



Ridhima Srivastava

GET IN TOUCH!

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PERSONAL DETAILS

- Current Location Bhopal
- Date of Birth April 9, 2004
- Gender Female

SKILLS

- Advanced MS Excel
- MS Office
- Canva
- GitHub
- Market Research
- Market Research Analyst
- Customer Requirement
- Customer Relationship Manager
- Price Negotiation
- Sales Funnel
- Lead Generation
- Client Relationship Management

LANGUAGES KNOWN

- English (Both)
- Hindi (Both)

CERTIFICATIONS

- Industrial IoT Markets and Security
- SMARTBRIDGE MERN Full-Stack Developer
- NPTEL - Market Analytics Cloud Computing by NPTEL

ACHIEVEMENTS

- Identified high-quality lead sources, helping focus sales efforts on channels with higher booking potential.

EDUCATION

Graduation

Course

Bachelor of Technology / Bachelor of Engineering (B.Tech/B.E.)

(Computer Science and Engineering (CSE))

College

Vedica Institute of Technology, Bhopal

Score

6.99%

Class XII

Board Name

CBSE

Medium

English

Year of Passing

2022

Percentage

60%

Class X

Board Name

CBSE

Medium

English

Year of Passing

2020

Percentage

82.2%

INTERNSHIPS PROGRAMS

IBM , April2025 - July 2025

- Learnt about Gen AI and made Ai with the help of watson AI.

Smartbridge, March 2025 - May 2025

- Learnt about Full-stack with mongodb and applied in an e-commerce website for clothing.

PROJECTS

Real EstateLead Conversion and Customer Analytics Dashboard, March 2025 - May 2025

- Built a data-driven dashboard to analyze customer inquiries and predict lead conversion probability using Python and SQL.
Designed customer segmentation based on budget, location preference, and engagement level.
Created visual reports using Power BI to improve follow-up strategy and increase conversion efficiency.
Suggested optimized communication timing based on user behavior patterns.

Lead Conversion Strategy , May 2024 - August 2024

- This project focuses on analyzing buyer inquiries, identifying serious buyers, and creating a structured follow-up process to increase sales.
The project involved analyzing different lead sources such as digital inquiries, walk-ins, and referrals to determine which channels generated high-quality prospects. Leads were then segmented into hot , warm, and cold categories based on budget readiness, purchase timeline, and level of interest. This segmentation helped prioritize high-potential customers and optimize the sales team's efforts.