

Khushi Malviya

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EDUCATION

VIT Bhopal University

Expected June 2026

B. Tech in Computer Science and Engineering

Current CGPA: 7.94

Coursework: Principles of Management & Organizational Behavior, Marketing Analytics, Probability Statistics & Reliability, Applied Numerical Methods, Applied Linear Algebra, Machine Learning, Fundamentals of AI & ML, Cloud Computing, Advanced Technical Communication.

CORE SKILLS

Business & Strategy: GTM Planning, Competitive Benchmarking, Market Research, A/B Testing Hypothesis Design, User Segmentation, Brand Positioning, KPI Definition, Insight Reporting

Product & Technical: User Journey Mapping, Requirement Gathering, Roadmap Design, Data-backed Prioritization, Cross-functional Collaboration, Full-Stack Web Applications

Tools & Platforms: Jira, Figma, Postman, Git/GitHub, Canva, MongoDB, SQL, Tableau, Google Sheets

Certifications & Trainings: Marketing Analytics (NPTEL), Product Management – Pendo.io, DevOps, Agile & Design Thinking (IBM), AI Code Generation using IBM Granite, Time Management – Infosys.

PRODUCT & STRATEGY PROJECTS

IntelliVend: AI-Powered Multi-Vendor E-Commerce Marketplace | [Link](#)

Dec 2025

- Conducted competitive & AI capability analysis across marketplace platforms, identifying 3 strategic differentiation opportunities for vendor automation.
- Prioritized features through hypothesis-driven roadmap planning, aligning development with adoption & revenue goals.
- Designed phased GTM testing plan with success KPIs covering virality, conversion, and retention to accelerate product-market validation.

E-commerce Sales Performance Analysis | [Link](#)

Nov 2025

- Analyzed 4-year global transaction dataset (9,994 records) to uncover profitability trends and loss drivers across regions, products, and customer segments.
- Built interactive Tableau BI dashboard enabling real-time monitoring of sales, profit, discount impact, and geographical performance KPIs.
- Recommended pricing & discounting strategy changes with insights capable of reducing loss-making orders (18.7%) and improving margin performance.

Disaster Sync: Real-Time Emergency Management System | [Link](#)

Oct 2025

- Conducted market research on emergency response systems, identifying workflow gaps in incident prioritization and communication.
- Defined KPIs for speed, reliability & capacity to support high-stakes incident resolution and emergency coordination.
- Designed stakeholder feedback loops to improve usability perception and optimize response efficiency across user groups.

LEADERSHIP & EXTRACURRICULAR

Social Media & LinkedIn Manager | *Studio Atmorph*

Oct 2025–Present

- Built and maintained online presence through consistent content creation and audience engagement

Volunteer, 6th Annual Convocation | *VIT Bhopal*

Oct 2025

- Partnered with 5+ internal teams to facilitate convocation logistics for 4,000+ attendees.

Event Minister | *IPS Bhopal*

May 2021–2022

- Led event planning across 20+ students, managing scheduling, coordination, and stakeholder communication.

Classically Trained Singer & YouTube Creator

Mar 2021–Present

- Built and maintained online presence, engaging audience consistently across Instagram + YouTube content.