

# ABHILAS PANDA

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## RESUME SUMMARY

A refined hands-on learner with a better combination of technical and analytical skills - resulting in a trainable resource and reliable employee.

## EDUCATIONAL QUALIFICATIONS

Qualification	School/College	Board/ University	Branch	Year	% / CGPA
MBA	KIIT School of Management, Bhubaneswar	KIIT Deemed to be University	Business Analytics, Marketing	2023	8.5 CGPA
B. Tech	GITA, Bhubaneswar	BPUT, Odisha	Mechanical	2019	7.32 CGPA
Std. XII	IHSE, Bhubaneswar	CHSE, Odisha	Science-PCMIT	2015	63.5 %
Std. X	SSVM, Baliguda	BSE, Odisha	-	2013	83.83 %

## WORK EXPERIENCE

### Channel Sales Manager at VE Commercial Vehicle, Bhubaneswar

(May 2023- Cont.)

- Responsible to manage channels and sales workforce at the channel level
- Continuously monitor the performance of Channel partners to strengthen sales
- Developing and monitoring the sales pipeline
- Analyzing the market to identify opportunities and implementing marketing strategies to gain market share
- Engaging with new and existing customers to enhance product quality
- Providing value-based solutions to customers to enhance their business

## INTERNSHIP

### Marketing Research Intern at Britannia (May - July 2022):

- "Market Research on the alternative channel of distribution and Business Development".
- Prepared questionnaire and conducted survey & study of Distribution channel of BIL at Institutions.
- Used analytical tools to study the challenges faced by Distribution channels and how business opportunities for Alternate channels of Distribution can be created.
- Interacted and converted leads to customers to Britannia Distribution channel.

### Leads Flick: (April-May 2022):

- Marketing Internship
- Generated leads through Digital marketing using various social media platforms and acquired new customers for the products.

## LIVE PROJECTS / ACADEMIC PROJECTS

- Prepared an academic project on "Sentiment Analysis of Chairmen's Statement of Nifty 50 companies"
  - Conducted sentiment analysis on chairmen's statements to understand market conditions and sentiments on Power production-Nifty 50 companies
- Prepared an academic project on "Predictive modeling on Salary prediction"
  - Conducted quantitative analysis to establish a model to predict the salary of an MBA student using logistic regression taking various features such as gender, age, experience, internship mode, work experience, qualification, specialization and etc.
- Prepared an academic project on "Qualitative Market Research to understand user behavior of ChatGPT and AI"
  - Collected primary data from a sample and undergone analysis to find the behavior of different segments of people in using ChatGPT and AI
- Prepared an academic project on "Developing a Marketing Plan":
  - Conducted thorough research on the market and came up with a new product as required by the market.
  - Prepared plans for the development and design of the product, and marketing as per the 4Ps of marketing, distribution, and implementation planning for the product.

- **Prepared an academic Project on “Retail Management”:**
  - Conducted thorough research on the apparel sector and conducted a survey on 10 retail stores.
  - Understood pricing strategy of retails and its profitability index.
- **Prepared an academic Project on “Promotion Strategy”:**
  - Planned a marketing campaign for “Uninor”.
  - Conducted in-depth research on the 4 Ps of Marketing mix and studied Promotional mix.
  - Used 5 Ms of communication strategy to prepare a marketing campaign and its reachability.
- **Prepared a major academic project on “TURNING FURNACE”:**
  - In partial fulfillment for the degree of Bachelor in Technology. Conducted thorough research on the topic of Turning Furnace.
- **Prepared a minor academic project on “PANTOGRAPH”:**
  - In partial fulfillment for the degree of Bachelor in Technology. Conducted thorough research on the topic.

## TRAININGS & CERTIFICATIONS

- Catia from CTTC, Bhubaneswar
- Fundamentals of Digital Marketing (Pursuing)
- Market Research on Great Learning (Pursuing)
- Introduction to Data Analytics

## TECHNICAL SKILLS

- MS Excel, MS Word, MS PowerPoint
- PowerBI, R programming, SPSS, SQL & Python
- Product development
- Project management
- Creative problem-solving
- Event coordinating

## INTERESTS & ACTIVITIES

- Coordinator of Cultural Club- Sanskriti Club of KSOM (2022-Cont.)
- Convener of Student Council of KSOM (2022-Cont.)
- Member of Cultural Club- Sanskriti Club of KSOM (2021-Cont.)
- Member of the Kommuni Kare Club of KSOM (2022-Cont.)
- Music Composing and producing
- Runners up in state-level Band competition in “Dot Fest Bhubaneswar” 2018.
- Coordinator -Music Club of GITA, Bhubaneswar during B.Tech.(2016-2019)