

SWESHA NAIR P

BUSINESS ANALYST

EDUCATION

Crescent School of Business (2020 - 2022)

MBA in Finance and Business Analytics

- Academic Topper
- CGPA: 8.98

University of Madras (2017 - 2020)

Bachelor of Commerce

- Intercollege winner of the SRAef
- Awarded First prize in an intercollegiate paper presentation
- CGPA: 7.8

SKILLS

Technical

Power BI

Tableau

Tally ERP 9

MS Excel

MS Visio

Canva

Interpersonal

Resolute

Adaptable

Creative

Negotiation

Leadership

Mediation

LANGUAGE

- English (Professional)
- Malayalam (Native)
- Hindi (Basic)
- Tamil (Basic)

REACH OUT

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Chennai, TN, India.

MY JOURNEY

An enthusiastic, self-driven analyst with a strong work ethic who has studied and worked on an array of industry trends, from the Silica Sand business to the Cambodian market.

Conducted **over 50 financial analyses**, including ratio analysis and variance analysis.

With over **two years of experience** in the field and a well-versed background in finance, I've navigated the complexities of modern market research with precision and finesse.

EXPERIENCE



Crescent Research and Innovation Facilities Pvt Ltd

(2022 - Present)

Business Analyst

Initiated revenue growth by establishing a strategic partnership with **Rocheston (US)** providing an Innovation Officer Programme, while creating and improving **project requirement precision** by 80% through detailed stakeholder collaboration

- Conducted market research and analysis, finding **over 5 major trends** and opportunities that aided strategic decision-making. Additionally, established social media accounts and **directed collaborative events** to boost brand visibility.
- Developed strategic partnerships with multiple startups including Wegot and 60Plus, and critically evaluated **over 50 startup concepts** for alignment with current market demands.



Canara Bank

Trainee Accountant

(Aug - Oct '20)

Assisted over 50 customers daily, **resolving >60%** of issues **on the spot** with an average of 95% customer satisfaction rating.

- Streamlined account management processes with the team, **reducing** processing time **by 10%** and enhancing efficiency.
- Conducted daily **credit assessments** for over 20 customers and managed weekly **locker bookkeeping** for 15+ customers, ensuring accuracy in evaluations and record-keeping.



The New Indian Express

Finance Intern

(May - June '19)

Enhanced financial operations through simultaneous analysis on **three key projects**, improving decision-making by 25%.

- Maintained **95% accuracy** in financial data management, **ensuring compliance** with policies and regulations.
- Managed monthly **bank reconciliations** for **over 10 accounts** and maintained accurate financial records in Tally ERP 9 for the 2018-19 period, guaranteeing precise documentation and up-to-date financial records.

PROJECTS



Tapping the Untapped Market (Research Project - Edu sector)

Developed a thorough launch plan with a specific emphasis on offering courses to women in response to a survey, which is being implemented in Madurai.

Market Entry Strategy for Asia (International Immersion Programme)

Presented a startup pitch ("Swell Health Assistant") including a 10-year NPV and Break-Even Analysis, in National University of Singapore.

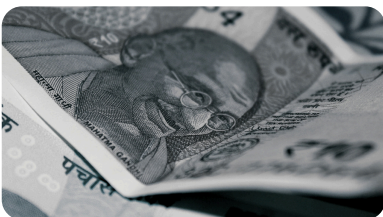


Harvard Business School (Online Diploma)

Completed an eDiploma course in Business Analytics. Trained on quantitative methods used to analyze data and make better management decisions

Harvard Business Publishing (eCourses)

Completed HBP courses on the domains: Finance Online, Financial Accounting, Management Communication in Business, and Quantitative Methods.



Research on Financial Scams (Secondary Research - Fintech)

Conducted a detailed study on major banking frauds in Indian Banking Industry and its impact in banks' net present value and profitability

Field is Future (Social Immersion Programme)

This project aids in understanding the gap between supply and demand, as well as the challenges faced, helping us envision the future of farming.



To view all the other certifications and credentials, visit my [website](#).