

DHRUV KUMAR BANSAL

+91 9457217775 ◇ dhruv.k.b.1@gmail.com ◇ linkedin.com/in/dhruvkumarbansal ◇ github.com/dhruvkbansal

EDUCATION

B.Tech in Computer Science and Engineering
Vellore Institute of Technology

Sep 2022 – Apr 2026
CGPA: 8.42

SKILLS

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|-----------------------------|--|
| Business Operations | Strategic Planning, Market Research, Vendor Coordination |
| Data & Analytics | SQL (Querying), Excel (Advanced), Python (Data Processing), Google Analytics |
| Technical Stack | MERN Stack (MongoDB, Express, React, Node.js), AWS, Git, Google AppsScript |
| Financial Acumen | Equity Markets, Portfolio Management (15L+ AUM) |
| Certifications | NPTEL Cloud Computing , Google Python (Coursera) |

EXPERIENCE

Founder & Lead Operations
Vacation Bus Services (VBS) - Startup

Oct 2023 – Nov 2025

- Scaled a bootstrap startup to **25L+** revenue and **10L+** profit by identifying a gap in student transit and building a structured operational model.
- **Market Research & User Insights:** Analyzed student travel patterns, demand cycles, and offline competitor pricing to guide route selection and capacity planning.
- **Operational Strategy:** Designed and implemented SOPs for bookings, vendor coordination, and issue resolution, improving response time and service consistency.
- **Data-Driven Decisions:** Created weekly dashboards tracking booking trends, demand spikes, load factors, and route performance for informed decision-making.
- **Tech-Enablement:** Built and deployed a full-stack booking platform handling **2L+** transaction volume within 10 days of digital launch while automating major manual workflows.
- **Crisis Management:** Managed time-sensitive operational challenges including vendor delays and schedule conflicts during peak demand periods.

Software Trainee Intern
SaralTech (Remote)

Feb 2025 – Aug 2025

- Worked with product and business teams to define the **operational blueprint** for Saral Transport, aligning workflows with user and business requirements.
- Analyzed user needs and created website flow designs to streamline onboarding and improve retention.
- Supported development of core features using the MERN stack, contributing to the startup's go-to-market and execution plan.

LEADERSHIP & STRATEGIC ROLES

Vice President, Fintech Club, VIT Bhopal
Market Analyst Team Co-Lead

Oct 2024 – Oct 2025
Jan 2023 – Oct 2024

- Led a **102-member team**, coordinating strategy, operations, and communication across Events, Marketing, and Technical verticals.
- Planned and executed 4 large-scale financial literacy initiatives (500+ participants), managing budgeting, logistics, and vendor partnerships.
- Managed the "Traders Terminal" community (650+ members), facilitating discussions, learning sessions, and market updates.

KEY PROJECTS

VBS Digital Transformation 
Full Stack Platform (Deployed)

May 2025 – Oct 2025

- Built a digital solution replacing manual booking workflows, achieving **18K+ visits** and **1,000+ sign-ups** in the first 20 days.
- Added automated payment workflows and manifest dashboards, reducing manual operational time by **50%**.
- Performed analysis on user flow drop-offs and booking trends to prioritize improvements during the product rollout.

AWARDS & ACHIEVEMENTS

- **National Finalist, NFLQ 2025:** Top 5 in Central Region (NISM) — demonstrated strong analytical reasoning and financial awareness.
- **Google Arcade Facilitator:** Guided and supported **400+ students** during the Google Arcade Program (Aug–Oct 2025), managing communication, resolving queries, and coordinating task progress across batches.
- Selected for the **National-Level Research Competition (VIVIBHA BSM)** among 167,000 participants.