

Anand Kumar

+91-8409840832

Patna, Bihar 803301
anand1k2raj@gmail.com

<https://www.linkedin.com/in/anand-kumar-me>

Internship

Avira World LLP | Ranchi, Doranda

June 2024- July 2024

Product Management Intern

- Conducted comprehensive market research to identify trends and consumer preferences across toys and gifts, home decor, kitchen and dining, and electronics products.
- Analyzed competitor products and strategies to inform product development and positioning.
- Gathered and analyzed customer feedback to inform product improvements.
- Engaged with customers to understand their needs and preferences.

Nexgen Solution Technology Pvt. Ltd. | Bihar, Begusarai

June 2023 – July 2023

Sales And Marketing Intern

- Gained insight into Sales and Marketing of Nexgen Solution Technologies Pvt. Ltd on maintaining the sales target.
- Learned to adapt to shifting priorities and manage time efficiently.
- Developed the ability to identify and resolve issues through systematic problem-solving approaches.
- Satisfied the customer regarding brand awareness and interacted with potential customers to build strong relationships.

Projects

Community Development Project (CDP)

May 2022

In Non-Governmental Organizations (NGOs), For Adopt Of Plant

- Initiated Green Drive at Anganwadi Suvidha Kendra with the team of 15 members.
- Promote environmental sustainability.
- Adopted plants suitable for the local climate, provided proper care maintenance, contributed to environmental sustainability, cultivated medical plants, and promoted the use of herbal health remedies.

Tableau Project

October 2023

- Explore The Sales Data Of Knitwear Company To Gain Insight Into Sales Performance, Identify Trends For Improvement
- Learned data exploration and visualization for sales performance, product performance, customer analysis, and salesperson performance.
- Identification of top-selling product and customer segments.

Certifications

- Certificate in Corporate Strategy | V- Skills | October 2023
- Certificate in Supply Chain Management | LinkedIn | September 2023
- Certificate in Sales Management | Great Learning Academy | January 2023
- Certificate-Based On Mastering Communication Skills For Carrier Success | LPU | November 2022

Technical Skills

- Technologies:** MS Excel, Python, Tableau, MS Word, Canva, SPSS
- Power Skills:** Critical Thinking, Fostering Positive Connection With Others, Always Think Innovatively

Education

Lovely Professional University

Integrated BBA-MBA — Percentage: 77

May' 2021 – Present

Jalandhar, Punjab, IN

BNM College

Intermediate — Percentage: 79

Apr' 2019 – Mar' 2021

Barhiya, Bihar, IN

B.P.S Public School

Matriculation —Percentage:61

Apr'2018 – Mar'2019

Begusarai, Bihar, IN