Priyanshu Agnihotri

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EDUCATION

VIT BHOPAL UNIVERSITY   *September 2021 onwards*

Bachelor of Technology , Major in Computer Science & Engineering,

Cumulative GPA: 8.32/10

PROJECTS

Consumer Behavior Analysis & Market Insights| Python, Pandas, NumPy, Matplotlib, Seaborn
- 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..

Customer Segmentation Analysis | *Python, Jupyter Notebook, Scikit-learn*
- 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.

EXPERIENCE

PR & Outreach Team Lead • Hindi Club , VIT Bhopal   *08/2023 –09/2024*
- 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.
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Oasis InfoByte, New Delhi • Data Analyst (INTERN)   *06/2024 - 07/2024*
- Analyzed Google Play Store data to understand app market dynamics, employing data cleaning and visualization techniques to derive actionable insights.
- Conducted exploratory data analysis (EDA) on retail sales data, identifying patterns and trends to optimize inventory and marketing strategies for retail clients.
- Led customer segmentation analysis for an e-commerce company, utilizing clustering algorithms to group customers based on behavior and purchase patterns, thereby improving targeted marketing efforts.

SKILLS

Languages: Python, C++, PHP, HTML/CSS, SQL(MySQL)

Technologies: Data Structures & Algorithms, Machine Learning, TensorFlow, Keras , Jupyter, MongoDB, PowerBI

Business Operations: Process improvement, workflow automation, strategic planning

Soft Skills: Leadership, Communication, Negotiation, Time Management, Problem-Solving, Stakeholder Management

Project Execution: Agile methodologies, cross-functional collaboration, deadline management

Developer Tools: GitHub, VS Code, Anaconda, 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

CERTIFICATIONS

- AWS Certified Cloud Practitioner , Amazon MERN Full Stack.
- MERN Full Stack , Ethnus.
- AI Engineering Professional Certificate, IBM