



Name :Koyyada Nikhil
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Career Objective

Highly motivated individual pursuing PGDM in Business Analytics with a passion for marketing. Skilled in leveraging data to create targeted marketing strategies and enhance customer engagement. Seeking to apply expertise in data analysis, market research, and advanced visualization tools to drive business growth and optimize marketing performance.

Academic Credentials:

Course	Specialization	Institute	University/ Board	Year of Passing	Percentage / CGPA
PGDM	Business Analytics	Siva Sivani Institute of Management	AICTE	2024	6.6
U G	BBA	NSV Degree collage	Shatavahana University	2022	7.91
Higher Secondary Education	MPC	S.R Junior collage	Telangana State Board of Intermediate Education	2019	53.9
Secondary Education	SSC	Krishna Veni talent school	Telangana State Board of Secondary Education	2017	7.6

Work Experience:

Senior Relationship Manager | Policy bazaar. 07/2024- 12/2024

- Promoted various insurance products to potential customers, leveraging marketing strategies to increase awareness and interest.
- Successfully sold insurance policies, consistently achieving and surpassing monthly sales targets.
- Conducted comprehensive market research to identify gaps and opportunities, utilizing data analysis tools like Excel for in-depth market analysis.
- Developed and implemented strategies to optimize sales processes and improve overall business performance.

INTERNSHIP

Company: Global Data Research Center.

Role: Research Intern

Duration: 2 Months

Job Description:

The role involves undertaking detailed economic, quantitative, and market analysis and research assignments of construction industry conduct secondary research to collect information related to construction projects information collection for average project cost by construction source.

Certifications:

- Completed Data Analytics And Visualization Virtual Experience From Accenture.
- Diploma In Computer Application Certificate About MsOffice
- Digital Marketing From Great Learnings.
- SEO from Great Learnings.

Technical Skills:

- Ms – Office
- Basics Of Python
- Visualization Tools (Tabulae, Powerbi)

Soft Skills:

- Time Management
- Observational skill
- Communication
- Team Work

Achievements/Awards:

- Achieved first chess prize in tenth class.

Co-Curricular & Extracurricular Activities:

- Visited finecab wires & cables pvt ltd. Polycab pvc insulated copper cables and wires and presented the details during the experiential learning session at siva sivani institute of management.
- Reviewed a book named ‘sachin tendulkar playing it my way’ written by sachin tendulkar for the book review session at ssim.
- Team member of sports club at siva sivani institute of management

Personal Information:

Date Of Birth: 02/10/2000

Father's Name: Koyyada Srinivas

Mother's Name: Koyyada Sudha

Languages Known: English, Telugu, Hindi

Hobbies: Watching Movies, Playing Chess, Photography, Travelling

Declaration: I hereby declare that all details furnished above are true to the best of my knowledge.

