

KANISHKA KUMAR

Male, 29



IIM SIRMAUR
KNOWLEDGE LEADERSHIP

Specialization in Data Science & Analytics | SUD Life Insurance- Rank 3 out of 1513 | Summer Intern at CCL

EDUCATION

Year	Degree	Institute/ School
2024	MBA	Indian Institute of Management Sirmaur
2022	PGPMex (Analytics)	Great Lakes Institute of Management
2019	B Tech (CSE)	Indian Institute of Information Technology Kalyani
2014	XII Board	VKRSH High School
2012	ICSE X Board	Don Bosco Academy Patna

WORK EXPERIENCE

Cordellia Cruises		Team Manager	Apr'24 – Sept'25
Inside Sales	<ul style="list-style-type: none">Led a team of 26 sales executives, driving performance and ensuring achievement of sales targetsTrained, and managed a 50+ member team that consistently delivered on key performance metricsAchieved sales target of more than 50% in the last two consecutive trimester leading to substantial growthContributed significantly to the successful setup and operations of a new sales center in GurugramUtilized Zoho CRM for tracking sales activities, managing customer interaction and generating reportsCollaborated with cross-functional teams as well as participated in data-driven strategy meetings with chief business officer and director contributing insights from sales data to support business planning		

SUMMER INTERNSHIP

Central Coalfields Limited		Marketing Trainee	Apr'23 - May'23
E-Auction	<ul style="list-style-type: none">Monitored E-Auction bidding process of Coal in various segments of B2B and B2C E-marketingConducted comprehensive analysis of E-Auction benefits, limitations, and process, leveraging Data Analysis tools and techniques to derive optimal outcomes while offering suggestions on historical data		

ACADEMIC ACHIEVEMENTS

National Finalist of IIM Lucknow competition organized by Nestle India for promotion of Maggi Aata Noodles	2023
National Finalist in Business case competition of IIM Nagpur (Entrée-partnership 5. 0) Rank 5 out of 1140	2022
Secured Rank 3 out of 1513 in Star Union Dai-Chi case competition organized by Union Bank of India and Sud life	2022
Developed Software for Human Resource Management System using PHP in frontend and SQL in backend	2019

INTERNSHIPS

IIT Bhubaneswar		Technical Analyst	May'18 - Jul'18
Image Segmentation	<ul style="list-style-type: none">X-ray analysis for Osteoarthritis image segmentation method is used for older populationDeveloped a Robust and Scalable Error Detection Method for Osteoarthritis in X-Ray Images using Otsu Image Segmentation Algorithm that outperforms existing techniques in terms of accuracy		

ACADEMIC PROJECTS

Great Lakes Institute of Management		Apr'22 - May'22
Strategic Analysis of Companies (Strategic Management)	<ul style="list-style-type: none">From the given pair of companies (P&G and Unilever), analyzed the vision, mission & profitability based on the annual report, shared insights after the analyses and performed various other crucial analysisIdentified key tangible/intangible/human resources of selected pair along with key operational/dynamic capabilities & also provided examples of horizontal & vertical integration, strategic alliance for both	
Great Lakes Institute of Management		Oct'21 - Nov'21
A Branding Dilemma Case (Marketing Mngt)	<ul style="list-style-type: none">Analyzed the brand portfolio and branding strategy of Tiktauli de Corps (TDC), decided the future branding strategy to be followed by TDC between House of Brands strategy or a Branded House strategyElaborated STP, marketing mix strategy to analysis ways to create customer value using differentiation	
Great Lakes Institute of Management		Nov'21 - Dec'21
Statistical analysis in health (Analytics)	<ul style="list-style-type: none">Reviewed the insights regarding employee attrition data for the last 10 years of a company facing the problem of the high attrition rate and discovered the most common salary hike using descriptive statisticsDeveloped the visual statistical summary regarding the health condition in India using data analysis	

PROFESSIONAL SKILLS

Tableau, Excel	Sales Analytics & Reporting	CRM & Ozonetel	Python, Java	HTML, C, C++
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PROFESSIONAL CERTIFICATIONS

Awarded Certificate of Training Python Programming language consisting of basics, classes and Graphics modules	2017
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POSITIONS OF RESPONSIBILITIES

Yuva Tourism Club <i>IIM Sirmaur (2023-24)</i>	<ul style="list-style-type: none">Senior Coordinator for the team of Yuva Tourism associated with Atithya club of IIM SirmaurResponsible for working on projects related to marketing, outreach and event planning under MoT		
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EXTRACURRICULAR ACTIVITIES

Article Publication on Potential of India in becoming top tourism hub in the world in Times of India Readers' blog	2023
National Finalist in the Business Plan Competition conducted by ICFAI Business School (IBS) Campus, Hyderabad	2022

OTHER INTERESTS

Cooking	Traveling	Listening to music	Reading Novel	Story Writing
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