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| |  | | --- | | **Mrugaya Ashok Pakhale** | | **Personal** **Info** | | Address  401 Sun Heights, Suncity Powai  Near IIT Bombay,Mumbai,400076  735 006 7185  mrugayapakhale761996@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 | |  | | **Projects Undertaken**   * Factors determining Real estate market and distribution system analysis * Consumer Behaviour-Big Basket Vs Kirana Store | |  | | Hobbies – Dancing, Painting, Swimming, Cooking  Languages- English, Spanish, Hindi, Marathi   |  |  | | --- | --- | | 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. | | | 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. | | | 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, Mumbai  With 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% | | | 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 | | |