

ACADEMIC PROFILE			
PGDM Business Analytics	7.5 CGPA	Jagdish Sheth School of Management (JAGSoM), Bengaluru	2025
B.Tech Information Technology	64.88 %	ABES Institute of Technology, Ghaziabad	2019
Class XII (CBSE)	66.40 %	Shardein School, Muzaffarnagar	2015
Class X (CBSE)	66.50 %	Shardein School, Muzaffarnagar	2013
AREAS OF STUDY			
Data Analysis, Database Management System, Business Forecasting, Data Pre-processing, Exploratory Data Analysis, Data Mining, cloud computing.			
INTERNSHIP(S)			1 Month
Mentorless	Data Analyst Intern		June 2024 - July 2024
<ul style="list-style-type: none"> SQL Savepoints Reel: Created an instructional video on the use of SQL savepoints for transaction management, enhancing data recovery processes in industry applications. Hotel Reservation SQL Analysis: Analysed over 1000 hotel bookings with 12 attributes using SQL, deriving insights to boost booking strategies and operational efficiencies, presented to stakeholders through professional media. Songs Data Analysis with Tableau: Performed an in-depth analysis of approximately 1200 T-Series video records with 13 features, using Tableau to uncover streaming trends and preferences 			
ACADEMIC PROJECT(S)			
Unstructured Data Analysis: Fashion Trends and Brand Sentiment			
<ul style="list-style-type: none"> Predict fashion trends by analysing influencer data on YouTube to improve product offerings and marketing strategies for better consumer alignment. Analysed data from Alex Costa's YouTube channel using sentiment analysis and Latent Dirichlet Allocation (LDA) for topic modelling. This involved API data extraction, detailed preprocessing, and text mining to ensure a thorough analysis. Successfully predicted fashion trends and brand sentiments, highlighting the impact of seasonal preferences and brand visibility on consumer behaviour. This analysis facilitates targeted marketing strategies that align closely with consumer demands. 			
Project Decathlon Fields: Community Sports Innovation			
<ul style="list-style-type: none"> Decathlon Fields sought to boost revenue by leveraging local sports enthusiasm, creating a dynamic environment for community engagement. Developed a flexible event space prototype using design thinking tools like SCAMPER, journey maps, and empathy graphs to understand user needs and create immersive experiences. The prototype increased community involvement, leading to a 20% rise in sales and improved inventory efficiency, enhancing customer experience and aligning product offerings with market demand. 			
Stock Price Prediction using ML Model			
<ul style="list-style-type: none"> Aimed to enhance the accuracy of short-term stock price predictions for Indian Oil to aid in financial planning. Developed predictive models using LSTM and Holt's Winter approaches, integrating economic indicators to boost forecast reliability. Managed all aspects of data preprocessing, model training, and model evaluation. The Holt's Winter model explained 99% of the variability in stock prices, while the LSTM model explained 98.3%. 			
CERTIFICATIONS			
Improving Deep Neural Networks		Deeplearning.ai (Coursera)	2024
SQL for Data Science		University of California, Davis (Coursera)	2024
Deep Learning by Andrew Ng		Deeplearning.ai (Coursera)	2024
Python and Machine learning		CETPA, Roorkee	2018
POSITIONS OF RESPONSIBILITY			
JAGSoM, Bengaluru	Committee Joint coordinator – PR & Digital Media JAGSoM		2023 - 25
	<ul style="list-style-type: none"> Speed Dating Event Leadership: Helped in directing a large-scale speed dating event, successfully managing the approval of the event budget, coordinating with multiple stakeholders, and handling all logistical aspects. Oversaw the production and distribution of event-specific merchandise, facilitating an engaging experience for 140 attendees. Case Code Competition Management: Organized and managed a collegiate case code competition, engaging 14 teams across various colleges. Coordinated jury selection, managed event logistics, and ensured all necessary materials were provided, demonstrating effective project management and execution. 		
	Global Marketing Consortium Volunteer:		
<ul style="list-style-type: none"> Supported the 11th AIM-AMA Sheth Foundation Doctoral Consortium by managing logistics and coordinating attendees, ensuring a seamless in-person event from December 20-23, 2023. 			
ACCOMPLISHMENTS			
Competitions and Activities	<ul style="list-style-type: none"> Authored and published a research paper on "Twitter Bot Detection" featured in the JETIR (Journal of Emerging Technologies and Innovative Research). Topper in the Personality Enhancement Program by Seventh Sense, demonstrating proficiency in aptitude, interpersonal skills, English, reasoning, grooming, and presentation. Topper in the Extempore competition organized by the IT Club at ABESIT Volunteered as a teacher for underprivileged students at Light of Literacy NGO, facilitating a 50% conversion rate to formal schooling. Secured First place at Solvathon for innovative waste management solution. Collaborated with Bright Future India for Education and Upliftment of underprivileged youth. Won First Place in Manager's Crucible at Pragyan Fest, showcasing strategic and leadership skills 		
	SKILLS		
	SQL, Python, Cloud Computing, Machine learning, EDA, AWS, Databricks		