ARJUN MEHTA

MBA Candidate, Class of 2026 –
BML Munjal University
Specialisation: Marketing, Digital Strategy & Analytics

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SAMPLE PORTFOLIO

RESUME

CAREER SUMMARY

MBA candidate with strong analytical capability, AI-first problem-solving approach, and demonstrable project experience across FMCG, Retail, FinTech, D2C, and Manufacturing sectors. Built 10+ industry-grade projects during the MBA across strategy, analytics, product, marketing, and AI — showcased below as a structured portfolio. Actively seeking roles in Growth, Product, Strategy, Analytics, and Digital Marketing.

EDUCATION

Master of Business Administration (MBA)

BML Munjal University (BMU) | 2024–2026

Specialisation: Marketing, Digital Strategy & Analytics

- Completed BMU AI Spine (Prompt Engineering, Automation, GenAI)
- Head, Marketing Club

Bachelor of Technology (Computer Science)

MIT-WPU Pune | 2020–2024

CGPA: 8.1/10 | Winner – Smart India Hackathon 2023

PORTFOLIO SUMMARY
(10 COMPLETED PROJECTS)

Hindustan Unilever (Sample Academic Project) – Market Entry Strategy (FMCG)
Reliance Retail – Customer Insights & Sales Dashboard
Mamaearth – AI-Driven Performance Marketing Optimization
Paytm Money – Product Design Sprint (Savings Insights Feature)
JSW Steel – Profitability Consulting Case
Nykaa Fashion – Growth Marketing Studio Project
Zomato – Digital Brand Analytics Report
AI Super-Electives – GenAI Automation & Prompt Engineering Portfolio
Razorpay – Internship (Merchant Funnel Analytics)
Dabur – Capstone: AI-Based Sales Forecasting

DETAILED PORTFOLIO

Project 1

Hindustan Unilever (FMCG): Market Entry Strategy

Module: Business Foundations I Type: Strategy Project

Objective
Identify the most profitable Tier 2/3 North Indian markets for the upcoming launch of HUL's herbal skincare range (academic simulation).

Outcome
- Identified 3 high-potential markets: Jaipur, Lucknow, Indore
- Estimated 18% incremental revenue in the first 6 months
- Recommended 8-week rollout plan with influencer categories and pricing sweet spots

Key Work Done
- Conducted structured consumer research with 420 respondents across 6 cities
- Used clustering to form 4 consumer personas
- Benchmarked 8 competing brands (Mamaearth, WOW, Plum, Khadi, Minimalist, etc.) on pricing, claims, distribution
- Built a 6-month demand forecast using time-series modelling
- Designed recommended GTM strategy focusing on Modern Retail + Chemists + D2C

Skills Demonstrated
Strategy | Consumer Insights | Analytics | AI-based competitive research | GTM planning

Project 2

Reliance Retail: Customer Insights & Sales Dashboard

Module: Analytics Foundation I Type: Analytics + BI Project

Objective
Analyse multi-store data to diagnose performance decline across 40 Reliance Smart stores.

Outcome
- Identified ₹12 Cr annual revenue loss due to stock-outs & pricing mismatch
- Recommended inventory rule changes for 6 categories
- Proposed repeat-customer retention strategy

Key Work Done
- Analysed 75k+ transaction rows across 18 months
- Built full BI dashboard including:
  - Store performance heatmap
  - Customer cohorts
  - Category contribution
  - Churn analysis
- Ran price elasticity modelling to identify overpricing

Skills Demonstrated
PowerBI | Data Cleaning | Cohort Analysis | Root-Cause Diagnosis | Business Insighting

Project 3

Mamaearth (D2C): AI-Driven Performance Marketing Optimization

Module: Digital & Growth I Type: Marketing + AI

Objective
Improve ROAS and CAC for a Mamaearth facial-care category campaign.

Outcome
- ROAS improved by 22%
- CTR increased by 31%
- CAC reduced by 14%

Key Work Done
- Integrated Meta + Google Ads data from past 90 days
- Used AI forecasting (Prophet) to detect underperforming ad sets
- Built audience clusters using K-means
- Ran creative experiments using AI-generated variations

Skills Demonstrated
Growth Marketing | Forecasting | A/B Testing | AI Tools | Consumer Behavior

Project 4

Paytm Money: Product Design Sprint (Savings Insights Feature)

Module: Product & UX I Type: Product Sprint

Objective
Design a new feature to help Paytm Money users track & improve savings habits.

Outcome
- 17% higher adoption in testing
- Reduced friction in onboarding flows
- Clear PRD + wireframes demonstrating product thinking

Key Work Done
- Conducted 22 user interviews
- Created user personas & journeys
- Built complete PRD (Problem → Goals → KPIs)
- Designed 12-screen high-fidelity prototype
- Conducted usability testing

Skills Demonstrated
PRD | UX Design | JTBD | Wireframing | User Research

Project 5

JSW Steel: Profitability Consulting Case

Module: Sector Studio – Consulting

Objective
Identify sources of margin erosion at a mid-size JSW Steel processing unit.

Outcome
- Identified ₹8.5 Cr cost-saving opportunity
- Proposed outsourcing of non-core processes + RM optimization

Key Work Done
- Contribution margin analysis
- Variable cost modelling
- Price-volume-mix analysis
- Root cause diagnosis (5 Whys, Fishbone)

Skills Demonstrated
Consulting Problem Solving | Excel Modelling | Strategic Diagnosis

Project 6

Nykaa Fashion: Growth Studio Conversion Sprint

Module: Sector Studio – Marketing

Objective
Improve conversion rate for Nykaa Fashion's beauty accessories page.

Outcome
- Conversion improved 11% over 3 weeks
- Bounce rate dropped 9%

Key Work Done
- Funnel analysis (landing → product view → add to cart → purchase)
- Identified drop-off points
- Designed A/B experiments (copy, CTA, layout)
- Competitor teardown (Purplle, Myntra)

Skills Demonstrated
CRO | Growth Experiments | Funnel Analysis

Project 7

Zomato: Digital Brand Analytics Report

Module: Specialisation Portfolio

Objective
Analyze Zomato's digital footprint and propose insights-driven positioning strategy.

Outcome
- Clear repositioning strategy based on consumer insight clusters.

Key Work Done
- Sentiment analysis of 18k social comments
- Category mapping (dine-in vs delivery vs grocery)
- Brand health metrics
- Recommendation framework

Project 8

AI Super-Electives Portfolio

Module: AI Spine

Outcome
Demonstrable AI capability across business functions.

Key Work Done
- Automation Workflow: Built Zapier automation that reduced manual reporting by 63%
- Prompt Engineering Library: 50+ reusable prompts for marketing, finance, HR, product
- Applied GenAI Project: Automated insight report generation

Project 9

Razorpay Internship: Merchant Funnel Analytics

Objective
Improve the activation funnel for 1.2M Razorpay merchants.

Outcome
Funnel conversion improved 9% in high-volume segment.

Key Work Done
- Funnel diagnosis
- Cohort analysis
- Pricing recommendations
- Weekly insights reporting

Project 10

Dabur: AI-Based Sales Forecasting (Capstone)

Objective
Improve forecasting accuracy across Dabur's OTC product line.

Outcome
Forecast accuracy improved 62% → 87%.

Key Work Done
- Data cleaning
- Feature engineering
- Model comparison (Random Forest vs Prophet)
- Scenario modelling