

EDUCATIONAL BACKGROUND				
MBA	NMIMS Mumbai, (Major: Marketing, Minor: Business Intelligence)	3.79/4 (CGPA)	3.5+/4 in all Semesters, Top 2% at NMIMS	2026
B.Tech. (CSE)	NMIMS Mumbai (Hons. in Data Analytics and Machine Learning)	4.00/4 (GPA)	University Rank 1, Top-tier graduate	2024
Class XII (CBSE)	Woodrow Sr. Secondary School, Bareilly	82.40%	School rank 3 of 200+ students	2021
Class X (CBSE)	Delhi Public School, Bareilly	96.67%	School rank 5 of 240+ students	2019
PROFESSIONAL EXPERIENCE (7+ months)				
Siemens		Management Intern		4 months (Incoming Intern)
Forthcoming	• Incoming Summer Intern at Siemens, commencing May 2025.			
MakeMyTrip	Summer Product Intern		2 months (May '24 – Jul '24)	
Achievements	• Proposed a new Invoice Calculation formula after analysing 50+ flights and 2,000+ invoice cases. • Resolved a longstanding GPM issue in system by coordinating with 4 teams. • Suggested a new feature for "How2Go – Route Planner", along with design changes to the existing system.			
Initiative	• Revamped 90+ SMS templates for clarity, identified communication gaps through analysis of 50+ use cases. • Led the migration of communication campaigns to the IRIS platform for MakeMyTrip and Goibibo. • Internal Tools Used: Mid Office, My Trips, Mojo, Redash Dashboard, IRIS, NICE etc.			
BeepKart	Summer Product Intern		2 months (May '23 – Jul '23)	
Achievements	• Elevated efficiency by 82% through task automation and remote call analysis using Whisper AI. • Conducted extensive research and comparative analysis to maintain industry competitiveness. • Created Automation for vehicle suggestions, enhancing customer engagement and aiding sales recommendations.			
Initiative	• Revamped, resulting in a sales increase and marketing spend reduction through budget brand analysis. • Administered app and web design improvements, prioritizing user experience for enhanced customer satisfaction. • Aided PMF efforts, driving 3.2% sales growth through data-driven insights uncovering process inefficiencies.			
MBA Chai Wala	Market Research Intern		3 months (Dec '21 – Feb '22)	
Achievements	• Achieved a 8% increase in sales through collaborative research, uncovering valuable consumer insights. • Enhanced efficiency by streamlining college data analysis, resulting in improvement.			
Initiative	• Spearheaded the development of an automated mail system for outreach and communication to 1600+ colleges. • Engaged in team-based interviews, documenting outcomes to inform data-driven decision-making processes.			
Bootstrapped Startup	Co-founder		9 months (Mar '22 – Nov '22)	
Achievements	• Co-founded "TrendStitch", an embroidery clothing startup with a personal investment of ₹10k. • Attained ₹6.7k profit, through the execution of cost-effective strategies.			
KEY PROJECTS				
Case Study	• Conducted case study analyzing a beauty campaign through the model of consumer behavior.			Oct '24
Fake news Detection	• Leveraged Natural Language Processing libraries to detect fake news in social media content. • Utilized libraries for text analysis, creating a model for automated fake news classification.			Aug '23
Third-Eye	• Innovated Third-Eye to address blind community's daily challenges with technical precision. • Architected extensive tech stack, including Pytsx3, Wikipedia, and more, to craft the project.			Feb '23
Image Steganography	• Used MATLAB to modify least significant bits of an image to hide binary data from another image. • Maintained visual integrity of the primary image during data concealment.			Oct '22
SCHOLASTIC ACHIEVEMENTS				
Live Project	• Contributed to "Launching a Sanitary Napkins Making Business" in Shirpur Village, Maharashtra. • Leading Business Development Team, partnered with IIT Bombay for a robust business model. • Project set to empower 500+ women in Shirpur Village, Maharashtra, upon completion.			Oct '23
Google NMI	• Steered African Families Development Network under Google Nonprofit Marketing Immersion. • Managed \$10,000 Google Ads, yielding 61.4K impressions and a 6.76% CTR. • Generated \$11,544 in donations through strategic Google Ads campaign management. • Led social media, 14.87% engagement increase, 27.7K views, and 71.65% new sessions growth.			Aug '23
Global Challenges	• Sole student selected out of 110+ peers for Global SDG challenge, securing CEO's internship offer. • The CEO of Key Education Foundation organized a Global Challenge aligned with the 4th SDG. • Forged alliances with international counterparts, fiercely competing against 15 teams.			May '23
ONDC	• Onboarded several micro and macro businesses onto ONDC as part of a college-led initiative.			Feb '24
Case Competition	• Semi-Finalist in Strategy Storm competition organized by IIT Guwahati.			Jan '24
Workshops	• Conducted 3 workshops on LinkedIn profile optimization for college communities.			July '22
SKILLS				
Mgmt. Concepts	Business Strategy, B2B Marketing, Product management, Financial Accounting, Market Research etc.			
Data Analysis & Programming	SQL, PostgreSQL, UiPath (RPA), Microsoft Excel, VBA & Macros, Tableau, Power BI, SAS, Python (NumPy, Pandas, Matplotlib, Seaborn, Plotly & Cufflinks) etc.			
AI & ML	Machine Learning, ANN, CNN, OpenCV, AIs etc.			
Wireframe	Figma, Uizard.			
INTERESTS				
Chess		Entomology	Music	Design