

EDUCATION

Ashoka University

Bachelor of Science in Economics & Finance

Sonepat, Haryana

May 2027 (expected)

- **Relevant Coursework:** ECO1001, ECO1010, Quantitative Methods for Entrepreneurs, Demystifying Investment: Private Equity & Venture Capital
- **Awards:** StratEdge'24: Runners Up | Venture Varsity: Runners Up

WORK EXPERIENCE

Product Development Intern, Dabur, Delhi

March 2025- Present

- Conducted a market feasibility study on India's premium home fragrance sector, projected to reach **\$780.7 million by 2030** with **11.8% CAGR**. Performed pricing elasticity analysis & SKU-level profitability assessments, identifying a **25% gross margin** for Reed Diffusers & Scented Candles.
- Developed a cost-benefit analysis and net present value model to evaluate capital investment requirements, forecasting a **20% ROI** over a **3-year horizon** for Odonil's expansion into organic fragrance formats.
- Led consumer preference analytics using sentiment analysis and demand forecasting, optimizing product mix and pricing strategy, leading to a projected **15% increase in revenue** in the premium segment.

Business Analyst, Venture Capital Vertical, Ashoka University, Sonepat

January 2025- Present

- Sourced and moderated **10+ investor panels and fireside chats** featuring industry-leading entrepreneurs, VC, and PE professionals, **providing 550+ students** with insights on deal sourcing, portfolio management, and financial forecasting.
- Conducted financial due diligence and market analysis on **3 startups** across fintech, SaaS, and D2C, identifying operational inefficiencies, advising on capital allocation strategies, and presenting growth-focused recommendations to enhance market valuation and exit potential.
- Led **3+ startup site visits** focused on equity financing, term sheet negotiations, and cap table management, offering firsthand exposure to the venture-building lifecycle while making industry partnerships and expanding the university's venture network.

Associate, Crowdw, Delhi

October 2024- March 2025

- Analyzed **20+ asset management and trading platforms**, benchmarking business models, fee structures, and user acquisition strategies, driving a **40% improvement** in platform scalability and client retention.
- Led multi-channel marketing campaigns with **A/B testing** across platforms like Reddit, optimizing targeting through behavioral segmentation to achieve a **35% increase in lead conversion rates**.
- Enhanced app's design by aligning features with industry best practices and client-centric feedback, **boosting client satisfaction by 30%**, and incorporating predictive analytics into portfolio personalization.

Business Development Intern, Hopp Digital Media

July 2024- October 2024

- Directed coin listing operations across **20+ markets**, **engaging 3,000+ creators** and securing **partnerships with 100+ institutional funds** (\$1M-\$10M AUM) across AI and blockchain innovations.
- Sourced **700+ project leads** and **closed 50+ deals** through strategic due diligence and targeted negotiations while developing risk mitigation strategies to sustain deal flow and onboard clients during market downturns.
- Led **15+ optimized email campaigns** with segmented targeting and A/B testing, achieving a **20% lift in conversion rates**.

Business Development Intern, Millie Group

January 2023- May 2023

- Directed strategic recruitment initiatives, securing **15+ senior mentors, industry professionals, and educational advisors** to enhance human capital and provide pro-bono educational advisory services, driving a **30% improvement in stakeholder engagement metrics**.
- Engineered a data-driven business development framework, leveraging CRM systems and market segmentation to expand partnerships across **100+ international institutions** and increase outreach to **1000+ global schools**, improving **partnership acquisition rates by 25%**.
- Streamlined cross-functional operations by implementing process optimization methodologies, enhancing operational efficiency, and **driving a 20% uplift in lead conversion rates**, contributing to revenue growth and financial KPIs for startup scalability.

EXTRACURRICULAR ACTIVITIES & POSITIONS OF RESPONSIBILITY

Deputy Head of Finance, Entrepreneurship Weekender: Shatranj

September 2023- November 2024

- Raised **5 lakhs** to host **Ashoka University's Biggest Entrepreneurship Fest** from companies like Hero, Coca-Cola, Safeexpress, etc.

Vice President, Student Government, The Emerald Heights International School

July 2023- March 2024

- Led **65 council members** and a **5k+ student body**, worked on **four upskilling projects**, and led **12+ national and international events**.

PROJECTS

Hotel Industry Market & Financial Analysis for CEO Dashboard

- Conducted a comprehensive **financial and operational assessment** of the **\$1.06T global hotel industry** (7.5–8.3% CAGR) and India's **\$8.3B hotel sector** (projected ~\$31B by 2029 at 4.73–5.2% CAGR). Identified key penetration gaps (**0.21 rooms per 1,000 people in India vs. 16.2 in the U.S.**) and evaluated revenue drivers such as **RevPAR, ADR, EBITDAR margin, and occupancy rates** to assess profitability.
- Developed **cost and revenue models** analyzing room rental, F&B contribution (26% in India vs. 17% globally), employee costs, and energy expenses.
- Evaluated **direct booking conversion, repeat customer retention, and automation-driven** cost optimizations while identifying key operational risks, like cash flow constraints, cybersecurity threats (Hilton breach – 3.7M records), regulatory burdens (100+ licenses in India), and rising construction costs.
- Designed a **CEO dashboard** integrating **market penetration indices, customer retention analytics** (NPS, loyalty enrollments), and **operational KPIs** to enhance strategic decision-making & utilized **financial modeling, benchmarking, and quantitative research** to generate stakeholder insights.

Venture Capital & Private Equity Investment Analysis

- Researched institutional investing stages, analyzing real-world case studies on **early-stage funding, high-growth scaling, and exit strategies**—applied financial modeling techniques like **DCF, NPV, and IRR** to evaluate deal feasibility and forecast returns.
- Conducted investment due diligence on **distressed assets, corporate VC, and family offices**, leveraging competitor benchmarking and market sizing to develop a data-driven investment thesis. Presented funding recommendations to **optimize capital allocation and maximize investor returns**

SkillUp

- Launched a revenue-generating student platform, **earning \$1,200+** and proving scalable income potential.
- Built a global peer-to-peer learning network with **50+ learners** and **10 experts**, optimizing knowledge allocation for better educational equity.

Startup Data Analysis

- Analyzed **1,000+ startup records** from Kaggle using statistical modeling to uncover trends in **funding rounds, valuations, and capital flows**.
- Built **advanced Matplotlib visualizations** (time series, histograms, bar charts) to map investor participation and market dynamics.
- Developed a **Tkinter-based GUI with Pandas** integration, enabling real-time filtering, financial queries, and scenario analysis for enhanced due diligence.

Opticapture

- **Developed an AI-driven Inventory Camera Tracking System** using computer vision and real-time analytics to optimize FMCG goods tracking.
- Validated across **25+ industries**, cutting reconciliation time by **30%** and securing **\$10K in pre-orders**, proving strong market demand and early traction.
- Optimized working capital management by **improving inventory turnover, cash flow predictability, and carrying cost efficiency**.

AWARDS & SKILLS

Awards: India's Next Gen Top Talent in Finance | Emerald Heights Gold Scholar | MU20Under20 | Scholar & India Representative: LaunchX

Financial Modelling Skills: DCF Valuation, LBO Modeling, Excel (VLOOKUP, Pivot Tables, Macros), Tableau, and PowerPoint.

Programming Skills: Python (pandas, Matplotlib, NumPy) and SQL for data analysis.

Languages: English, Hindi, French

Hobbies: Financial Podcasts, Competitive Squash, Startup Research