

# KRISHA SHAH

Business Intelligence & Data Analytics Student

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Krishna Shah

Ahmedabad, Gujarat

## SUMMARY

MBA (Business Intelligence) student with hands-on experience in Excel, Power BI, Tableau, and SQL for data analysis and visualization. Experienced in working with real business data through academic projects and retail operations support. Interested in applying analytical skills to solve business problems and gain practical industry exposure.

## PROFESSIONAL EXPERIENCE

### Business Development & Operations Support

*Anjana Saree Centre*

- Maintained and analyzed sales and purchase records using Excel to support day-to-day business tracking.
- Assisted in inventory monitoring, supplier coordination, and customer interactions, gaining practical understanding of retail operations.
- Identified top-selling product categories.

## ACADEMIC PROJECTS

### Impact of Social Media Influencers on Customer Engagement

- Analyzed survey data using Excel ToolPak to identify patterns in customer engagement and purchasing behavior
- Evaluated the influence of social media on buying decisions and brand perception

### Feasibility Analysis – Amora Fashion Brand

- Conducted market, financial, and operational feasibility analysis for a fashion rental startup concept
- Assessed business viability and identified key factors influencing profitability and scalability

### Sales Performance Dashboard (Tableau)

- Built an interactive Tableau dashboard to analyze sales trends, product performance, and revenue patterns
- Enabled data-driven insights through visualizations and filters for better decision-making

### Consumer Behavior & Digital Adoption Dashboard (Power BI)

- Developed a Power BI dashboard using a retail dataset to analyze consumer behavior and digital adoption trends
- Evaluated KPIs such as customer loyalty, footfall conversion, and Gen-Z reach to identify high-risk store segments

## LEADERSHIP EXPERIENCE

### Placement Committee President

*Dept. of Business Intelligence, BK School of Professional & Management Studies*

- Coordinated placement communication between students and recruiting companies.
- Assisted in organizing recruitment drives and industry interaction sessions.

### MOSAIC 2026 – Core Committee Member & Technical Team Head

*Inter-College Fest*

- Led cross-college promotion and coordinated technical execution for major fest events.
- Managed operations for 2500+ participants, ensuring smooth event coordination and team alignment.

### Web Committee Member – Video Editor & LinkedIn Manager

*Dept. of Business Intelligence*

- Created promotional videos and digital content for department activities.
- Managed professional communication through LinkedIn.

## EDUCATION

Integrated MBA  
(Business Intelligence)  
Gujarat University  
BK School of Prof. &  
Mgmt. Studies  
2022 – 2027

### BBA

Gujarat University  
1st Rank | CGPA 8.40  
2025

### HSC

Vijaynagar Higher Secondary  
97.82 percentile  
2022

### SSC

D.P. High School  
93.23 percentile  
2020

## TECHNICAL SKILLS

### Data & Analytics

Tableau | Power BI | Excel | SPSS  
Database  
SQL (Basic)

### Programming

Python (Basic)

### Cloud

Databricks (Basic)

### Tools

PowerPoint | Canva

## SOFT SKILLS

- Analytical Thinking
- Problem Solving
- Team Collaboration

## CERTIFICATIONS

- Accenture Data Analytics & Visualization – Forage
- Business Intelligence Great Learning
- Microsoft Excel Great Learning