

KUNAL VINOD KASHYAP

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PROFILE

Business analytics professional with consulting and data visualization experience across the US, India, and Japan. Focused on strategy consulting and data-driven decision making.

- **Skills:** SQL, Tableau, Power BI, R, Excel
- **Certifications:** McKinsey Forward, PwC Consulting, Deloitte Analytics
- **Languages:** English, Hindi, Telugu, Japanese (Conversational)

EDUCATION

Purdue University, Daniels School of Business West Lafayette, IN
Master of Science in Business Analytics and Information Management December 2027

Kent State University Kent, OH
Bachelor of Business Administration, Business Management May 2025

- Dean's List – 4 Semesters
- **Study Abroad:** Digital Business Innovation, Tokyo International University, GPA 3.9/4.0

PROFESSIONAL EXPERIENCE

The Good Samaritan Project Cleveland, OH
Business Strategy Consultant Feb 2025 – Apr 2026

- Secured \$5k in new revenue, improved sponsor conversion by 20% by developing cost-benefit pricing model, led cross-functional team of 7 through strategic planning.
- Developed 2026 strategic plan, brand guidelines, website redesign to support \$6k fundraising target and three-tier organizational growth roadmap for executive leadership.

Kent State University, Student Career Services Kent, OH
Program / Business Analyst Sep 2024 – May 2025

- Boosted student engagement by 38% by conducting data analysis in RStudio, built Power BI dashboards to identify trends, informed process improvements for onboarding programs.
- Boosted internship applications by 25% through data-driven decision making and Tableau visualization of workshop impact.

Mamacitas / AMA (KSU) Kent, OH
Business Analyst Consultant Aug 2023 – Dec 2023

- Drove 37% new customer growth, 72% repeat visit increase by performing customer segmentation and KPI analysis to deliver actionable recommendations.

EVENTFAQs

Marketing Analyst Intern Mumbai, India
Jun 2023 – Jul 2023

- Generated \$25k in executive-level deals, maximized sales forecasting accuracy by 22% by writing SQL queries, built Power BI reports to segment clients across \$130k sales pipeline.

LEADERSHIP ACTIVITIES

TEDx Tokyo International University Tokyo, Japan
Operations Manager Apr 2024 – Aug 2024

- Achieved 100% on-time execution by coordinating logistics across 3 departments for 300+ attendee event, reduced scheduling errors by 25% using Excel and Power BI dashboards.

Business Professional Roundtable, Kent State University Kent, OH
Vice President Jan 2022 – Jan 2024

- Led meetings, organized recruiting events and trivia nights, discussed course improvements with Assistant Dean on behalf of business students, strategized funding plans.