

# Dipanshu Kumar

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## EDUCATION

B.Tech (Electronics and Communication Engineering)	2021-2025	Delhi Technological University, New Delhi
CBSE (Class XII)	2020	KV Sector 8, RK Puram
CBSE (Class X)	2018	KV Sector 8, RK Puram

## INTERNSHIPS

### Human Resources Intern | Pehchaan The Street School

Jan 2025 - Mar 2025

*Pehchaan The Street School is a Delhi-based NGO providing free education and skill-building support to underprivileged children.*

- Managed and organised **volunteer and student data** using **Excel/Google Sheets**, improving record accuracy and retrieval speed.
- Streamlined **attendance tracking** and performance logs, reducing manual errors and improving data consistency by **~20%**.
- Screened **50+ applications** via **Zoho Recruit**, maintained structured candidate databases, and optimised shortlisting workflow.

### Business Operations & Research Intern | Rewaysoft Technologies Pvt. Ltd.

Apr 2024 - Jun 2024

*Rewaysoft is a sustainability-focused B2B e-waste marketplace connecting sellers with government-authorized recyclers.*

- Assisted in conducting **market and competitor research**, identifying potential e-waste sources and recycler capacity trends.
- Organised operational data for **150+ listings** using **Excel/Google Sheets**, helping streamline matching between sellers and recyclers.
- Built simple **performance and supply-demand tracking sheets**, enabling founders to review weekly marketplace activity.

## PROJECTS

### Netflix Data Analysis (MovieLens 25M+ Dataset) | Statistical Modeling & Decision Support

- Analysed **58,675 titles and 25M+ ratings**, testing **11 hypotheses** with non-parametric methods (**Kruskal-Wallis, Mann-Whitney U**) to quantify genre, popularity, and tagging effects on movie quality.
- Designed **PostgreSQL data pipeline** with automated ingestion and summary table generation, reducing manual **processing time by 80%** and enabling reproducible analysis workflows.
- Developed an **interactive Tableau dashboard** (scatter plots, heatmaps, quadrant views) highlighting rating trends and content-quality patterns to support data-driven recommendation strategies.

### Customer Lifetime Value Modeling | RFM Analysis & Predictive Machine Learning

- Segmented **3,874 customers via RFM analysis**, finding top **27.6% drive 72.7% revenue**, enabling VIP retention targeting and **£86K CLV protection**.
- Built **XGBoost-based CLV predictor ( $R^2=0.514$ )** achieving **62% accuracy**, supporting dynamic CAC limits and smarter resource allocation.
- Created 4 customer strategy playbooks identifying **£145.9K incremental revenue (+2.6%)** from retention and reactivation actions.

### Uber Data Analytics Pipeline | ETL Automation & Analytical Data Modeling

- Developed an automated **Python** pipeline using **Pandas** to ingest and clean 100K+ trip records, optimising data for a **BigQuery Star Schema design**, and generating optimised analytical tables.
- Created a **Tableau dashboard** with core operational insights and maintained a full repo of SQL models and notebooks.

### Vendor Performance Analysis | Operational Consulting & Business Analytics

- Engineered a scalable **ETL pipeline** for 50K+ vendor records, automating data ingestion and cutting manual processing time by **80%**.
- Built **vendor performance metrics** flagging **198 underperformers** and revealing **\$50K+ optimisation opportunities**.
- Designed an **interactive Tableau dashboard** enabling data-driven procurement decisions and improving **inventory turnover by 25%**.

## POSITIONS OF RESPONSIBILITY

### Chief Fest Coordinator | Cultural Council DTU

Jan 2024 – May 2025

- Led a **500+** students team to execute North India's largest college fest, **Engifest (100K+ attendees)**, managing operations, sponsors, and artist coordination.
- Oversaw planning for Freshers, Diwali Fest & Farewell events, handling vendor negotiations, budgeting, logistics, and promotions.

## EXTRA-CURRICULAR ACTIVITIES & ACHIEVEMENTS

- Mentored Class IX–XII students in Delhi Govt's **Desh Ke Mentor** program through weekly career and guidance sessions.
- Active member of NSSS Foundation, contributing to community service initiatives since January 2023.
- Active member of Robin Hood Army, SDA Volume since November 2023.

## SKILLS

- Technical Skills:** Statistics, Python, SQL, MS Excel, MS PowerPoint, Tableau, Machine Learning, Data Science, Data Analysis.
- Non-Technical Skills:** Strategic Problem Solving, Market Analysis, Customer Segmentation, Stakeholder Mgmt, Team Coordination.