

NIKITA

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SUMMARY

Analytics-driven professional with **MBA** from **XLRI Jamshedpur** and **BTech** from **IIT (BHU) Varanasi** in **Computer Science**. I have experience working in consumer-facing FMCG operations and data-led product roles. At Haleon, leveraged SKU-level sales data and on-ground insights across 1,200+ outlets to identify growth opportunities & improve execution outcomes. Experienced in translating quantitative & qualitative data into actionable business insights, supported by strong skills in Power BI, SQL & structured problem solving. I am interested in driving marketing strategy through consumer understanding and data-backed decision making.

EXPERIENCE

Haleon (GSK Consumer Healthcare)

Management Trainee, Sales & Marketing

Gurugram, HR

May 2025 – June 2026

- Analyzed **SKU-level sales trends (L3M, LY)** across **1,200+ outlets** to identify growth levers & drive **117% sales** target achievement
- Identified distribution gaps and consumer demand pockets, onboarding **200+ outlets** to expand coverage during growth phase
- Evaluated **₹25 Cr modern trade business** (DMart, Reliance Retail) to identify gaps in visibility, assortment & upsell opportunities
- Piloted **in-store visibility placement** in regional modern trade store, doubling Sensodyne toothbrush sales to **₹60k/store/month**
- Collaborated with stakeholders to execute new **Sensodyne SKU** listing & ensured **3-month visibility** rollout across **7 retail stores**
- Improved Sensodyne Activation productivity from ₹1.3L to **₹2L/ day** by analyzing execution gaps & restructuring the workflows
- Built **SOPs**, refined **product pitch**, supervisor roles for **Sensodyne Van Activation**, standardizing execution for **20 vans** pan-India
- Trained **80+ promoters** across **7 states**, improving product pitch, premium SKU adoption, and consistent customer engagement

Yaska Learning (EdTech) – Secured PPO

GenAI Product Analyst Intern

Remote

May – Sep 2024

- Developed **GenAI exam evaluation platform** using **ChatGPT APIs**, reducing grading time by **~70%** through workflow automation
- Designed scalable pipeline enabling **parallel processing** of **50+ assessments**, improving throughput and reducing manual efforts
- Led **UAT** across **190 assessments** for **4 professors** identifying edge cases & improving output reliability, consistency, & user trust
- Built **RAG-based chatbot** for **3.5k pediatricians** using medical knowledge sources to enable accurate contextual query response

MarianaAI (HealthTech) – Secured PPO

Product Analyst Intern

Bangalore, KA

Feb – May 2024

- Managed **\$240K ARR** for **8 US enterprise healthcare** clients, analyzing usage data to identify gaps and improve product adoption
- Led onboarding of **20+ physicians**, capturing inputs to identify workflow gaps & improve early stage-user experience & activation
- Automated **onboarding email workflows** for doctors using **specialty-based segmentation** to improve early product engagement
- Reduced **support queries** by **25%** by analyzing recurring issues, then made knowledge base with structured troubleshooting guide
- Improved **product engagement** by **18%** by auditing UX flows and implementing targeted improvements across key user journeys

MAQ Software – Secured PPO

Data Analyst Intern

Hyderabad, TL

May – June 2022

- Built **5 Power BI dashboards** tracking **10+ KPIs** for **Microsoft**, improving business visibility & enabling data-driven decision making
- Improved **Power BI dashboard performance** by **50%** by optimizing DAX queries and tabular models, enhancing system efficiency
- Translated the **business requirements** into **scalable data models**, supporting structured reporting and KPI tracking frameworks

EDUCATION

XLRI JAMSHEDPUR – CQPI: 6.5 / 8.0 IN YEAR 2

Postgraduate Diploma in Business Management, Marketing

Jamshedpur, JH

2023 – 2025

- Led **20-member** team to drive **₹10L+ revenue (20%+ YoY)** for sponsoring flagship event of **Indian's oldest** cocurricular committee

IIT (BHU) VARANASI – GPA: 8.4 / 10.0

Bachelor of Technology, Computer Science and Engineering

Varanasi, UP

2019 – 2023

- Increased **Instagram reach 8x** for **campus event** by analyzing campaign data & optimizing content strategy & audience targeting

SKILLS & ACHIEVEMENTS

- **Hard Skills:** Marketing Analytics, SQL, Excel, Python, Power BI, Tableau, Hypothesis Testing, Market & Trend Analysis, GenAI
- **Soft Skills:** Analytical Thinking, Structured Problem Solving, Insight Communication, Stakeholder Collaboration, Teamwork
- **Scholastic:** JEE (Main) – **AIR 413** in **11 Lac+** (Delhi Fem. **Rank 1**); JEE (Advanced) - **AIR 2078**; **KVPY** Scholar, **NTSE** Scholar