Nishant Ameta

Masters in Business Administration
Indian Institute of Technology, Kanpur

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EDUCATION

Degree/Certificate	Institute/Board	CGPA/Percentage	Year
M.B.A.	Indian Institute of Technology, Kanpur	8.76 (Aggregate)	2026
B.Tech., Civil	Institute of Tech., Nirma University	7.03	2020
Senior Secondary	R.B.S.E.	87.00%	2015
Secondary	R.B.S.E.	76.83%	2013

EXPERIENCE

- **ICICI Lombard General Insurance Company Limited** April 2021 - July 2024
  Operations Manager - Consulting and Analytics - Full time Pune, India
  - Led the development of a new CRM platform by reimagining core workflows and integrating key legacy features, driving a 33% improvement in operational efficiency through sprint-based Agile collaboration.
  - Drove a 20% segment uplift and 10% overall retention increase by developing data-driven customer retention strategies for 1st Renewal cohorts.
  - Reduced average handling time from 5 minutes to 2 minutes (60%) and increased digital efficiency by 30% by optimizing e-channel journeys in partnership with product and engineering teams.
  - Co-led product roadmap definition and feature prioritization for AutoNinja CRM, improving dealer onboarding and experience through UI/UX enhancements and structured sprint planning.
  - Conducted A/B testing on CRM flows and feature variants to evaluate user engagement, enabling data-informed decisions and refinement of high-impact components.
  - Built and automated an Excel-based real-time KPI dashboard for tele-caller performance, enabling transparent daily tracking and fostering improved team accountability.

PROJECTS

- **Spotify vs. iTunes: [Strategic Market Entry Analysis using Judo Pricing]** *April 2025*
  Tools: [Market Strategy, Game Theory, Judo Economics, Competitive Positioning, Strategic Modeling]
  - Modeled Spotify's market entry using Judo Pricing and Game Theory to assess competitive response, pricing dynamics, and digital consumer behavior.

- **Bank Marketing Campaign Optimization: [Customer Conversion Prediction Using ML]** *March 2025*
  Tools: [XGBoost, Random Forest, Logistic Regression, SMOTE, Python]
  - Applied classification models and feature analysis to improve segmentation, campaign planning, and conversions, recommending CRM integration to scale targeting.

SKILLS

- **Technical Skills** : SQL, Python(Pandas, NumPy)
- **Management Skills** : CRM Optimization, Insight-Driven Strategy, Feature Prioritization, User Journey Mapping, Stakeholder Management
- **Tools** : Excel, Power BI, Jira

CERTIFICATIONS

- **SQL**, The Complete SQL Bootcamp: Go from Zero to Hero *Oct 2022*
- **Power BI**, 15 Days of Power BI – Complete Microsoft Power BI Bootcamp' *Nov 2024*

ACHIEVEMENTS

- Organized a 'Special Olympics' for 150+ physically disabled children at ITNU via You-Need (NGO)
- Initiated project 'Udaan' to support five high-achieving underprivileged students from a government school
- Recognized as a **High Flier** at ICICI Lombard for outstanding performance in FY 2022–23 and 2023–24

POSITIONS OF RESPONSIBILITY

- **Admissions Committee Coordinator**, *Admissions Committee, IITK*
  Sep 2024 - Present

INTERESTS AND HOBBIES

E-sports Strategy   Cricket   Indian History