

Aakarsh Agarwal

New Delhi, Delhi

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EDUCATION

Birla Institute of Technology, Mesra 2024 – 2028
B.Tech in Artificial Intelligence and Machine Learning - CGPA: 8.6

Delhi International School, Dwarka 2024
Senior Secondary (CBSE) — Core Subjects (Maths, Phy, Chem, CS) - 97%

EXPERIENCE


Impetus Research Pvt. Ltd Jan 2025 – March 2025
Business Development Intern

- Led AI-driven LinkedIn and cold outreach, engaging 50+ prospects/day, boosting inbound leads by 5x.
- Optimized operations and report strategy, achieving 2-3x increase in response rates.
- Revamped pitch deck and positioning for improved client acquisition.


Society for Data Science (SDS) Feb 2025 – Present
Member and Technical Contributor

- Contributed to the development and structure of the society's website and resource portal.
- Supported lead generation campaign and outreach through LinkedIn and WhatsApp for event visibility.

PROJECTS

Strategic Entry for EU Airline in India  May 2025

- Conducted detailed market analysis for the entry of a European low-cost airline into the Indian aviation sector.
- Proposed a joint venture model with a domestic airline to optimize speed, control, and market access; supported by SWOT, PESTEL, and Porter's Five Forces.
- Designed a dynamic pricing strategy tailored for India's price-sensitive segment, balancing profitability with customer acquisition.

Telemedicine 2.0: Access + Profitability in India  June 2025

- Forecasted telemedicine growth from \$1.1B (2022) to \$11.8B (2030), CAGR 21.2%, highlighting strong sector potential.
- Designed a diversified revenue model including subscriptions, diagnostics, corporate wellness programs, and ads.
- Built a rural-focused GTM strategy via telecom/government partnerships to tackle digital accessibility barriers.

TECHNICAL AND OPERATIONAL SKILLS

Languages: Python, C++, C, JavaScript, SQL
Frameworks: React, Express, MongoDB, HTML5, CSS3, Tailwind
Tools: VS Code, PyCharm, Canva, Figma
Sales & Ops Tools: Clay, Apollo, Zapier, ZohoCRM, Mailchimp, ZeroBounce, HubSpot
Soft Skills: Operations Management, Consulting, Teamwork, Business Analysis

EXTRACURRICULAR

- Led outreach at E-Summit'25 (5L+ in prizes), engaged 5000+ students across 15+ colleges.