

Shweta Jaiswal

Female

ACADEMIC QUALIFICATION

Bachelor of Business Management	2017	Mount Carmel College	78%
Class XII	2014	Assembly Of God Church School	61%
Class X	2012	Assembly Of God Church School	63%

PROFESSIONAL EXPERIENCE

TATA Consultancy Services

Business Analyst (Nielsen Media)

Jul 2017 – Jan 2021

Role	- Interacting with clients to understand their business question, problem and needs - Assisting clients by analysing their needs, requirements and providing them with strategic marketing plans, highlighting opportunities, sharing insights & making recommendations based on primary data received from media & consumer panels - Identification and monitoring of competitors, research market conditions, consumer behaviour, seasonality and changes in the industry that may affect sales. Analysing source of volume for new products, brand loyalty/shifting, demographic segmentation, volume leakage, etc. - Provide answers to specific business queries.
Process	- Process Improvement by creating advanced templates and SOPs to standardize process - Responsible for quality check of team mates work - Conduct daily and weekly meetings between on shore and off shore to effectively manage time and resources
Projects	Worked on Root cause analysis, issue based analysis, open ended question reports.

POSITIONS OF RESPONSIBILITY

North America, TCS – Nielsen

July 2017-June 2020

Madras – Nielsen

July 2020- Jan 2021

- TAM (television audience measurement is the specialised branch of media research using diary method, people meter and set-tuning meter with top clients as BBC, The Economist Group, Financial Times, Los Angeles Times, Reuters, Disney Worldwide, Fed Sources, Forbes, National Geographic, Time Warner.
- Madras retail work creating SMC, to run SMR, MSR, validation of final report.
- Closely working with the clients to forecast workload and help allocate work for optimal utilisation of resources

Core Committee Member, BMA 2017

2016-2017

- Conceptualising a unique, interesting theme for the fest. (casino)
- Integrating all the rounds to the central theme & to give the participants a challenging, fun & learning experience to take back

SKILL SET

Technical	- Used Constructive Story Telling Skills to create presentation with SCQA(Situation, Complication, Question and Answer) - Proficient in MS Power point, MS Excel and hands on with operating system (Unix).
Functional	- Sense of ownership accompanied with team work skills - Analytical skill with an eye for detail - Effective communication and presentation skills

ACHIEVEMENTS

Certifications	- Retail analytics course conducted by TCS - Basic SAS
Community Work	- Core team member of NGID and CSR. - Have been organising fund raisers and fun activities for the kids of "Sadashriya Ashram" on a regular basis. - Core team member of BMA, BBM Fest (Carpedium)

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Awards	■ BPS Star performer Award ■ Awarded as Best Management skill under time management ■ Special initiative award for CSR and NGID ■ On the spot award ■ BPS champion leagues award ■ 3 times applause for team award

INTERESTS & HOBBIES
1. Dancing 2. Sports 3. Music 4. Gardening

