Aarushi Kumar

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Education

VIT Bhopal University Bhopal, Madhya Pradesh
Bachelor of Technology October 2022 - Expected 2026
Computer Science and Engineering
Cumulative GPA: 7.77/10

Skills

Languages & Frameworks: Java, Python, SQL
Tools: Power BI, Tableau, MS Excel.
Specializations: Data Analytics

Projects

Strategize.ai June, 2025
- Analyzed unstructured business problem statements and converted them into structured analytical frameworks, enabling systematic evaluation of risks, opportunities, and operational gaps.
- Built an AI-powered analytics layer to extract key variables, identify business patterns, and generate actionable insights to support strategic decision-making.

Technologies Used: Python, SQL, JavaScript, AI API, HTML, CSS.

Starbucks Growth & Loyalty Strategy August, 2024
- Conducted end-to-end market research on the Indian coffee industry, performing SWOT and competitive landscape analysis to evaluate consumer behavior, pricing strategies, regional demand patterns, and emerging growth drivers; identified underserved customer segments and whitespace opportunities impacting long-term growth and brand loyalty.
- Translated analytical insights into data-driven business recommendations by designing a customer-centric product portfolio and loyalty-focused strategic concepts, aligning offerings with local preferences and market gaps to strengthen Starbucks market positioning and customer retention potential.

Breast Cancer Prediction January, 2024
- Developed a predictive machine learning model to assist early-stage breast cancer detection by analyzing clinical and diagnostic patient features. Cleaned, processed, and analyzed large healthcare datasets to identify critical diagnostic indicators influencing malignancy classification.
- Implemented and optimized multiple classification models using hyperparameter tuning and iterative validation, achieving high accuracy and interpretability to support data-driven healthcare analytics decisions.

Technologies Used: Python, Pandas, NumPy, Scikit-learn

Extracurricular

Igniters Club, VIT Bhopal August 2024 - May 2025
Core Member - Design Team
- Supported the creative planning and execution of university campaigns and events while assisting in managing the club's design and communication initiatives.

Share Bite Project, VIT Bhopal University August 2024 - August 2025
Team Lead
- Led a cross-functional team of 15 members, managing end-to-end project execution, task allocation, and stakeholder Coordination.
- Tracked operational progress, resolved bottlenecks, and ensured timely delivery through structured planning and reporting.

Additional

Languages: Hindi, English, and German.
Certifications: IBM Generative AI for Software Developers, Google Project Management