

CONTACT

PHONE
+91 89560 69291

EMAIL
kesiyasomkuwar@gmail.com

LINKEDIN
linkedin.com/in/kesiya

LOCATION
Pune, Maharashtra

EDUCATION

BBA in Business Analytics
MIT World Peace University, Pune
2024 – 2027 (Expected)

Class 10
St. Joseph's Convent Girls' High School, Nagpur

SKILLS

ANALYTICS & RESEARCH
- Microsoft Excel
- Pivot Tables & Dashboards
- Data Cleaning & Analysis
- Google Analytics
- Market & Consumer Research
- Lead Funnel Analysis

DIGITAL MARKETING
- Meta Ads (Facebook & Instagram)
- Social Media Content
- Online Platform Setup
- Canva & Banner Design

PROFESSIONAL
- Communication & Presentations
- Stakeholder Coordination
- Team Leadership
- Customer Interaction

CURRENTLY LEARNING
Python · SQL · Power BI

INTERESTS

- Customer Experience
- Business Growth & Strategy
- Retail & Commercial Operations
- Sales & Customer Insights

Kesiya Somkuwar

BUSINESS ANALYTICS · DIGITAL MARKETING · MARKET RESEARCH

PROFILE

Business Analytics undergraduate at MIT World Peace University who pairs data analysis with hands-on digital marketing. Analysed the study-abroad market and lead funnel at Beyond India Education while running Meta ads, and helped a real estate company build its online platforms. Turns data into clear recommendations and works confidently with customers and teams.

EXPERIENCE

Business Analyst Intern – Data Analytics & Change Management

Beyond India Education, Pune *Jun 2026 – Aug 2026*

Project: Study-Abroad Market Analysis, Lead Funnel Optimisation & Strategic Growth Opportunities

- Researched the study-abroad market to identify growth opportunities, key student segments and emerging trends.
- Ran **Meta (Facebook & Instagram) ad campaigns** to generate student leads, tracking results to improve reach and lead quality.
- Mapped the **lead funnel** from first enquiry to conversion, pinpointing drop-off stages and recommending fixes.
- Used data-driven analysis to shortlist strategic growth opportunities, supported change-management and process-improvement initiatives, and communicated insights to guide business decisions.

Online Platform Development

[Company Name], Real Estate *[Month Year – Month Year]*

- Helped build and launch the company's **online platforms** to strengthen its digital presence and reach prospective buyers.
- Organised property information and visuals into clear, customer-friendly online content.

LEADERSHIP & ACTIVITIES

Social Media Head – Fleadonia Fest *2023*
Led digital promotions and designed social media templates and banners.

Volunteer – Flea Fair, Nagpur *2023*
Handled stall management, event coordination and visitor engagement.

Volunteer – Pop Sugar Halloween Events *2023*
Ran themed activities and coordinated participants.

Volunteer – The Bark Club NGO
Took part in awareness drives and pet adoption campaigns.

ACADEMIC PROJECTS

- **Consumer Market Research Survey** – Collected and analysed survey responses; summarised consumer preferences in Excel.
- **Sales Data Analysis** – Analysed sales data in Excel, using pivot tables and charts to present business insights.

CERTIFICATIONS

Google Analytics Certification
Google · Aug 2025

Excel for Business Analysts
LinkedIn Learning · Dec 2025

Data Processing & Visualisation
FutureSkills Prime / NASSCOM · Mar 2026

Event Management
Great Learning · Sep 2025

Certificates & Credentials

Kesiya Somkuwar · Supporting documents


BEYOND INDIA EDUCATION
Beyond Admission. Built for Life.

BIE/INT/2026/014

INTERNSHIP CERTIFICATE

This is to certify that

Ms. Kesiya Somkuwar

has successfully completed her internship at Beyond India Education in the role of
Business Analyst Intern – Data Analytics & Change Management
from 1 June 2026 to 1 August 2026.

She also contributed to the internship project titled
"Study-Abroad Market Analysis, Lead Funnel Optimisation and Strategic Growth Opportunities for Beyond India Education.".

Her performance during the internship was found to be sincere, diligent, and satisfactory.

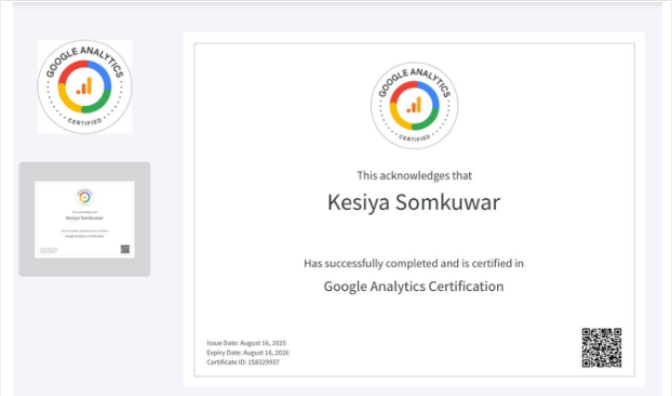
We wish her success in all her future endeavours.

Preshit Sambare
Managing Director,
Beyond India Education

Date of Issue: 1 August 2026
Place: Pune, Maharashtra

BEYOND INDIA EDUCATION

Internship Certificate – Beyond India Education


GOOGLE ANALYTICS

This acknowledges that

Kesiya Somkuwar

Has successfully completed and is certified in

Google Analytics Certification

Google Analytics Certification – Google


LinkedIn Learning

Excel for Business Analysts

Course completed by Kesiya Somkuwar
Dec 05, 2025 at 12:11PM UTC

Top skills covered

Business Analysis | Microsoft Excel

Shea Hanson, Head of Learning Content Strategy

IIBA Endorsed Education Provider

COURSE COMPLETION

Excel for Business Analysts – LinkedIn Learning


futureskills prime

nasscom
IT-ITeS SSC

Certificate of Completion

COURSE PARTICIPATION

KESIYA SOMKUWAR

has completed

FSPData Processing and Visualisation (SCORM - 152478)

Aligned to Competency Standards developed by IT-ITeS Sector Skills Council Nasscom in collaboration with Industry and Government.

08 Mar 2026
Date of Issue

Dr. Abhilasha Gaur
CEO
IT-ITeS SSC Nasscom

Data Processing & Visualisation – NASSCOM


Great Learning

CERTIFICATE OF COMPLETION

Presented to

Kesiya Somkuwar

For successfully completing an online course

Event Management

Course completed on September 14, 2025

Harish Subramanian
Academic Director, Great Learning

VERIFIED CERTIFICATE

To verify this certificate visit https://www.mygreatlearning.com/certificate/DUPJSOCC

Event Management – Great Learning