



SHWETA BABAR

Specialization: Marketing

CONTACT

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DOB: 18th September 1997

KEY PROJECTS UNDERTAKEN

MARS WRIGLEY-(JAN-2021)

Study on Marketing strategies of Mars Wrigley with primary research in South Mumbai region.

AMDISA- Association of Management Institute of South Asia -(September2020)

Research based project on Hybrid classroom and Diverse learning in future.

Automation of detection of malaria parasites- (May-2019)

Detecting malarial parasites using Image Processing and Classification with K-means algorithm.

POSITION OF RESPONSIBILITY

- Member of Social Media and Admissions team at IES MCRC
- Head member of **social media** and **promotion** team in Horizon fest (RAIT)

EDUCATION

PGDM IES's Management College and Research Centre, Mumbai	2022	3.82/4
B.Tech (Information Technology) Ramrao Adik Institute of Technology, Nerul	2019	52%
HSC Horizon Public School, Pune	2015	67%
CBSE DAV Public School, Nerul	2013	89%

ADDITIONAL QUALIFICATION

- Data Science using Python by Michigan University (2020)
- Google Analytical Individual Qualification(GAIQ) (2020)
- Digital Marketing course by Google Unlocked. (2019)
- Certificate of technical training on Machine Learning using IBM WATSON. (2018)

INTERNSHIP

GEP Worldwide

May'21-July'21

Tasks/Accomplishments.

Strategic sourcing and Tail spend management of TSB bank account was the main task. Supplier consolidation and profiling helped the clients with strategic sourcing and tail spend management.

Eduvance.com

May '18- July '18

Tasks/Accomplishments.

Using Machine learning tools along with python for Eduvance.com. Build an interactive chat box with Machine learning and algorithm as a tool.

ACADEMIC ACHIEVEMENTS

- Won 3rd prize in SEAA Peregrine Global Instant Case study competition.