing complex datasets, I excel at uncovering actionable insights that drive business growth and enhance operational efficiency. With a sharp analytical mind and keen attention to detail, I design and implement data-driven strategies that optimize processes, improve outcomes, and foster organizational success.

Education

2022 – 2024 Coimbatore, India	Master of Business Administration <i>Coimbatore Institute of Technology</i>
2018 – 2021 Coimbatore, India	Bachelor of Science in Computer Science and Application <i>Sri Krishna Arts and Science College</i>

Professional Experience

02/2024 – 09/2024 Bangalore, India	Big bulls, Marketing Associate • Market Research, Customer Segmentation, Target Audience Analysis, Brand Positioning Developing Marketing Messages • My experience includes thorough market research to support investment decisions and drive portfolio growth. I have successfully cultivated lasting client relationships through transparent communication, fostering trust and satisfaction. • Carried out projects involving data analysis to support business decisions.
08/2023 – 09/2023 Coimbatore, India	Suguna Pneumatics Private Limited, Management trainee • Developed insights into the logistics sector and its role within the organization. • Supervised the stocks of incoming and outgoing with the reports. • Maintaining the stock accounts.

Projects

A Study on Segmentation, Targeting and Positioning (STP) strategies at big bulls

- The aim of the project was to develop recommendations for improving Big Bulls 'customer segmentation model.

Doctor's Appointment in remote place

- The aim of the project was to outreach program in remote areas, ensuring residents have regular access to essential medical services and checkups.

Smart home automation system using IOT cloud, Mini project

The aim of the project is to interconnected home systems addresses the need for an efficient and user-friendly home automation solution.

Skills

MS Office

Functionalities like creating and managing workbooks
sorting data, creating charts, and using keyboard shortcuts.

SPSS

Data Visualization, creating charts to present
finding effectively

Power BI

Business analysis

Communication

Networking

Languages

- English
- Tamil
- Malayalam
- Kannada