Parthiba Roy Chowdhury

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	9.32 (Aggregate)	2024-2026
B.Tech., EE	Heritage Institute of Technology	9.18	2017-2021
Higher Secondary	South Point High School	88.40%	2015-2017
Secondary	South Point High School	88.7%	2015

EXPERIENCE

- **ICICI Bank** *May 2025 - Jul 2025*
  Management Trainee - Internship Surat,India
  - Conducted New Client Acquisition (NCA) Scoping for potential clients with 7.5+ billion turnover for Large Client Group across South Gujarat, focusing on high growth sectors like chemicals, textiles, renewable energy
  - Performed corporate banking opportunity analysis by evaluating ICICI client-specific profit pools, product fit, and revenue potential across services like working capital, trade finance
  - Analyzed Credit Monitoring Arrangement (CMA) data to assess financial creditworthiness, applying key solvency, liquidity, and profitability ratios

- **Cognizant Technology Solutions India Pvt. Ltd.** *July 2021 - Mar 2022*
  Programmer Analyst Trainee - Full time Kolkata, India
  - Worked in the CIM unit supporting Bank of America, delivering real-time issue resolution in a contact center technology environment
  - Developed call flow models and optimized call routing for seamless customer interactions across omnichannel platforms
  - Supported maintenance and troubleshooting of Genesys-powered customer support systems, improving customer experience and platform uptime

PROJECTS

GTM Strategy for Quick Commerce in Tier-2 and Tier-3 Cities *Dec 2024*
Tools: [SPSS]

- Conducted primary research of 100+ respondents to analyze consumer behavior, market size and adoption trends of quick commerce
- Developed a comprehensive GTM strategy using STP and 4Ps frameworks, with localized marketing, bundled pricing, and regional partnerships for operational scalability
- Designed risk assessment and contingency frameworks (SWOT, PESTEL, Monte Carlo simulation) to address profitability, supply chain, and adoption challenges, ensuring sustainable market entry

Understanding the Marketing Dynamics of India's EV Market *Apr 2025*
Tools: [SPSS]

- Collected and analyzed responses from 200+ EV consumers across multiple Indian city tiers
- Identified 5+ key adoption drivers including cost savings, subsidies, and charging access
- Assessed 6 major barriers to EV adoption such as high upfront cost and range anxiety

SKILLS

- **Technical Skills**: PostGreSQL, Python, C, Excel, Genesys, AWS, MATLAB
- **Management Skills**: Marketing Research, Financial Analysis, Six Sigma (Lean Certified – KPMG)
- **Tools**: Power BI

CERTIFICATIONS

- **Lean Six Sigma** - KPMG   *Oct 2024*
- **Complete Microsoft Power Bi Bootcamp** - Udemy   *Aug 2024*
- **J.P.Morgan Chase & Co. - Excel Skills Job Simulation** - Forage   *Aug 2024*
- **Financial Modeling and Valuation** - 'Internshala Trainings   *Jun 2024*

ACHIEVEMENTS

- The Certificate of Merit for Academic Excellence by IIT Kanpur
- Secured 2nd Position in Camlin "ON THE SPOT" painting competition

POSITIONS OF RESPONSIBILITY

- **Student Guide**,   *Institute Counselling Service, IITK*
  Jun 2024 - Present

INTEREST AND HOBBIES

Chess   Painting   Table Tennis   Pickle Ball