Chayan Aggarwal.

Business analytics · Marketing · Technology

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PROFILE

STEM MBA in Business Analytics candidate at the University of Bridgeport (4.0 GPA) with two years of marketing experience. Works across Python, SQL, R, Excel, and Power BI to turn data into clear, honest recommendations, and explains technical ideas in plain language. Campus leader as President of the Indian Students Association.

EDUCATION

University of Bridgeport — Bridgeport, CT
STEM MBA, Business Analytics — Expected graduation December 2026 · GPA 4.0 / 4.0

Pune Institute of Business Management — Pune, India
PGDM, Marketing — August 2024 – April 2025

Jagan Institute of Management Studies (JIMS), Rohini — New Delhi, India
Bachelor of Computer Applications (BCA) — August 2018 – May 2021

EXPERIENCE

Brand Thrust — New Delhi, India
Marketing Manager — December 2023 – July 2024

- Led digital marketing and campaign strategies to improve brand visibility and customer engagement.
- Analyzed campaign performance and market trends to inform decisions.
- Coordinated with cross-functional teams on marketing and promotional initiatives.

TaskTracker.in — Noida, India
Marketing Executive — January 2022 – July 2023

- Supported marketing campaigns, market research, and digital promotion.
- Assisted with campaign reporting, customer outreach, and performance analysis.

PROJECTS

Netflix Dashboard & Content Strategy

Interactive Excel dashboard on 8,807 catalog titles using pivot tables, slicers, and KPI tracking; executive report with a business decision per chart. Team of five.

Artificial Neural Network — Dean's Dilemma

Predicted MBA placement from admission data with statistical feature selection and a neural network; evaluated against a majority-class baseline. Team of three.

Stock Prediction Analytics

Python forecasting models for stock and index prices with error metrics and visualization; evaluated against a naive forecast.

Azure Medallion Architecture for SAP Data

Group design for Bronze/Silver/Gold data layers using Data Factory, Databricks, Synapse, and Power BI, with governance built in.

LEADERSHIP & CAMPUS INVOLVEMENT

President, Indian Students Association, University of Bridgeport — April 2026 – present

Secretary, Indian Students Association, University of Bridgeport — January – April 2026

Speaker of the House, Student Government Association, University of Bridgeport

Volunteer, IEEE Hackathon, University of Bridgeport — March 2026

Iftar Collaboration Event, University of Bridgeport — March 2026

SKILLS & CERTIFICATIONS

Technical: Python, R, SQL, Excel, SAS, Power BI, Tableau, Dashboard design, Data visualization, SAP, WordPress, Microsoft Office, Google Workspace, AI tools

Certifications: SAS Programming (2026) · Power BI Fundamentals (2025) · Agile Project Management (2025) · Six Sigma (2025) · SAP Fundamentals (2025) · Blockchain Fundamentals (2025) · Microsoft Excel (2025)

Languages: English (IELTS band 8) · Hindi (native)