

# Dhruvi Sisodiya

Portfolio: [dhruvi-sisodiya.github.io](https://github.com/dhruvi-sisodiya)

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## EDUCATION

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- **Indian Institute of Technology Gandhinagar** CGPA - 8.70/10  
*Senior Undergraduate, B.Tech in Chemical Engineering & Minor in Management* Oct 2022 - June 2026

## SKILLS SUMMARY

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- **Languages & Tools:** SQL, Excel, PowerBI, Python, MATLAB, HTML, Gretl, L<sup>A</sup>T<sub>E</sub>X
- **Relevant courses:** Business Strategy, Marketing Analytics, Business communication, Economics, Strategic Leadership, Probability and Data Visualisation.
- **Soft Skills:** Business Analytics and consulting, Leadership, Event Management, Graphic Design, Time Management

## EXPERIENCE

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- **User-Centric Helpdesk Experience Rebuild for Userology (AI User Research Platform):** [Project Website](#)
  - Built a fully **functional, integration-ready Help Center** with real-time search and workflow navigation.
  - Delivered a fully responsive, brand-matched UI using HTML/CSS/JS and Python automation, optimizing page hierarchy, user funnels, and layout behaviors to meet specific user needs and match the [main Website](#)'s design system.
- **Summer Vocational Trainee – Indian Oil Corporation Limited, Vadodara (Process Optimization, Hypothesis Testing):** *Vadodara, Gujarat* [Internship Report Link](#) — [Internship Certificate Link](#) (June '25 – July '25)
  - Gained comprehensive insight into major refinery processes and identified opportunities for process optimization.
  - Conducted **hypothesis testing** on SRU sulphur gas temperature data using **t-distribution** and **95% confidence intervals** to detect anomalies and validate operational efficiency.
- **Project Intern – Cellegant Energy and Fuel Cell Lab, IIT Gandhinagar (Fuel Cells, Hydrogen Systems):**  
*Advisor: Prof. Atul Bhargav, IIT Gandhinagar (in collaboration with DRDO)* [Internship Report Link](#) (May '24 – July '24)

## PROJECTS

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- **Comprehensive Sales Analytics Power BI Dashboard for Global Electronics Retailers (Data Visualization, Business Analytics):** [Project Link](#) (Sept–Oct '25)
  - Developed an interactive **Power BI dashboard** analyzing over **2,500 product sales records across 10+ countries**, visualizing revenue, profit, and sales trends across brands and categories.
  - Enabled **strategic financial insights** through KPIs, slicers, and dynamic visuals for data-driven business decisions.
- **The Business Intelligence of AI Chatbot Disclosure: Advanced Analytics on Consumer Responses (Data Analytics, Experimental Research):** [Project Link](#) (Aug–Sept '25)  
Performed business and behavioral analytics using **SQL, Gretl, and Python** to study the impact of AI chatbot disclosure on engagement and purchasing. Conducted **Randomization and ANOVA tests** for experimental validation and analyzed financial and operational variables.
- **Strategic Business Model Growth Architecture for Invengic Robotics:** [Project Link](#) (Oct–Dec '25)  
Conducted a full-spectrum strategic analysis—**value chain, business model design, Blue Ocean positioning, GTM funnel, and financial modelling**—to define Invengic's market identity and roadmap for scalable, deployment-ready RAaaS-based robotics solutions, in a group of 6 members.
- **Business Case Study on Cost Leadership and Consumer Perception: The Rise and Fall of Tata Nano (Business Strategy, Market Analysis):** [Project Link](#) (Oct–Nov '24)
  - Analyzed the **Tata Nano** case through the lens of **cost leadership, branding, and consumer perception**.
  - Examined pricing, engineering trade-offs, and market positioning using **SWOT and Value Chain Analysis**.

## ACHIEVEMENTS

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- Felicitated with the **Dean's List Award** at IITGN for Semester IV and Semester VI for excellent academic performance.

## POSITIONS OF RESPONSIBILITY

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- **Core Committee Member, Design Lead – TEDxIITGandhinagar '24:** *IIT Gandhinagar* (Apr '23 – Apr '24)  
Spearheaded a team of **10 designers** to conceptualize and execute event merchandise, social media campaigns, and decor. Played a pivotal role in **strategic decision-making** and fostered collaboration across cross-functional teams to ensure successful event execution.
- **Design Team coordinator – Amalthea '23 (Annual Technical Summit of IIT Gandhinagar):** (May '23 – Feb '24)  
**Orchestrated** a 25-member design team. Crafted a captivating social media presence, established a cohesive brand identity, and oversaw the visual transformation of both the IITGN campus and Ahmedabad Riverfront.