

MUSKAN TALREJA

BUSINESS ANALYST & IT CONSULTANT

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EDUCATION

University of Technology Sydney (UTS)	2022-2023
Masters of Business Analytics	
Institute of Professional Education and Research (IPER)	2017-2020
Barkatullah University	
Bachelor of Business Administration	

RESEARCH PROJECT WITH DR. AVINASH SINGH

Spearheaded a groundbreaking research project investigating the revolutionary impact of Extended Reality (XR) on customer purchasing behaviours across digital and phygital realms. Collaborated with experts to explore how XR technologies reshape consumer interactions, bridging the gap between the virtual and physical shopping experiences."

EXPERIENCE

Intern | Big Talks Weekly - Sydney, New South Wales | July 2023 - Present

- Assisted in backend technology, optimizing website functionality and maintenance.
- Collaborated with a diverse team to identify trending topics that resonated with the target student audience.
- Led content creation for the website, translating theoretical concepts into practical understanding using the latest news and real-world applications.
- Developed engaging articles, integrating cutting-edge news to demystify complex ideas for students.

Social Carer | Like Family - Sydney, New South Wales | November 2022 - present

- Provided emotional support and daily care to aging, ill, injured, or disabled Australians
- Managed time effectively and organized social activities for members
- Maintained a friendly atmosphere and encouraged social involvement

Crew member | Hyper Karting - Moore Park, New South Wales | December 2022 - April 2023

- Assisted with membership inquiries, race bookings, and floor assistance
- Developed multitasking, leadership, and communication skills
- Managed shifts and supervised team members to achieve organizational goals

Associate | CITY GROUP ROOMS | February 2022 - May 2022

- Managed online focus groups and IDI platforms for market research
- Coordinated meetings between researchers, clients, and industries
- Demonstrated multitasking, time management, and precision in conducting research meetings

EXPERIENCE (CONTINUED)

Project Manager | HLBS TECH PVT. LTD. - Bhopal | January 2020 - December 2021

- Arranged funds for a new manufacturing unit via government subsidies, bank loans and investments
- Conducted in-depth research on machinery and component suppliers for manufacturing computers and all in one PCs
- Handled documentation for banks, government agencies, suppliers, and clients
- Worked cross-functionally and build relationships with stakeholders
- Increased customer satisfaction by 10% by implementing a new customer service initiative

Finance Associate | AG8 Venture Ltd - Bhopal | December 2018 - December 2019

- Implemented financial and structural planning for a project
- Monitored cash flow projections and prepared advanced Management Information System (MIS)
- Analyzed private equity and non-convertible debentures through SPV

Ownership Experience: Co-owner | Sinma Fashion Jewellery

- Implemented new promotional techniques and expanded product mix
- Administered inventory management, finance and accounting, advertisement and marketing
- Increased overall sales by 20% through the introduction of a new segment

RESEARCH PUBLICATIONS

- Leveraging Deep Learning to Develop an Intelligent Chatbot - 2020
- Ensuring an Early Detection and Checking of Counterfeit Drugs and Supply Chain Management in Pharmaceutical Industry by using Block Chain Technology - 2020
- An in-depth analysis of Securing the Big Data applications in the Internet of Things (IOT) platform - 2020
- Employability of Multiple Data Mining approaches in enhancing the efficacy of weather forecasting - 2018
- Applicability of Identified File Security Techniques in enhancing the security safeguards in cloud computing - 2017

VOLUNTEERING

- UTS Peer Network - Leadership, and Mentoring
- Founder member of Youth Warriors, a not-for-profit organization
- TEDx Sydney - 2023

SKILLS

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|-------------------|---------------------|--------------------|
| • Negotiation | • Leadership | • Microsoft Office |
| • Communication | • Customer Service | • Python, R, SAS |
| • Tech Savvy | • Analytical | • Tableau |
| • Business Acumen | • Critical Thinking | • Power BI |