

VIDHI MAHESHWARI

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Mumbai

SUMMARY

Problem solver and an enthusiastic self-learner. Great team player with excellent interpersonal skills and like to do collaborative tasks with other team mates.

PROJECTS

Proposal on 'Selling Spectacles and Lenses in Ireland'

Short summary of your work

- Implemented a market penetration strategy to nab a sizable chunk of the target market and proposed the entry of eyeglasses and lenses into the cutthroat eyewear sector
- Extensive market research to identify the needs and preferences of customers
- Created a product line consisting of Frames (Product A), Lenses (Product B), and Frames + Lenses Combo (Product C) in order to cater to specific client segments and reduce costs devoted to providing inexpensive Italian design and German technology to meet the growing demand for eyewear among the elderly
- Stressing quality and affordability, positioning the brand to appeal to both working professionals and retirees
- Outlined further market dominance methods, such as putting customer service first and providing cost-free eye exams
- Presented a thorough financial study that included sales and profit projections for the first five years following launch

Avocado Prices (2020) Kaggle Dataset Dashboard

Short summary of your work

- Created an interactive dashboard to analyze and display avocado pricing data from the Kaggle dataset using the Plotly and Dash libraries.
- Prepared insights of the average avocado price over time, with a specific emphasis on the year 2020
- Conducted a thorough investigation of avocado pricing in various geographic locations, both conventional and organic.
- A user-friendly interface dashboard provided to allow users to explore and comprehend avocado price trends.
- Exhibited data analysis and visualization abilities with this assignment.

EXPERIENCE

Elite Relationship Manager

Kotak Mahindra Bank Limited

05/2023 - 08/2023 Ahmedabad

- Acquired 83 new customers through referrals (through cross-sell and up-sell)
- Managed a diverse portfolio of 193 customers
- Maintained responsibly direct relationships with the top 10% of customers, representing a total relationship value of ₹19 Crores

Competitive and Market Research Intern

Technocraft Industries India Limited

05/2022 - 09/2022 Mumbai

- Successfully identified and evaluated opportunities for scaffolding and framework services and products, both in domestic and international markets, contributing to business growth and expansion
- Assisted the digital strategy teams in enhancing the company's online presence, including social media efforts, web presence, and overall marketing strategies, resulting in increased brand visibility and customer engagement
- Played a pivotal role in cross-functional teams by closely working with marketing and sales departments, contributing to the creation of engaging marketing materials like brochures, pamphlets, and booklets
- Demonstrated deep understanding of scaffolding and framework manufacturing, including the range of products and services offered
- Actively collaborated with the business development teams to support event management initiatives, ensuring seamless execution and client satisfaction

Marketing Intern

Good Space Private Limited

12/2021 - 02/2022 Delhi

- Successfully reached out to the public and exceeded target goals by achieving the desired number of platform onboards
- Effectively educated potential customers on the compelling benefits of onboarding to the platform, leading to increased user acquisition and engagement

CERTIFICATION

The Fundamentals of Digital Marketing

Google

Google Ads for Beginners

Coursera

Certification of Learning Python, Python Data Analysis and Learning Excel Desktop

LinkedIn

EDUCATION

MBA, Marketing (Major) & Business Analytics (Minor) 3.69/ 4 CGPA

NMIMS

2019 - 2023 Mumbai

B.Tech, Information Technology 3.69/ 4 CGPA

NMIMS

2019 - 2023 Mumbai

HSC - 12th Standard 69.99 %

A's Steward Morris School

2016 - 2018 Bhilwara

SSC - 10th Standard 9.2/ 10 CGPA

A's Steward Morris School

2014 - 2016 Bhilwara

SKILLS

Python

SQL

Tableau

MS Office

Market Research

Business Development

Digital Marketing

Managerial Economics

Data Analytics for Business

Marketing & Consumer Behavior

CO- CURRICULAR ACTIVITIES

IIM Ahmedabad

Qualified in top 50 teams for Second Round of 'Masterplan' competition among 427 teams

Case Studies

Participated in various case studies competitions held by Flipkart, Pidilite, Amazon, Symbiosis College