

# Saurav Sah

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## SUMMARY

MBA candidate (SCMHRD '26) and **National Winner, Tata Imagination Challenge**, with **23 months** of business operations experience. Pairs primary research and data analysis with commercial execution across strategy, marketing, sales, and product.

## WORK EXPERIENCE

### Summer Intern, Insights & Communications - bigbasket (A Tata Enterprise) Apr 2025 – Jun 2025

- Analysed engagement across **40+ multi-channel campaigns** to isolate performance drivers, converting findings into a data-backed communication strategy adopted by the team.
- Ran competitive intelligence across **7 organisations** and coded **800+ employee reviews** to identify sentiment trends, perception gaps, and positioning opportunities.
- Synthesised research into **leadership presentations**, aligning HR, marketing, and senior stakeholders on messaging priorities and brand positioning.

### Business Operations Associate - Madhu Traders, Birgunj Jun 2022 – May 2024

- Owned **20+ retail partner** relationships, driving repeat purchase frequency up **25%** through demand analysis, need-based selling, and structured account engagement.
- Negotiated supplier terms within a **3–5% margin band** while resolving escalations and ensuring on-time delivery, sustaining **90%+ customer satisfaction**.
- Designed an Excel-based order tracking and supplier coordination system for **20–25 daily orders**, improving operational visibility and **reducing delays 15%**.

### Content & Digital Marketing Intern - Konnettogrow, iFortis Corporate, StartupTime

- Produced **25+ SEO-optimised articles** and ran LinkedIn and Instagram outreach engaging **200+ prospects**, converting **20+ participants/sales** and generating collaboration leads.

## KEY PROJECTS

### The Mint Brief - Business Newsletter (Founder) Oct 2025 – Dec 2025

- Grew to **150+ subscribers** across top B-schools with a **~95% peak open rate**, driven by subject-line testing, audience segmentation, and content positioning.
- Automated the research-to-publish workflow using AI and automation tools, **cutting manual effort 80%** while holding a daily cadence.

### NanoBite - Preventive Diagnostics Venture Case (National Winner, Tata Imagination Challenge 2025)

- Built an investment-ready business case covering **TAM/SAM/SOM market sizing**, pricing, GTM, regulatory roadmap, and partnership strategy; **won nationally** against entries from across India.

### CreditPulse - AI-Assisted Credit Decisioning (Self-Initiated Prototype)

- Diagnosed a **7–10 day** manual loan cycle as a workflow problem rather than a credit-risk one; redesigned it into a routed decision system with confidence-scored risk tiers and a human override layer for compliance.

### Consumer & Shopper Research - Hygienic Research Institute, Pune (Live Project) Jan 2025

- Conducted **60+ consumer interviews** and observed **120–150 daily customer journeys**; benchmarked competitor pricing and shelf visibility to deliver **3 recommendations** projected to lift conversions **15–20%**.

## SKILLS

**Business & Strategy:** Business Strategy, Problem Structuring, Market Sizing (TAM/SAM/SOM), Go-To-Market, Business Model Design, Competitive Benchmarking, Process Optimisation, Stakeholder Management, Cross-Functional Collaboration

**Analytics & Research:** Primary & Secondary Research, Consumer Insights, In-Depth Interviews, Sentiment Analysis, Quantitative Analysis, Data Interpretation, Trend Analysis, KPI Tracking, Insight Synthesis

**Commercial & Growth:** B2B Sales, Key Account Management, Negotiation, Lead Generation, Brand Positioning, Content Strategy, Campaign Management, SEO, Audience Segmentation, Funnel & Retention Analytics

**Tools & Technical:** MS Excel (Pivot Tables, Modelling), PowerPoint, R Studio (Basic), Google Analytics, Bloomberg Terminal, Make (Automation), Rapid Prototyping (Lovable), AI Tools

## EDUCATION

**MBA, Sales & Marketing** - SCMHRD, Symbiosis International University, Pune 2024 – 2026 | 71%

**BBA, Finance** - KIIT School of Management, Odisha 2019 – 2022 | 83.1%

## ACHIEVEMENTS & CERTIFICATIONS

**National Winner** - Tata Imagination Challenge, Tata Group (2025) | **Finalist** - Biznovator, SCIT Pune (2025) | **National Semi-Finalist** - E.P.I.C 6.0, TVS Credit (2024) | **Certification:** Bloomberg Market Concepts (2024)