Neelanjan Roy

MBA Candidate, IIM Shillong · Strategy & financial analysis

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The Neon Blue by Neelanjan — online casebook

EDUCATION

Indian Institute of Management, Shillong — *MBA* — In progress

- Consulting and financial-analysis live projects with Prodmark Business Consultants; strategy case work published in The Neon Blue casebook

North Bengal St. Xavier's College, University of North Bengal — 2024

- BCA (Hons.), Computer Application — 74.10%; graduated second in department
- Award of Merit for the highest departmental rank in the 3rd-semester examination (2023)

Caesar School, Malbazar (CBSE) — 2018 – 2020

- Class XII 85.00% (2020) · Class X 86.00% (2018)

EXPERIENCE

Prodmark Business Consultants Pvt. Ltd. · *Consulting Live Project* — Apr – May 2026

- Performed market sizing (guesstimates) to evaluate new market entry
- Built a GTM roadmap with a business model for the new market

Prodmark Business Consultants Pvt. Ltd. · *Financial Analyst Live Project* — Dec 2025 – Jan 2026

- Analysed EBITDA decline — assessed revenue and COGS drivers for the root causes of margin loss
- Analysed financial statements of an FMCG company, examining past 3-year business performance trends
- Deep-dived into COGS, EBITDA and the Cash Conversion Cycle to recommend strategies for growth

SELECTED CASE WORK

- **Market entry: Should a regional D2C skincare brand go offline? — sized the opportunity two ways and** proposed a pilot-prove-scale plan
- **Valuation: What is a B2B SaaS startup worth before its Series B? — DCF from cohort retention,** cross-checked with comparables
- **Operations: Cutting last-mile cost for a quick-commerce player — process mapping and dark-store network** redesign
- Full casebook with the thinking shown: The Neon Blue by Neelanjan

SKILLS

Data & analytics	Data analytics, IBM SPSS Modeler, Power BI, market sizing & guesstimates
Tools	MS Office Suite (Excel, PowerPoint, Word)
Languages	English, Bengali, Hindi, Nepali, Assamese

CERTIFICATIONS & ACHIEVEMENTS

- Introduction to Strategy Consulting job simulation — BCG, Forage (2026)
- Data-Driven Decision Making — PwC, Coursera (2026)
- Career Essentials in Generative AI — Microsoft & LinkedIn Learning (2026)
- AI Essentials for Business Analysis — LinkedIn Learning (2026)
- Complete Guide to Power BI for Data Analysts — Microsoft Press, LinkedIn Learning (2026)
- Social Media Marketing — HubSpot Academy (2026)
- Winners — intra-college cricket tournament (2024), kabaddi tournament at X-uberance (2023); runners-up — cricket (2023), kabaddi (2022, 2024)

LEADERSHIP & INTERESTS

- Digital Media & Content Creation Club — Member (Jun 2022 – Dec 2023): curated 45+ photographs for the college website and magazine; ran shoots that grew YouTube subscriptions by 40%
- Sports Committee — Member (Jul 2022 – Aug 2024): executed event plans across 6 major intra-college athletic meets
- Captain, Kabaddi & Cricket Teams (Jul 2021 – Aug 2024): led 10+ member teams; represented the institute at 5+ tournaments over 2 years
- Interests: photography, travelling, handicrafts