

Aditya Singh

Currently pursuing a Bachelors of Science in Physics and Data Science

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Languages

English

About

Results-driven professional student with a strong work ethic and a passion for leveraging data-driven insights, physics principles, and marketing expertise to drive strategic decision making. Experienced in sales and marketing roles, with a proven track record of delivering sustainable growth and exceeding targets. Proficient in diverse categories such FMCG, Non profits, & High end retail. Skilled in data analysis, machine learning, and advanced data visualization using tools like Tableau, Python, and advanced Excel. Additionally, experienced in conducting experiments, writing lab reports, and conducting careful scientific measurements in the lab. Currently pursuing a Bachelors of Science in Physics and Data Science, seeking opportunities to apply a unique blend of technical expertise and marketing acumen to contribute to the success of a dynamic organization.

BRANDS WORKED WITH

Capital FMCG

Dune London Ltd.

Winkies Bake Pvt Ltd

Experience

● Store Assistant

Dune London Ltd. | Sep 2022 - May 2023

- Developed expertise in sales and marketing strategies, optimizing product placement and displays based on data analysis and market research.
- Utilized advanced Excel techniques for efficient inventory management, ensuring optimal stock levels and timely replenishment.
- Assisted in developing targeted promotional campaigns to drive sales and enhance customer engagement.
- Provided exceptional customer service, delivering product information and engaging in face-to-face interactions.
- Operated cash till and billing counter, ensuring accurate transactions and a seamless shopping experience.
- Contributed to merchandising efforts, maximizing visual impact and driving sales.
- Managed online ordering software, ensuring smooth operations and timely order fulfilment.
- Maintained professionalism, effective communication, and a positive attitude in all interactions.
- Reported to the Store Manager, providing regular updates on sales performance and actively contributing to team meetings.

● Sales Trainee

Winkies Bake Pvt Ltd | Jan 2022 - Jun 2022

- Assisted in implementing effective sales and marketing strategies to drive business growth.
- Conducted market research to identify emerging trends and customer preferences.
- Supported promotional activities, including product displays and advertisement campaigns.
- Provided excellent customer service, addressing inquiries and resolving issues promptly.
- Collaborated with cross-functional teams to optimize sales processes and enhance customer satisfaction.
- Compiled and analyzed sales data using Excel and CRM software.
- Assisted in preparing sales reports and presentations for management review.
- Reported to the Area Sales Manager, providing regular updates on sales activities.

● Sales & Marketing Trainee

Capital FMCG | Apr 2021 - Sep 2021

- Assisted the sales and marketing team in executing strategies to promote FMCG products.
- Conducted market research to gain insights into consumer behavior and preferences.
- Supported the sales team in managing product distribution and inventory control.
- Participated in sales and marketing campaigns to increase product reach and brand awareness.
- Assisted in analysing sales data and identifying opportunities for growth.
- Collaborated with the team to develop effective marketing materials and promotional activities.
- Provided support in maintaining client relationships and addressing customer inquiries.
- Contributed to the development of sales reports and presentations for management review.
- Reported to and shadowed the General Manager, gaining exposure to overall business operations.

● Data Analyst Intern

Winkies Bake Pvt Ltd | Jun 2023

- Leveraged advanced data analysis techniques, including machine learning algorithms, to clean, pre-process, and analyze sales data.
- Developed predictive models to forecast sales trends and customer behavior, driving data driven decision-making processes.
- Employed Tableau and advanced Excel to create visually appealing and interactive dashboards, effectively communicating insights to stakeholders.
- Collaborated with cross-functional teams to identify key business metrics and optimize sales strategies for maximum performance.
- Applied statistical analysis to identify patterns and correlations in large datasets, uncovering valuable insights for strategic planning.

Education & Training

2022

● Queen Mary University

Bachelor of Science,