

ROLL NUMBER: P25703067**Satakshi Nayak**

Female

DOB

17-Sep-2002

TECHNICAL SKILLS

- MS Office
- MS Project

PERMANENT ADDRESS

Flat No 306 3rd Floor Ganesh
Heritage Swarnjayanti Nagar
Bilaspur (C.G)
City: Bilaspur
State: Chhattisgarh
Pincode: 495001

LANGUAGE

- ENGLISH
- HINDI

INTERESTS

- Yoga / Meditation
- Reading books
- Research & reading journals
- Music (playing an instrument
singing)
- Creative writing / Poetry
- Astrology & Horoscope Study
- Numerology Research
- Palmistry & Hand Analysis

SUMMARY OF QUALIFICATION

Course / Programme	Board / University Name	CGPA/ (%)	Passing Year
MBA-NBS	NICMAR University, Pune	NA	2027
Graduation	LCIT COLLEGE OF COMMERCE AND SCIENCE	78.27	2023-Aug
Intermediate	ICSE DURG CHHATTISGARH	80.8	2020-Jul
High School	ICSE DURG CHHATTISGARH	84.66	2018-May

CERTIFICATION DETAIL

- Business Analytics with Excel : Elementary to Advanced
- Introduction to Marketing
- Negotiation Fundamentals
- Negotiation, Mediation, and Conflict Resolution - Capstone Project

ACHIEVEMENT DETAIL

MCOM PROJECT - "Analyzed emerging digital marketing trends and their impact on consumer behaviour using primary data analysis , surveys, and market interpretation to study market expansion".1) Conducted primary research using questionnaires and interviews (95 respondents) to analyze consumer buying behaviour.2) Studied emerging digital marketing trends such as SEO, social media marketing, online ads , and e- commerce platforms.3) Analyzed data to identify factors influencing online purchasing decision, market expansion and brand visibility.4) Interpreted findings to understand the impact of digital marketing strategies on consumer preferences and buying patterns.5) Gained hands-on experience in research methodology, data analysis , and report preparation.