



Nemalipuri Vishnu Vardhan

M | 26

PGDM (Marketing & Analytics) at IMI B-School

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+91 – 9440 630 608 ☎

Guntur, Andhra Pradesh 📍

Internship Experience

2 Months

Grinity Intellect Private Limited	Market Research Analyst	Apr 2019 – May 2019
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- Responsible for Indian market research on current challenges and future outcomes of **Renewable Energy, Electric Vehicles and Storage Technology**
- Analysis of surveyed 20 automobile dealers, 2 CEO's of RE and EV Industry and 200 customers and demographic data to create database of consumer perception towards RE and EV industry.
- Research is based on both qualitative and quantitative analysis using **SPSS, Microsoft Excel, Tableau**
- Forecasted the market scope of electric vehicles in India in next 5 years
- Recommended to government and non-government companies related to automobile industry to provide more subsidy schemes for electric two and four wheelers and to install more charging stations and service centres frequently.

Professional Experience

28 Months

Sri Ram Technicals	Technical Consultant	Oct 2015 – Jan 2018
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- Highly responsible for conducting training sessions and seminars.
- Documenting process and Maintaining records of Government contractual works
- Maintaining village panchayat government records database in Database Management System Software
- Responsible for conducting training classes upon software and hardware typing languages to students.
- Resolving client issues in quick and effective manner.
- Handling a team of 7-8 members for conducting training session and responsible to maintain effective relationship with clients.

Academic Qualifications

Degree	University/Board	Year	%
PGDM (Marketing & Analytics)	IMI Bhubaneswar	2018-2020	70
B. Tech (E.E.E)	Acharya Nagarjuna University	2011-2015	81.3
12 th	Sri Chaitanya College, Board of Intermediate A.P	2009-2011	91.8
10 th	Mary Matha english medium high school, SSC	2008-2009	89.7

Presented Data Analytics application based Research Paper at International Conference, IMI Bhubaneswar

- Presented research paper on current market challenges of electric vehicles in India at International Conference on Entrepreneurship, Resource Planning and Regional Development, IMI Bhubaneswar along with the faculty member.
- The main objective of this research was understanding about the current state of infrastructure and barriers to wider adoption of electric vehicles in India and propose improvements.
- Research is based on both qualitative and quantitative analysis. Qualitative analysis was done from previous research papers, journals, prescribed websites. Quantitative techniques like **SSIM, IRM, FRM, Iteration and MICMAC analysis** were used in this research.
- Recommendations from this research were additional power capacity should increase for high penetration of EV, should encourage EV manufacturers by raising investments, battery manufacturing plants should be installed in own country to overcome import tax benefits, more investments should invest in R&D.

Certifications & Achievements

- Certification on **Green Belt Six Sigma** development programme by **KPMG**, 2018
- Certification on **Tableau desktop** by **Udemy**, 2019
- Certification on **SAP-HANA** from **SAP**
- Certification on **Data Visualisation and Dashboard (Tableau)** from **SAP-IMI**
- Certification on **Advanced Google Analytics** by **Google**.



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Skill Set

Domain: Research, Consulting.

Tools: Tableau, SPSS, Google Analytics, SAP HANA, ERP Modules, Advanced MS-Excel.

Skills: Interpersonal Skills, Analytical and Quantitative skills, Excellent communication skills, Team Management, Client Relationship skills.

Proficiency in Advanced MS-Excel and MS-Power point skills.

Live Projects

Completed live project on branding strategy at Influidity Solutions

- Applied marketing strategies to brand a newly established hospital in Bhubaneswar and responsible as a marketer to understand the consumer perception towards hospital selection for treatment.

Field based research analytics project on Organic Farming

- Research report is completely based on qualitative and quantitative data analysed in Indian organic farming market
- Forecasted the market scope in the next 10 years

Leadership Positions

- Member Secretary of grievance committee at IMI Bhubaneswar, handling student grievances & escalating to committee panel.
- Member of Operations Club at IMI Bhubaneswar, conducting academic quizzes and events related to operations field.
- Member Secretary, Dance Club at RVR&JC college of engineering, conducted cultural events and recruited students.