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| **Mrugaya Ashok Pakhale** |
| **Personal** **Info** |
| Address401 Sun Heights, Suncity PowaiNear IIT Bombay,Mumbai,400076735 006 7185mrugayapakhale761996@gmail.Com<https://mrugayapakhale.wordpress.com/> |
| **Skills** |
| * Marketing Analytics
* Tableau
* Google Analytics
* SQL
* Stock Trading
* Digital Marketing (Google and ISB, Hyderabad)
* Data Analysis & Visualisation
* Statistical Packages For Social Sciences (SPSS)
* R studio
* MS-Excel
* Salesforce
* Statistical Modelling
* Questionnaire Formation
* Working Knowledge of ANOVA, Factor Analysis, Regression Analysis
* Tally ERP
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|  **Projects Undertaken*** Factors determining Real estate market and distribution system analysis
* Consumer Behaviour-Big Basket Vs Kirana Store
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 | Hobbies – Dancing, Painting, Swimming, CookingLanguages- English, Spanish, Hindi, Marathi

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| Analytical and detail oriented Research enthusiast. Can map consumer’s perspective for products and services,make accurate recommendations based on thorough and effective research and interpretation of data. |
| Work History |
| Puravankara Limited Pune | Feb’19 – May’19 |
| Summer Intern* Awarded as best Intern from Alumni Federation, IBS,Mumbai
* Data mining and data crunching
* Generation of referrals from internal database; Customer Handling closing the deals.
* SalesForce Operations.
* Generated business of Rs 1Cr for the company.
* Market research- Competition Analysis & using exploratory and causal research methods.
* Recognition for getting maximum footfalls.
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| Internshala Mumbai |  |
| Internshala Campus Ambassador* Hosted campus parties and other social activities to share information with students and generate interest in Internshala.
* Referred families to shelters, legal resources and educational programs.
* Planned and hosted on- and off-campus community service activities.
* Conducted contract classes, special events, senior and athletic programs.
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| Wooplr.com | Work From Home |
| Sales and Marketing Executive* Opened up a store under their brand name and customized it according to target audience.
* Sales and promotion according to the requirement.
* Winner of "Performer of the month"
 |
| Education |
| MBA: Marketing | Feb’20 |
| IBS Mumbai, MumbaiWith 8.2 cgpa * Awarded with best Summer Intern Award.
* Member of Placement Cell.
* Member of E-cell.
* Event Coordinator at Konflux.
* Thesis: Factors Affecting Real Estate Market and Distribution System Analysis.
* Winner of Face off competition Marko Mania
 |
|  Bachelors of Commerce: Accounts | June’17 |
| Dr Ambedkar College, Nagpur* Minored in Cost Accounting
* Cleared with 52%
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| HSC | June’14 |
| Kendriya Vidyalaya Vayu Sena Nagar Nagpur, Nagpur* Cleared with 72% marks
* Elected as President for Sarojini House in 2013
 |
| SSC | June’12 |
| Kendriya Vidyalaya Vayu Sena Nagar Nagpur, Nagpur* Graduated with 9.2 GPA
* Elected as Club Vice President for Sarojini House in 2011
* Awarded Best Role Played in Skit Competition
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