

ABHISHEK

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PROFESSIONAL SUMMARY

MBA (Marketing) candidate with a strong quantitative background and foundational knowledge of market research and consumer behavior. Familiar with survey design, data cleaning, and basic data analysis using Excel and Google Sheets. Detail-oriented and motivated to gain hands-on experience by applying academic learning in real business settings.

EDUCATION

Masters of Business Administration | 2024-Present

Himachal Pradesh University, Shimla (H.P.)

- CGPA: 7.93

B.Sc. in Mathematics | 2020-2024

Vallabh Government College, Mandi (H.P.)

- CGPA: 7.14

CERTIFICATIONS / TRAINING

Digital Marketing and E-Commerce (Coursera)

- Gained skills in online marketing, performance analysis, and e-commerce fundamentals.

ACADEMIC REPORTS

Market Drivers of Ethical Consumption

- Conducted a questionnaire-based study (N=90) evaluating emotional factors (pet attachment) and purchasing behavior.
- Confirmed a strong link between pet attachment and willingness to pay a premium for cruelty-free goods, providing data-driven insight for niche market targeting.

CORE COMPETENCIES

- Data Processing & Reporting:** MS Excel, Google Sheets (Pivot Tables, VLOOKUP/XLOOKUP, Import Range, IF formulas).
 - Market Strategy:** Questionnaire Design, Consumer Behavior Analysis, Market Research, Competitor Benchmarking.
 - Professional Skills:** Problem-Solving, Cross-functional Collaboration, Time Management.
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