Priyanshu Agnihotri

8800486726 •priyanshuagnihotri1911@gmail.com • LinkedIn• Github• Leetcode

EDUCATION
September 2021 onwards

VIT BHOPAL UNIVERSITY
Bachelor of Technology , Major in Computer Science & Engineering,
Cumulative GPA: 8.32/10

PROJECTS

Customer Segmentation Analysis
- Developed an advanced customer segmentation model using K-Means clustering to analyze purchasing behavior, enhancing marketing efficiency by 20%.
- Utilized Python for data cleaning, exploration, and visualization, achieving a silhouette score of 0.55 and identifying four distinct customer segments and enhanced targeted marketing strategies by identifying four distinct customer segments.

Consumer Behavior Analysis & Market Insights
- Conducted a comprehensive study on purchasing patterns to optimize marketing strategies.
- Utilized data visualization tools to present findings that influenced business decision-making.
- Increased customer retention by 20% through strategic insights and data-driven recommendations.

EXPERIENCE

Hindi Club, VIT Bhopal • PR & Outreach Team Lead
- Spearheaded outreach initiatives, increasing club membership by 35% and event participation by 40%.
- Organized and promoted over 4 events, resulting in a 30% boost in social media engagement.
- Established partnerships with 5+ external organizations, enhancing club visibility and resource access.

IOS Club, VIT Bhopal • Social Media Team Member
- Created and implemented a content calendar, ensuring consistent communication and a 20% growth in event attendance.
- Collaborated with cross- functional teams to execute 4+ promotional campaigns, enhancing club presence.
- Managed social media content, driving a 25% increase in follower count and engagement across platforms.

IoT Club, VIT Bhopal • Event Management Team Member
- Coordinated logistics for 3+ technical workshops, attracting over 200 participants and boosting club reputation.
- Assisted in planning and executing events, contributing to a 15% rise in overall student participation.
- Streamlined event operations, reducing setup time by 20% and improving attendee satisfaction.

SKILLS

- **Business Operations**: Process improvement, workflow automation, strategic planning
- **Soft Skills:** Leadership, Communication, Negotiaton, Time Management, Problem-Solving, Stakeholder Management
- **Project Execution:** Agile methodologies, cross-functional collaboration, deadline management
- **Technology & Tools:** Python, SQL, Git/GitHub, Microsoft Office

ACHIEVEMENTS

- Secured a Leetcode rank under 2,75,000 demonstrating strong problem-solving skills.
- Achieved AIR 310 in the JEE B. ARCH Exam, showcasing exceptional aptitude.
- Attained an institute rank of 434 on GeeksforGeeks, reflecting proficiency in coding and algorithms.
- Managed around 10+ events at college with the average footfall of 500+ student.
- Head boy at school.
- Extempore and Debate Winner in East Delhi Zonais.
- Football and Handball Winner in NEW DELHI Interschool Championship.