

Lakshaya Arya

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10x platform growth

Samsung EDGE & Avalon Consulting Campus Winner

3x CAT 99+ %ile

“Two years of transforming data into strategic decisions that drive growth at early-stage ventures”

EDUCATION

IIM Udaipur | *MBA in Finance & Strategy*

July'22 – Mar'24

- **Cumulative GPA:** 3.0/4.0 | 3.5+ GPA in Financial Accounting, Corporate Finance, Statistics etc.
- Samsung EDGE Case Competition – Top 62/14,000 | Avalon Consulting – National Finalists
- **CAT Percentiles:** CAT'22 – 99.49 | CAT'21 – 99.62 (QA – 99.95%ile) | CAT'20 – 99.34

NIT Kurukshetra | *B.Tech in Electronics and Communication*

July'17 – May'21

- **Cumulative GPA:** 8.42/10 | Internship at Semiconductor Laboratory, Mohali (MeitY) | 6th Sem DR
- Mentor at SHIKSHA | Intern at Unacademy and Vedantu | Class 12th – 92% | Class 10th – 10 CGPA

EXPERIENCE

Microfolio Technologies | *Business Analyst*

Nov'24 – Oct'25

- Drove 10× traffic growth (0→30K/month) by optimizing content taxonomy and leveraging GA4
- Improved ad ROI by 35% through data-backed affiliate partnerships and performance tracking
- Built dashboards to monitor engagement, CTR, and traffic sources, enabling data-driven decisions
- Built an AI recommendation framework to personalize learning, improving completion rates by 27%
- Performed detailed SQL-based retention analysis to identify churn, raising 30-day retention by 18%
- Built financial forecasting models to evaluate revenue growth and cost efficiency across projects

Sentra.world | *Data Analyst*

Aug'24 – Oct'24

- Built carbon reporting dashboards, driving strategic advisory engagements with 3 enterprises
- Executed seamless data migration and validation using SQL and Excel, ensuring 100% accuracy
- Worked with developers to resolve platform issues, boosting emissions data accuracy by 25%

Berger Paints | *Marketing Intern*

Apr'23 – Jun'23

- Developed GTM strategy for ₹120 Cr market, shaping pricing, positioning, and regional rollouts
- Executed market research, engaging 30+ stakeholders, including dealers, architects and shop owners

Samsung SDS | *Frontend Developer*

Aug'21 – Jan'22

- Revamped Samsung's project management platform UX, reducing task update time by 40%
- Developed full-stack features with Vue.js and Python, accelerating bug resolution cycles by 30%

PROJECTS

Corporate Valuation | *Grade Point: 3.50*

Oct'23 – Dec'23

- Conducted in-depth DCF valuation of Asian Paints, finding a 17% overvaluation versus market price
- Analyzed key financials and ratios using Bloomberg and WACC sensitivity analysis for insights

SKILLS

- **Finance:** Modeling, Valuation (DCF and Comparables), LBO Modeling, M&A | FMVA Certified
- **Analytics:** Excel (Advanced), SQL, Power BI, Tableau, GA4, Python, Statistics, A/B Testing

INTERESTS

- Competitive chess player, Top 1% on Chess.com (20M+ users); former IIMU Chess Team member
- Mentor at 99p-io, a LinkedIn-based CAT mentorship platform guiding aspirants with prep insights