

# Nivedha S

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github.com/Nivehhh

## Summary

Highly motivated MBA candidate with a B.Tech background, specializing in Marketing and Analytics. Skilled in leveraging data-driven insights, survey analysis, and visualization tools to support strategic decision-making. Eager to apply research methodologies to uncover market opportunities and optimize marketing strategies.

## Education

### Amrita School of Business

MBA (Marketing & Analytics), GPA: 7.4/10

Ongoing (2025)

### PSNA College of Engineering and Technology

B.E. Computer Science Engineering, CGPA: 8.35/10

2019 – 2023

## Experience

### BrightChamps

Freelance Coding Educator

Mar 2025 – Sep 2025

- Delivered engaging programming lessons focusing on logic building, problem-solving, and computational thinking.
- Developed beginner curricula for learners of various ages, improving learning engagement and retention.
- Collaborated closely with parents, resulting in increased course referrals.

### Soul AI

Freelance Prompt Engineer

Sep 2024 – Feb 2025

- Created AI-driven automation prompts/logic for startups, increasing client productivity by up to 50%.
- Developed comprehensive reusable prompt libraries and implemented custom AI workflows for market research.

### Deloitte

Trainee – Technology Analyst

Oct 2023 – Nov 2023

- Assisted in developing a multi-module ERP system leveraging Java and Spring framework.
- Developed automation scripts to streamline repetitive data processes within enterprise data flows.
- Collaborated with cross-functional analytics teams to understand business requirements and deliver insights.

### Kulture Hire

Business Analyst Intern

May 2023 – Jun 2023

- Led analysis of over 2,000 survey responses to identify Gen-Z career trends.
- Designed Power BI dashboards enhancing reporting efficiency by 30% through interactive visualizations.
- Partnered with HR and marketing teams to translate data findings into actionable business recommendations.

## Projects

**Market Basket Analysis:** Conducted high-confidence product association mining to support retail bundling strategies using R.

**ESG Dashboard:** Created interactive dashboards analyzing sustainability metrics to inform investor relations strategies.

**Dog Breed Classifier:** Improved classification accuracy by 15% using ResNet and VGG models on 20,000+ images.

**Stock Market Analysis:** Developed multi-indicator models to improve prediction accuracy by 15%, validated on 100k+ records.

## Technical Skills

**Data Analysis:** Excel, Power BI, Google AdWords

**Programming:** Python, R, SQL, Java

**Research:** Survey Design & Analysis, Market Research Methodologies

**Soft Skills:** Report Development, Storytelling, Critical Thinking, Problem Solving

## Certifications & Extracurricular

**Certifications:** Microsoft Azure AI Fundamentals, Oracle Certified Foundation Associate

**Extracurricular:** Innovators Club Member, BIZIT Committee Member, Robotics Club Member